

For Immediate Release

Cambridge Farmers' Market A Star Attraction Named One of Canada's Top Farmers' Markets

Cambridge, Ontario. May 23, 2008...Best Health Magazine, part of the Reader's Digest family, has named the Cambridge Farmers' Market as one of the best markets in the country. According to the recently released ranking, a coast to coast search was conducted to track down 10 of this country's best. The Cambridge Farmers' Market made the top ten list and was the only Ontario market to be part of the comprehensive rankings by writer Diane Peters.

The recognition comes on the heels of other national media attention for the Cambridge Farmers' Market; The Toronto Star travel section also gave billing to the local market in the story "getting full market value an Ontario tradition." The news article by Martha Chapman touts the benefits of local producers and customer friendliness and speaks to the variety of indoor and outdoor display options in Cambridge for things like meat, poultry, maple syrup and crafts at the market.

"There's a growing focus on healthy diets and farm-freshness in the Cambridge community and throughout the globe," says Cambridge Mayor Doug Craig. "The Cambridge Farmers' Market brings the buy local, buy fresh options to the community at a unique setting in a marketplace that has been at the corner of Ainslie and Dickson since 1837."

What's NEW? Beginning June 18th and running through to Sept. 17th, Cambridge Farmers' Market will extend operations on Wednesdays offering services from 10am to 5pm. "These extended Wednesday hours are different from the schedule we have offered in the past. We did this to make it more convenient for market customers to shop during the day including those from nearby downtown offices," adds Don Corry, Market Manager.

The Cambridge Farmers' Market runs all year long on Saturdays from 6:00 am to 1:00 pm. A unique customer service feature of the market is the Market Ambassador program which offers assistance to clients to carry packages to their vehicles. It's an old fashioned touch that continues to add style to the market! Have you checked out what's fresh lately?

The City of Cambridge unveiled a strategic assessment and business plan for the Cambridge Farmers' Market which went to General Committee on May 20, 2008. Staff will begin to fine tune the recommendations and bring forward elements of future enhancements to continue to build on the enterprise.

Facts about the Cambridge Farmers' Market

- Vendors come from within a 75 km radius of the Market and are predominately farmers/growers or small business proprietors
- The Market goods are displayed inside and outside the heritage building
- The outside Market has approximately 16 vendors (made up of Fruit & Vegetable growers & nursery operators)
- The outside is expected to expand next year within Civic Square
- The inside Market accommodates between 18 and 22 vendors and has a variety of items and products including: 2 large butcher counters, a large poultry counter, 2 deli counters, 2 cheese counters, a prepared salads & dips counter, a prepared Vietnamese/Thai food vendor, an egg vendor, a British bakery, a bread maker, a honey & maple syrup vendor, a home baker, a toffee maker, a refreshment vendor, a specialty tea vendor, a fruit & vegetable vendor, an herbs & spices area, dried fruit & nuts products, and a candy vendor. These vendors attend Market year round. There are also a number of Market carts available for seasonal vendors which include artisans with bird houses, sewing, knitting, maple syrup, visual arts, home-made dog treats, etc.
- There are approximately 36 vendors during high season
- New permanent vendors this year: The Red Teapot (specially blended teas); All Natural Toffee (home made in St. George, in 3 flavours); and Variety of Food (prepared Vietnamese/Thai foods)
- Events often support the Market activities and are located near Historic City Hall during the warm weather months. The Soweto Marimba Band will be performing Sat. June 7th from 9 am - 11 am prior to the Official Opening of City Hall (These performers are from a children's band in South Africa & are all orphans of AIDS victims)
- Special events are usually planned for long weekends or special occasions during May - Dec

For more information about the market or if you are interested in becoming a vendor, please contact Don Corry, Cambridge Farmers' Market Manager. He may be reached by telephone at: 519.740.4680 ext. 4252, or e-mail CorryD@cambridge.ca

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2007, the population reached over 125,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at <http://www.cambridge.ca/article.php?sid=176>
To opt out of the news release distribution, please send an email to Linda Fegan feganl@cambridge.ca