



The Greater Haverstraw Chamber of Commerce
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FOR IMMEDIATE RELEASE

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**AFTER BEING ON THE BRINK OF CLOSING, THE VILLAGE OF HAVERSTRAW'S FARMERS
MARKET IS BACK WITH A NEW FACE AND A NEW NAME:**
HAVERSTRAW'S HARVEST FARMERS MARKET

“A good market is not only an economic engine, it's also a social gathering place which builds the community.” – Benjamin Fried, 2002, Project for Public Spaces

Haverstraw, NY – Fresh is Best, and it doesn't get fresher than locally grown, hand-picked and brought to the market.

The Sunday Haverstraw farmers market has been a weekly staple to many Rockland residents for 10 years, but was in dire straights this season due to a lack of funding. The Greater Haverstraw Chamber of Commerce, through its members Michelle Natale and Mia Marsh, has assumed management and renamed it **Haverstraw's Harvest Farmers Market**.

The farmers market is vital to the Greater Haverstraw Community. It's not just about healthy eating and buying fresh-picked, local produce, it's about community building. The market is a snapshot of local culture – a place where local residents can come together in a vibrant public space and share in the life of the community.

Michelle Natale and Mia Marsh plan to revitalize **Haverstraw's Harvest Farmers Market** so that it not only survives, but thrives. They are recruiting new vendors, including organic farmers, and looking to expand with demonstrations and events that will be exciting and educational for the community and its residents, including a Market to Table program and cooking demonstrations by local gourmet restaurants, events by Cornell Cooperative Extension, art and music presentations, and fun activities for both children and adults.

Since its opening over 10 years ago, the Haverstraw market has been the most affordable market in Rockland and the new managers are committed to keeping the cost to consumers low. But the market needs the support of the community. All of Rockland County is invited to come and shop, meet the producers and learn how their food is grown. Donations of funds to help the market run, as well as volunteer efforts to assist in the operation of the market are needed and greatly appreciated.

The market will also participate in the Farmers' Market Nutrition Program (FMNP) which provides benefits to low-income WIC families and seniors. **Haverstraw's Harvest Farmers Market** is open every Sunday from 9a.m. to 2 p.m. at Maple Avenue & New Main Street in Haverstraw Village, rain or shine, from June 27th to November 21st, 2010. Join us for the Opening celebration on July 11th!

For more information, please contact MICHELLE NATALE at 845-429-8447 or MIA MARSH at 917-547-0682

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