



MEDIA ADVISORY

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Ceres Farmers Market grand opening Apr. 1



The Ceres Farmers Market will hold its grand opening to the community in Ceres on Apr. 1 at Whitmore Park (located on the corner of North and 3rd Street). The farmers market will be open every Wednesday from 12 -7 p.m., featuring a wide selection of locally grown and produced foods, such as peaches, apricots, broccoli, green beans, lettuce, a variety of cheeses and much more. The market will also offer plants, arts and crafts and delicious baked goods. Free health screenings and informational resources will also be available to the public during the grand opening.

The Ceres Farmers Market is a collaborative relationship between the Ceres Partnership for Healthy Children, City of Ceres, Stanislaus County Health Services Agency and The Mineni Family. The farmers market is a response to area needs, which were identified by the Central California Regional Obesity Prevention Program (CCROPP).

The farmers market was established to help provide a local and easily accessible food venue for local residents who struggle to buy affordable, fresh produce and to also help revitalize Ceres' downtown areas. The farmers market was a high priority for the Ceres community, to provide opportunities for individuals and families who lack access to healthy food, such as fruits and vegetables. The market will help to begin the process of creating a lasting outdoor meeting place for local Ceres residents and visitors.

The Ceres Partnership for Healthy Children and The Mineni Family, owners of the Ceres Farmers Market, in partnership with CCROPP and the City of Ceres have added food stamps (Electronic Benefits Transfer) and WIC (Women, Infants and Children) farmers market vouchers to the list of the market's payment options.

Every week, the Ceres Farmers Market will provide a unique venue for community and social interaction to take place and special events for adults and children to enjoy. For more information, please contact Lourdes Perez at (209) 541-0101 or (209) 450-5773 or by email: lourdesp@cphc.info. To obtain a copy of the grand opening event flyer, visit www.ccropp.org.

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