



Yorktown Market Days to celebrate Farmers Market Week

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FOR IMMEDIATE RELEASE

Governor Timothy M. Kaine has officially recognized August 2 - 8, 2009, as Farmers Market Week in Virginia.

Yorktown Market Days at the River at 425 Water Street, Riverwalk Landing in Historic Yorktown, Virginia is inviting everyone to join the celebration on Saturday, August, 8, 2009, from 8 am to noon.

According to Market Manager Don Willis, “Yorktown Market Days has planned a wonderful celebration for Farmers Market Week. We will feature special children’s activities, music by Acoustical Americana performer, Ron Fetner, and cooking demonstrations by Chef Cynthia Schuette of Berret’s Restaurant in Williamsburg. There is something for everyone to enjoy plus all the great items our exhibitors are selling.”

August is prime time for produce so shoppers will find the freshest and most flavorful fruits and vegetables, ripe and ready right now. Vendors at Yorktown Market Days will have fresh-picked, Virginia grown tomatoes, peppers, potatoes, beans, squash, eggplant, cucumbers, melons, sweet corn, berries, peaches, and more. Thanks to shorter travel time, this locally grown produce can retain its exceptional taste and valuable nutrients far better than items shipped long distances.

Besides produce, Yorktown Market Days will also offer gourmet herbs & spices, organic items, baked goods, plants, cut flowers, meats, fresh seafood, pasta, sauces, and herbal soaps and lotions. Shoppers can expect an ever-changing variety, which is part of the charm of a farmers market.

Also, local artists Paige Joyner, Constance Svindland and Jill Balsamo will offer one-of-a-kind jewelry and photography for sale. And make sure to visit the specialty shops at Riverwalk Landing offering patriotic items, home décor, clothing, jewelry, art, rugs and more while enjoying the river view.

In addition to selling local products, farmers markets also serve as gathering places to meet and greet neighbors and old friends. At farmers markets, shoppers can chat with the farmers, producers and processors whose hard work and skill provide the food they are purchasing.

In Virginia, farmers markets support local farmers by providing sales outlets for those just starting out, by giving additional marketing and sales opportunities to experienced farmers, and by offering to both increased financial returns through direct sales to consumers.

Farmers markets also help sustain Virginia’s working farms which in turn help keep the state’s economy strong, provide green space, help preserve the high quality of life enjoyed by all Virginians and help maintain agriculture as the Commonwealth’s number one industry with an economic impact of \$55 billion annually and 357,000 Virginia jobs to its credit.

Find additional information about Yorktown Market Days at the River at www.riverwalklanding.com.



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