



NEWS RELEASE

York County Public Affairs

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Yorktown's Award-Winning Farmers Market Kicks Off an Exciting New Season at the Waterfront!

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GOLD Winner of *Coastal Virginia Magazine's* Best Farmers Market in Hampton Roads for three years running—Yorktown Market Days is the area's one-stop shop for seasonal produce; fresh poultry, eggs, and milk; beef, pork and seafood; artisan breads and scratch-made desserts; honey, jams, and sauces; flowers, plants, and herbs; coffee, tea, fresh-pressed juices, and wine; high-quality art; and even gourmet dog treats! With sweeping views of the beautiful York River, the location is both unique and memorable.



The 2021 market season kicks off **April 10 from 8 a.m. to 12 p.m.** In collaboration with York County's Department of Public Works and the York County Beautification Committee, **Yorktown Market Days will Go Green** to encourage shoppers to reduce, reuse, and recycle. There will be free information to promote environmental sustainability as well as complimentary reusable market bags for the first 400 customers. Shoppers will have an opportunity to discuss eco-friendly methods and products with both artists and vendors alike. Some businesses will be offering recycling incentives at their booths for future purchases.

Yorktown's farmers market has been serving the Peninsula for more than 15 years and has been an essential resource to the community during the pandemic. The market is a way for families of all economic backgrounds to access fresh, nutritious food from as close to the source as possible—the region's farmers, chefs and food artisans. Yorktown Market Days is also a proud participant in the USDA's Supplemental Nutrition Assistance Program (SNAP).

This year will include 32 weekly markets. Several themed Saturdays include extended hours with additional and safe fun such as live trade demonstrations, educational programming, performances by the Fifes and Drums of York Town, and family photo opportunities. Highlights include, but are not limited to, the Pirate Invasion Market, Fall Market, Harvest Market, and Paws at



the River. The market runs Saturdays through the end of October, rain or shine, *with the exceptions of May 1, July 3, and October 2.*

2021 Themed Markets

April 10: Go Green Market
April 17: Sister Cities French Market
April 24: Pirate Invasion Market
May 8: Wellness Market
August 7: National Farmers Market Week
October 9: Fall Market
October 16: First Responders Market
October 30: Paws at the River
November 13: Maritime Market
November 20: Harvest Market
December 11: Mistletoe Market

Returning customers will notice COVID-19 safety regulations and guidelines in place to start the season, including required spacing between vendors and a setup to avoid congestion in typically high-traffic areas. Vendors and staff who are engaging with customers will be required to wear face coverings. Hand sanitizer stations will be set up as you enter the site, as well as signs stating that no one with a fever or symptoms of COVID-19, or known exposure to a COVID-19 case in the prior 14 days, is permitted to shop the market.

Many vendors say they plan to continue to offer pre-order, pre-payment and pickup options though it will be up to those individual businesses to communicate plans and to make arrangements with customers.

Free parking is available at the Riverwalk Landing parking terrace, York Hall, York-Poquoson Courthouse, County Administration Building, and other designated public parking lots. The complimentary, wheelchair accessible Yorktown Trolley is now available from 11 a.m. to 5 p.m. (with a later starting and ending time beginning Memorial Day Weekend). The Trolley makes several convenient stops throughout town.

Additional Information

- www.yorktownmarketdays.com
- Email: mark@villageevents.org
- Facebook, Instagram & Twitter: Visit Yorktown #visityorktown
- [Snap eligible Farmers Market items](#)

Additional photos are available at <https://bit.ly/3vVyKqE>.

*Special thanks to the 2021 **Cultivator Sponsors** State Farm Agent Mark Irwin and Langley Federal Credit Union. Additional recognition goes to **Harvester Sponsor** Amory Funeral Home for entertainment and **Seed Sower Sponsor** Parks Orthodontics for providing all the kid-friendly activities.*