

GROW LOCAL



sustainable
FOOD CENTER

The Austin Farmers' Market is . .

- A centrally located weekly market in the heart of downtown Austin, opening June 2003.
- A grower's only market, where farmers will need to grow what they sell. Farmers will come from the Central Texas region
- A delight to the eyes and taste buds. There will be at least a dozen farmers selling scores of different vegetables and fruits spilling over from their baskets. Several vendors will bring flowers, fresh-made cheeses, breads, drinks, and ready to eat foods for market visitors. Interactive food and nutrition presentations will be given to connect consumers to healthy, fresh, local food in a fun way.
- A seasonal dance of flavors, colors and shapes. Visitors will notice seasonal changes of vegetable "stars" as the summer months march into late fall. Because the produce comes from local farms, customers become acutely aware and appreciative of the short lived season of sweet peas and corn and relish the long production of tomatoes, peppers, squashes, okra and eggplant. Other produce will include onions, garlic, cucumber, greens, root crops, broccoli, cauliflower, cabbage, asparagus, potatoes, sweet potatoes, pumpkin, spinach, lettuce, herbs, figs, melons, peaches, pears, apples, pecans and strawberries. All in their own time, all in their own season.
- A way to get children interested in food. Fresh, colorful and reachable food will be at eye level for most young people, enticing them to redefine their definition of taste and flavor.
- An alternative to the industrial agricultural system. Most of our food comes from 1500 miles away and rapidly loses its nutritional value after just a few days while it waits in storage to go out on the shelf. The Austin Farmers' Market will feature farmers' produce that is picked mere hours before it is sold to the customer.
- A place to gather with friends and enjoy. With music on a simple stage featuring Austin's talented musicians, shaded areas, and easy parking to transport the armloads of goods, the market will become a weekly excursion that becomes a sought after peak in everyone's routine.
- A collaborative effort of the City of Austin, City of Austin Parks and Recreation Department, Austin Parks Foundation, Downtown Austin Alliance, and the Austin Museum of Art.
- A project of the Sustainable Food Center, a local non-profit working to create a food secure community by improving access to affordable, local and health food for children and adults in Central Texas.
- Want more information? Go to www.austinfarmersmarket.org and sign up.