



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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P R E S S R E L E A S E

New Bedford Farmers Market season officially kicks off; open through October

New Bedford – The New Bedford Farmers Market season officially opened Monday, June 12. Until the end of October, you can find your favorite farmers and other local food vendors Mondays at Brooklawn Park from 2-6pm, Thursdays at Custom House Square from 2-6pm, and Saturdays at Clasky Common from 10am – 2pm. (The Clasky Common market is opening a month earlier this year.) The Farmers Market season ends October 30.

“We are excited to begin our third year,” said Mass in Motion New Bedford Director Kim Ferreira. “By far, the newest addition to this year’s market is the Healthy Incentives Program (HIP), which is a dollar-for-dollar matching program for all SNAP recipients.”

A program of the Department of Transitional Assistance, HIP will provide all SNAP recipients with a 1:1 match when they purchase local produce from participating vendors. The money will immediately be returned to their SNAP card and they will be able to use it to purchase other SNAP-eligible items.

“HIP will help SNAP recipients purchase more locally grown fruits and vegetables, simultaneously supporting our local farmers and the local food economy,” said Ferreira. “This program provides SNAP recipients with greater flexibility and incentive to use their often limited SNAP dollars to purchase fresh produce, and subsequently rewarded with additional SNAP dollars to purchase other items.”

As Community Involved in Sustaining Agriculture (CISA) reports, “If every household in Massachusetts spent \$20 more on local food per month (and \$20 less on non-local food), \$234,768,540 more local income would be generated per year and 3,876 local jobs would be created in the State.”

The New Bedford Farmers Market will feature 18 vendors this year, across its three locations – including four new vendors! New vendors include Apponagansett Farm selling local produce, The French BrewDog Bakery selling dog treats, The Boston Brown Bread in a Can Baking Company, and People’s Pressed, Inc. selling cold-pressed juices.

Farmers and vendors will sell an array of locally grown vegetables and fruits, eggs, chicken, grass-fed beef, locally-landed fish, jams, prepared foods, fresh juices, dog treats, honey baked goods, and other specialty items.

The market continues to accept SNAP benefits, WIC coupons, Senior Farmers Market coupons, credit cards, debit cards, and cash.

“The New Bedford Farmers Market is grateful to its 2017 Farmers Market sponsors, including, Bristol County Savings Bank, Edible South Shore & South Coast, Hawthorn Medical Associates, and the New Bedford Credit Union, as well as to the Mayor’s Office, Office of Planning, Housing & Community Development, and the City Councilors for their ongoing support of the farmers market, and to the Marion Institute for acting as fiscal sponsor,” said Ferreira.

The New Bedford Farmers Market is managed by Mass in Motion New Bedford; visit their website to sign up for the weekly farmers market e-newsletter to find out about weekly offerings and special events. You can also visit Mass in Motion New Bedford’s website to learn more about the farmers and vendors attending each market, and for more details about HIP.

Mass in Motion is a statewide movement led by the Massachusetts Department of Public Health, and supported locally by the Office of Mayor Jon Mitchell, that helps local communities increase opportunities for residents to eat better and move more in the places they live, learn, work, and play.

You can learn more about MiM NB by visiting their website at massinmotionnewbedford.org or liking the New Bedford Farmers Market’s Facebook page @newbedfordfarmersmarket.



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