

8/7/2021



It is National Farmers' Market Week! Read on to learn more about why farmers markets are so important to our local communities. We could not do what we do without YOU so we wanted to also take this opportunity to thank you for your patronage... so be sure to sign up for a **chance to win 4 Reds tickets**, courtesy of Bethesda North, at the manager's booth! There will be two winners and the Reds mascot will be on site to celebrate with us. Thank you for your support!

Meanwhile, sugar cube melons, bubblegum plums and watermelons are here! What could be better than a plump, juicy, sweet treat on a hot summer day.
Picked fresh just for you!

Our newest sponsor, Tri-Health Bethesda North Hospital, will have a **vaccination clinic** set up. Kids

need a back to school vaccination? Come to our market to take advantage of this convenient option while you also get your weekly shopping done.

Have you noticed our new shade tent? Learn it's wonderful origin story below.

This week, Marx Hot Bagels, Queen City Popcorn, Streetpops and Zoftig Bakehouse will be absent. Subbing in are Final Course Gourmet Desserts, Kondita Heritage Bakery and Viviano Wellness!

Eddie Osborne will entertain us as we shop and LeCreParis food truck will be on site with their delicious crepes.

Come and join us!

As always, we are open every Saturday from May through October, 9am-12:30pm. We are located in the Montgomery Elementary School parking lot at 9609 Montgomery Road, Cincinnati, OH 45242. Come join in the fun!

SNAP/EBT (Food Stamps)

We haven't completely figured out our SNAP/EBT credit card machine just yet. We are trying new things each week to get it back up and running so we hope a SNAP customer will stop by to help us troubleshoot the problem. Thank you for your assistance and patience as we work through this issue.



What's in season for August 7th?

Watermelons, bubblegum plums, ground cherries, sugar cube melons, cantaloupe, Galia melons, peaches, green beans, yellow beans, sweet corn, okra, shiitake mushrooms, oyster mushrooms, heirloom tomatoes, slicer tomatoes, cherry tomatoes, grape tomatoes, red, white and yellow potatoes, red and green cabbage, candy-sweet onions, red onions, green onions, leeks, mini eggplants, broccoli, cauliflower, carrots, pickles, cucumbers, pickling cucumbers, zucchini, yellow squash, patty pan squash, kohlrabi, lettuce, spring greens, salad mix, cut baby greens, spinach, kale, romaine, living head lettuce, microgreens, radishes, beets, fresh popping corn, fresh cut herbs, herb plants and edible flowers.



Visit North South Bakery to get a Peaches n' Cream Cruffin! These have a double stuff filling of their house-made vanilla pastry cream and peach jam! Then they are topped with a peach glaze, toasted crumb and their favorite edible flowers... it tastes like a little bit of summer magic!



The Big Red Tent and the Berger Family

Have you noticed our new, large, shade tent? We have Andrea and Michael Berger to thank for this amenity. They have been long-time market goers and they enjoy sitting and listening to the music while enjoying a fresh treat. Having noticed that we did not have a shady area for this, they offered to sponsor the purchase of a new tent! We are very grateful and we believe many others are as well since it has been getting a lot of use.

You too can become a "Friend of the Market" by providing a donation. No amount is too small. You don't even need to have a specific purpose in mind.
Thank you Andrea and Michael!



It's National Farmers' Market Week!

Did you know that farmers markets preserve farmland and rural livelihoods, promote sustainability, support healthy communities, increase access to fresh, nutritious food, and stimulate local economies? It's true!

Farmers Markets Preserve Farmland and Rural Livelihoods.

There are five times as many U.S. farmers over the age of 65 compared to those under 35. Farmers markets provide one of the only low-barrier entry points for new farmers, allowing them to start small as they learn and test the market.

"If it weren't for the rise of farmers markets, a lot of these small farms would simply not exist." *Rebecca Landis, market director for the Corvallis-Albany Farmers' Markets.*

Farmers Markets Promote Sustainability

Behind the rows of produce, busy vendors, and eager customers, farmers markets are a bustling hub of sustainability. Local farmers deliver fresh, local food to a growing number of shoppers demanding food that is not only healthy, but environmentally friendly. But farmers markets take sustainability a step further. They also ensure farmers can make a living off sustainably grown food, while providing an outlet where communities can find and purchase their products.

Sustainability is the overarching theme in this system. Farmers engage in sustainable farming practices to produce healthy food to sustain the local community, who in turn provide the money necessary to sustain the farmers. Each shares in the success of the other in a mutually beneficial relationship that has become a model for sustainability.

Farmers Markets Support Healthy Communities

- A study by the Project for Public Spaces revealed that people who shop at farmers markets have 15-20 social interactions per visit, while they would only have one or two per visit to the grocery store. Evidence of the clear correlations between social interaction and health mean the social space at farmers markets has important public health implications.
- The American Fitness Index includes the number of farmers markets per capita as a factor contributing to healthier communities, using it as an indicator for community members' access to fresh fruits and vegetables.
- Low-income diabetic shoppers increased their fruit and vegetable intake by 1.6 servings per day using an incentive program based at a farmers market located at a health center

Farmers Markets Increase Access to Fresh, Nutritious Food

Nutritious food should be for everyone. It sustains our well-being and makes it possible for us to pursue happy, healthy lives. But nutritious food is not always available – or affordable – especially for the millions of American families in low-income neighborhoods, struggling daily to make ends meet. Due to cost and access, fresh fruits and vegetables are a luxury many Americans can't spare to indulge.

