

AgNews



DELAWARE DEPARTMENT OF AGRICULTURE
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To: Newsroom Directors and Assignment Editors

For Immediate Release:

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Another banner year for Delaware Farmers' Markets 2011 sales top \$1.8 million

For the 2011 Delaware Farmers' Market Season, sixteen Delaware farmers' markets grossed more than \$1.8 million in sales (more than a \$400 thousand increase over 2010). As in past years, the season began in April and ended in October. 2011 is the sixth straight year of Delaware Farmers' Markets increasing sales to consumers.

"Farmers' markets bring us local fresh fruit and vegetables, support our farmers and contribute to our local economy" said Governor Jack Markell. "Thanks to all the consumers who made this a banner year for our local farmers' markets. My wife, Carla, and my family have enjoyed many Delaware farm products this year and we look forward to enjoying next season's harvest."

"Congratulations to all of our farmers' markets, our farmers, and other vendors for an outstanding season," said Ed Kee, Delaware Secretary of Agriculture. "The success of these markets is a reflection of the quality of Delaware's agricultural products and the hard work of Delaware farmers that are second to none. Our farmers' markets provide consumers with a direct connection to those who produce the food that they put on their table. The concept of "knowing where your food comes from" continues to grow in popularity and drives people to farmers markets and grocery chains that carry local agricultural products."

Of the \$1.8 million in sales:

- Produce (vegetables and fruits) – 57 %
- Value-added products, eggs, meats, honey, breads/pastries, and miscellaneous items – 43%

The resort area markets continued to lead in sales. Newcomer markets, Milton Farmers' Market, Sea Colony Farmers' Market, Cool Spring Farmers' Markets launched successful first seasons.

2011 Farmers' Markets

New Castle County

- *Cool Spring Farmers Market (a Bright Spot Venture), Wilmington, DE*
- *Carousel Park Farmers Market, Wilmington, DE*
- *Co-Op Farmers Market, Newark, DE*
- *Little Italy Farmers Market, Wilmington, DE*
- *Wilmington Farmers Market*

Kent County

- *Delaware State University Farmers Market, Dover, DE*
- *Harrington Farmers Market, Harrington, DE*

Sussex County

- *Bethany Beach Farmers Market, Bethany Beach, DE*
- *Fenwick Island Farmers Market , Fenwick Island, DE*
- *Georgetown Farmers Market, Georgetown, DE*
- *Good Earth Farmers Market , Clarksville, DE*
- *Historic Lewes Farmers Market, Lewes, DE*
- *Milford Farmers Market, Milford, DE*
- *Milton Farmers Market, Milton, DE*
- *Rehoboth Beach Farmers Market*
- *The Farmers Market at Sea Colony*
- *Western Sussex Farmers Market*

Community interest in farmers' markets continues to grow. Stay tuned to see an expanded list of 2012 farmers' markets that will be placed on the DDA website and available via the *Delaware Fresh App* (apps.delaware.gov) in early spring. Farmers and others that are interested in becoming a vendor at any of the state's farmers' markets in 2012 may contact David Smith at (302) 698-4522, or by e-mail at davidm.smith@state.de.us, or log on to www.dda.delaware.gov and click on farmers' markets for a current list of markets and market masters for direct market contact.

Note: The Delaware Fresh App was launched this year to help promote farmers markets, on-the-farm markets, Delaware Christmas trees, holiday items and much more. During the holiday season us the App to find a Christmas tree farm near you, holiday decorations, fresh local turkeys, pies, etc. See <http://governor.blogs.delaware.gov/2011/11/05/buying-local-in-autumn/> .

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