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PRODUCE PED'LERS



PRESS RELEASE

Under Secretary of USDA to Help Launch Produce Ped'lers Program

New project will deliver fresh veggies from farmers markets to neighborhoods via bike

Goldsboro, April 2012: Press Release

For Immediate Release

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Under Secretary of USDA to help Launch Produce Ped'lers Bike Delivery Program

Under Secretary of the USDA's Food, Nutrition and Consumer Services, Kevin Concannon will be coming to the City Market at Herman Park in Goldsboro to celebrate the launch of the SWARM Produce Ped'lers Program. This special event will take place on Wednesday, May 9th at 12, noon at Herman Park. Kevin W. Concannon was nominated by President Obama and Secretary Vilsack in July 2009 to serve as Under Secretary for Food, Nutrition, and Consumer Services in the United States Department of Agriculture. Food, Nutrition, and Consumer Services has principal responsibilities and funding authority for Food and Nutrition Service (FNS), which feeds an estimated 20 percent of the U.S. population, and has lead responsibilities for promoting healthful diet through the Center for Nutrition Policy and Promotion.

Produce Ped'lers is a bike delivery program that will deliver fresh produce from the City farmer's market to areas of the community that have limited access to fresh, local produce. The project is funded by a USDA Farmer's Market promotion grant. Community partners like, Dillard Academy Charter School, the Wayne County Health Department, the Wayne Food Initiative, the City of Goldsboro, Plum Tree Marketplace and the Center for Environmental Farming Systems, teamed up to launch this creative pilot that will also employ young people and train them on farmer's market management. The program has applied through the USDA to receive SNAP benefits, which will greatly increase the capacity for all people to better afford this locally grown produce.

An additional goal of the project is to promote our local farmer's markets. The Plum Tree Market, located on George Street, has been in operation for two years now and is open each Friday from 4pm-7pm. They offer arts and crafts from local artisans in addition to freshly baked breads, jams and jellies, and produce. The City Market has moved down the street to its new location in Herman Park. It's open each Wednesday from 9:30am til dusk and also on first Sundays from 1-4pm.

The launch will take place at the City Market at Herman Park on Wednesday, May 9th at 12, noon. The event will feature singing by Dillard Academy Charter School's veggie chorus, cooking demonstrations and special give-a-ways! Everyone is encouraged to come out and support and enjoy fresh, locally grown produce! Other special guests will include City officials, community partners and former Congresswoman Eva Clayton. For more information about the Produce Ped'lers program please contact Shorlette at sammonss@ncat.edu or (919)288-0192. If you're a grower and are interested in selling at the City Market, contact Mark Wilson at mwilson@ci.goldsboro.nc.us or for the Plum Tree Market, contact Joanne Lesak at grandpachildren@earthlink.net.