But with affordable, competitive prices and special programs for low-income families, farmers markets are expanding access to fresh, healthy food in communities that need it most. Unlike supermarkets, with their beguiling aisles of soda, candy and potato chips, farmers markets put fruits and vegetables front and center and create a shopping environment where nutritious foods are not only affordable, they're celebrated.

“(Increasing SNAP purchases) is a win-win-win situation. It helps farmers by increasing their sales, it helps the customer by gaining access to more fruits and vegetables and it helps the market itself grow its customer base.” *Amanda Shreve,*

manager of programs and partnerships at the Michigan Farmers Market Association

Farmers Markets Stimulate Local Economies

Americans have long known that farmers markets offer shoppers food that's unrivaled taste and freshness, however, a growing body of research points to the economic benefits of farm-direct marketing. One recent study discovered that, "for every dollar of sales, direct marketers are generating twice as much economic activity within the region, as compared to producers who are not involved in direct marketing." The study goes on to reveal that for every \$1 million in revenue, direct-market farms create almost 32 local jobs whereas larger wholesale growers create only 10.5. While direct-market farmers rely on you—their neighbors—to grow their businesses, they return the favor. The report's author's attribute the outside impact that these farmers exert on local economies to the fact that *they* source locally. Of the direct-marketing farmers surveyed, 89 percent buy their supplies ("inputs" in farm-speak) from local businesses. By contrast, larger wholesale farms purchased only 45 percent of their inputs from their neighbors. Because direct-marketing farmers are much more likely to patronize local feed stores, farm equipment dealers, and mills, the dollars that you spend at the farmers market stay in your community longer—they may even wind-up back in your pocket!

Article excerpts provided by the Farmers Market Coalition.



FULL-TIME VENDORS

[Angie Tee's Kitchen](#): authentic Korean kimchi, power and buddha bowls, gourmet soups and salads, authentic Malaysian foods and pickled chili peppers.

[Baudry French Pastries](#): French pastries, shortbread cookies and croissants.

[Bethel Lane Farm](#): a wide variety of seasonal produce.

[Coffee Emporium](#): coffee beverages, coffee beans, iced tea, lemonade and baked goods.

[Grassroots Farm & Foods](#): 100% certified grass-fed beef and lamb, pastured pork, chicken and eggs, and prepared foods.

[HenABen Farm](#): mushrooms and a wide variety of seasonal produce.

[Ilan's Raw Chocolate](#): 70% cacao, organic, fair trade, keto-friendly, vegan, dark chocolate in 9 delicious flavors.

[Jacobs and Brichford Farmstead Cheese](#): a wide variety of award-winning farmstead cheese made from 100% grass-fed cow's milk.

[Jaybird Farms](#): cut flowers, fresh cut herbs, herb/flower/veggie plants, jams, jellies, honey, lavender lotion/sprays, winter wreaths and a wide variety of seasonal produce.

[Jessie's Garden](#): a wide variety of seasonal produce.

[Kelsey's Homegrown Vegetables](#): a wide variety of seasonal produce.

[Marx Hot Bagels](#): **(ABSENT THIS WEEK)** A Classic Kosher bagel shop that has been a favorite of Cincinnatians since 1969.

[North South Bakery](#): sourdough bread loaves, baguettes and batards, boules, focaccia topped with local and seasonal herbs and veggies, brioche loaves, challah, English muffins, rolls and much much more!

[Paktli Foods](#): snack bars made from ancient-grains, chocolate, fruit and nuts.

[Pies and Other Pleasures](#): fruit and nut pies, cinnamon rolls, cream pies, brownies and bars, hand-pie turnovers, cookies, whoopie pies, fruit breads and cakes.

[Pine Lane Soap](#): goat's milk soaps, lotion, lip balms, bath accessories, feed sack tote bags, masks, farm themed pillows and eggs.

[Pure Honey](#): honey, beeswax, pollen and comb honey.

[Queen City Popcorn](#): **(ABSENT THIS WEEK)** Handcrafted popcorn made in small batches to maintain optimal freshness.

[Rice Family Harvest](#): a wide variety of seasonal produce.

[Roothouse Aquaponics](#): living head lettuce, herbs, microgreens, edible flowers, baby leaf salad mixes, vegetables and seasonal items like fresh hand-harvested Wisconsin cranberries and farmed tilapia.

[Russo's Ravioli](#): ravioli (3 cheese, meat, mushroom, ricotta or butternut squash), marinara sauce and lasagna.

[Salatin's Orchard](#): a wide variety of seasonal produce.

