



Contact: Debbie Wilmot
Public Information Officer
City of Lafayette
1290 S. Public Rd / Lafayette, CO 80026
Office: (303) 661-1225
Cell: (720) 245-1446
debbiew@cityoflafayette.com
www.cityoflafayette.com

News Release

FOR IMMEDIATE RELEASE

Lafayette announces new Thursday night Farmers Market to launch in June

LAFAYETTE, Colo March 30, 2017 – An exciting collaboration with [Boulder County Farmers Markets](#) (BCFM) will offer Lafayette residents a new, weekly, producer-only farmers market beginning June 8. BCFM's three decades of experience supporting local agriculture and making fresh products available to area consumers, will enhance the community's access to locally grown, healthy food.

The new Lafayette market will be held every Thursday, June 8 through September 28, from 4:00-8:00pm in the Lafayette Florist parking lot at 600 South Public Road. This centrally located, Old Town setting offers a visible presence and provides a convenient and accessible location for the community. Walking and biking to the market is encouraged, and a free bike valet service will be available for shoppers. In addition to the opportunity to purchase a wide variety of locally grown produce and packaged goods, market attendees will enjoy live music, a beer garden, chef demonstrations, kids' activities, and more.

According to Brian Coppom, BCFM Executive Director, "We are thrilled to work with the community and City of Lafayette to bring the farmers back to Old Town. Our grower's-only format means residents can be certain the fruits, vegetables, and meats are grown by the farmer who is selling them. This gives the community an opportunity to access some of the best food available and strengthen connections with their growers."

BCFM is launching a [Founding Members Program](#) for supporters of the new Lafayette Farmers Market. The \$55 membership fee will offer monthly market deals, provide admission to an end of season celebration, strengthen the community connection, and support participating farmers. "Farmers and ranchers bear the most risk when starting a new market," explained Elyse Wood, Operations Manager at Boulder County Farmers Market. "Funds raised through the Founding Members Program will guarantee minimum sales for farmers to help cover costs associated with bringing their goods to the new market and allow them to commit to participate throughout the entire season." Any produce purchased from the farmers to meet their minimum sales threshold will be donated back to the community through local non-profits. Supporters can sign up for the program at www.bcfm.org/foundingmembers .

In January, Lafayette was awarded a \$5,725.00 grant from LiveWell Colorado to support healthy food access and continue furthering the City's LiveWell [HEAL \(Healthy Eating, Active Living\) designation](#). This funding will be used to develop promotional materials, provide translation services, host an outreach event, educate residents on how to double

the value of Supplemental Nutrition Assistance Program (SNAP) benefits at the market, and support bicycle access to the market.

“An additional community benefit of the market will be a collaboration with local restaurants,” explained Debbie Wilmot, Lafayette Public Information Officer. “We’re working to make it easy for local restaurants to seamlessly incorporate fresh, locally grown fruits and vegetables from the market into their offerings, and promote a healthy menu.”

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Weekly Lafayette Farmers Market

Thursdays from 4:00-8:00pm

June 8 – September 28, 2017

Lafayette Florist parking lot / 600 South Public Road

www.bcfm.org

Lafayette Farmers Market Kick-Off Event

Thursday, May 25

5:00–7:00pm

Boulder Ridge Mobile Home Community Park / 11990 E. South Boulder Road

Join us for this special, one-time event at the Boulder Ridge Mobile Home Community Park to get a taste of what to expect from the upcoming weekly market. Meet farmers who will be selling at the Lafayette market, learn about local agriculture, find out how to double SNAP benefits, listen to music, participate in some fun activities, and more. Lafayette City Council will also be on hand to chat with residents.

Contact:

Brian Coppom

Executive Director, Boulder County Farmers Market

director@bcfm.org

303-910-2236

