



CITY OF HARTFORD

DEPARTMENT OF HEALTH AND HUMAN SERVICES

131 Coventry Street
Hartford, Connecticut 06112

Telephone: (860) 543-8860
Fax: (860) 722-6851
www.hartford.gov



PEDRO E. SEGARRA
Mayor

CARLOS RIVERA
Director

The North End Farmer's Market Returns! **Fresh Produce Available Every Wednesday, Starting July 7, 2010**

---NEWS AND COMMUNITY ADVISORY---

The North End Farmer's Market is back! For the third year, this one-of-a-kind market in the North End, offers the community locally grown fruits, vegetables and other tasty delights. Councilwoman Rjo Winch will help kick-off this year's market activities starting at 10:00 AM.

The North End Farmer's Market started 2 years ago in response to an increased demand for fresh products in the Northeast area of Hartford. Diet-related health concerns exist in Hartford's neighborhoods where rates of obesity, diabetes, and heart disease are more than twice as high as statewide averages. At most bodegas and smaller grocery stores, access to healthy foods can be limited.

Thanks to the support of several community based organizations, residents of the Northeast neighborhood and funding provided by the City of Hartford Department of Health and Human Services to the Hartford Food System to run the market, **the North End Farmers Market returns this year beginning July 7 and every Wednesday thereafter until November 3, 2010 from 10 AM to 1 PM in the front lawn of the North End Senior Center which is located at 80 Coventry Street.**

The City of Hartford Department of Health and Human Services is proud to support this market and a number of other initiatives throughout the city as part of its Healthy Hartford Campaign that aims to increase the availability of health related information designed to influence the choices that Hartford families make in their daily lives. The central theme of this campaign is "Healthy Choices" and the North End Farmer's Market certainly offers plenty of these.

Produce such as callaloo, corn, collard greens, watermelon, apples and other treats will be available. In addition each week, the City of Hartford Office of Cultural Affairs will sponsor musical entertainment while customers shop. Shoppers who are eligible may use WIC and Food Stamps as alternate modes of payment.

For more information please contact Ola Pollard, Northeast Farmer Master at the Hartford Food System at (860) 296-9325 or Ola@hartfordfood.org