

# NEWS RELEASE

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## WATSON STREET FARMERS MARKET RETURNS

Downtown Ripon's Watson Street Farmers Market will once again offer locally grown fresh produce, although when the market opens this season, its hours of operation will be even more convenient for customers.

Located at the Village Green in downtown Ripon, the market will be open every Tuesday and Saturday, rain or shine, through the end of October. A change this year is that the Tuesday activity will become an evening market. Vendors will be on hand selling their products from 4 to 7 pm. Ripon Main Street, Inc., which hosts that market, believes this change will be more convenient for customers while boosting vendors' business. The Saturday market will continue as it has in the past, open from 7 am to 1 pm.

Farmers markets are an integral part of the urban/farm linkage and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. The Watson Street Farmers Market allows consumers to have access to locally grown, farm fresh produce.

"We typically have a nice selection of vendors at the market, with the number growing as the season progresses," said Craig Tebon, Ripon's downtown manager. "Independence Day weekend has typically been the time when area gardens are in full gear. Customers can expect to find farm fresh produce, baked goods, poultry, meats, eggs, honey, and plants."

Direct marketing of produce and products through farmers markets continues to be an important sales outlet for agricultural producers nationwide. Food in the United States travels an average of 1,500 miles to get to the kitchen table. All this shipping uses large amounts of natural resources (especially fossil fuels), contributes greatly to pollution, and creates excess trash with extra packaging. Today, there are nearly 4,800 farmers markets operating throughout the nation.

New vendors are welcome to participate in the market. Contact the Ripon Main Street office at [craig@riponmainst.com](mailto:craig@riponmainst.com) or visit [www.downtownripon.com/riponmainst/calendar.htm](http://www.downtownripon.com/riponmainst/calendar.htm) to obtain a vendor packet and register for the market.