

NEWS RELEASE

For more information contact:

Craig Tebon, Ripon Main Street, Inc. (920) 748-7466



Downtown Ripon Farmers Market Returns

The Watson Street Farmers Market is set to open its 2018 season on Saturday, June 2nd. The market, which takes place at the Village Green in downtown Ripon, operates on Tuesday evenings from 4 to 7 pm and Saturday mornings from 7 am until noon. The market is a rain or shine event that continues through the end of October.

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 are hoping to add vendors to the market so we can provide a nice selection of goods. The number of vendors usually increases as the growing season progresses," said Craig Tebon, Ripon's downtown manager. "Independence Day weekend has typically been the time when area gardens are in full production. Customers can expect to find farm fresh produce, baked goods, meats, honey and plants and other items."

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 920-748-7466 or visit www.downtownripon.com/riponmainst/village-green.html to obtain a copy of the regulations and register for the market.