[Simply French Cuisine](#): salads, quiches and soups.

[Southern Grace Cincy Catering](#): southern pre-packaged meals (vegan and classic).

[streetpops](#): **(ABSENT THIS WEEK)** all-natural, gourmet popsicles.

[The Olde Garden Shack](#): flowers (annuals, perennials, cut flowers, potted plants and mums), and a wide variety of seasonal produce.

[TS Farms](#): grass-fed beef, lamb and goat, pasture-raised pork, chicken and eggs. Also, maple syrup, milk, goat's milk soap, jams and jellies.

[Wendigo Tea](#): ultra-premium traditional and herbal teas and teaware.

[White Oak Valley Farm](#): summer squash pizza crusts, zucchini bread, zucchini cornbread, zucchini muffins, carrot cakes, zucchini "zapple" pies, and a wide variety of seasonal produce.

[Winning Edge Mobile Sharpening](#): precision mobile sharpening service for kitchen and gardening blades.

[Yum Yum Petz](#): all-natural, gluten-free and preservative-free pet treats and customized pet memory pillows.

[Zoftig Bakehouse](#): **(ABSENT THIS WEEK)** large bakery-style cookies (vegan and gluten-free options), granola, breakfast cakes and muffins.



PART-TIME VENDORS WITH US THIS WEEK

[Always Canning](#): wide variety of jellies including strawberry, blackberry, cranberry, jalapeno pepper, golden cayenne pepper, habanero pepper, lavender, rosemary and apple butter.

[Final Course Gourmet Desserts](#): assorted flavors of banana pudding and no-bake cheesecake, sweet potato pies and lemon pound cake.

[Glen Lovitt](#): State Farm Insurance from Montgomery.

[Kondita Heritage Bakery](#): Jewish baked goods such as babka, rugelach, and many more.

[Spice Spice Baby](#): large variety of spice blends, BBQ rubs, vodka and bourbon infused vanilla extract, and bourbon infused cinnamon extract. Plus, all of their products are additive, preservative and gluten free.

[The Brooch & Bangle](#): handmade jewelry (necklaces, earrings, bangles, and brooches) using hand-worked sterling, copper and brass.

[The Lavender Sachet](#): shower steamers, lip balm and satin scrunchies.

[Tri-Health Bethesda North Hospital](#): VACCINE CLINIC!

[Viviano Wellness](#): herbal syrups, herbal tea blends, herbal treats for pets and herbal broth mixes.

[Westwind Flower Farm](#): specialty cut flowers, bouquets, bunches and single stems, specializing in dahlia, sunflowers, anemone, ranunculus, tulips, daffodils, roses, peonies, zinnias, cosmos, poppies, snapdragons and many others.

PART-TIME VENDORS NOT WITH US THIS WEEK

[All American Gutter Protection](#): gutter guards are backed by a lifetime performance guarantee and will give you clog-free and leaf-free gutters for the life of your home – guaranteed!

[Benjamin's Urban Forestry and Consulting](#): Skilled climber & trusted company to trim and remove your trees. Friendly and insured!!

Bits and Bops:

[CinSoy](#): tofu, soy sauce, miso and more!

[Dee Dee's Feline Angels & Friends](#): foster or adopt a kitten!

[DaVeed's Catering](#): ready-made meals such as za'atar chicken power bowl, organic meatloaf, Faroe Island salmon, crab cakes, and red wine short rib.

[Donna's Gourmet Cookies](#): classic and decorated sugar cookies, brownies and pecan pie bars.

[Dree's Designs](#): mobile painting parties for birthdays or girls/guys night out.

[Especially by Shelley](#): handmade note and greeting cards.

[Fetching Fibers Handwoven](#): shawls, scarves, handbags, art wall hangings and women's accessories.

[JuicyMelt](#): 7 varieties of hot sauce.

[JWK Juicery](#): 100% raw juices.

[Knack with Materials](#): tote bags, wine gift bags, masks, sunglass covers and jewelry.

[Live N Learn](#): providing information about summer educational hosting and travel programs for students from Spain.

[Montgomery Beautification and Tree Commission](#): donate or swap plants free of charge!

[Mosquito Hunters](#): providing information about their residential and commercial mosquito control and tick prevention services.

[Operation Give Back](#): collecting donations of school supplies and new toys.

[Ora Studio](#): unique handmade functional and decorative pottery.

[Senior Care Partners](#): your local senior housing advisor.

[The Dirt Diva RN \(candles\)](#): homemade, custom, soy candles.

[The Scentry](#): bath bombs, various home aromatics, beauty and home products

and custom crafted garden items.

[You to the Rescue](#): providing information about their second hand store which benefits animal shelters.



Become a Sponsor

Our mission is to enhance the quality of life in Montgomery by providing fresh, seasonal, locally-produced food and products to our community. We pride ourselves on creating a fun neighborhood activity which fosters involvement, social gathering and business interaction.

In addition to our 1,000 weekly customers, we have 1,400 weekly newsletter subscribers and reach 7,500 monthly on social media.

Plant your business into our growing Market community!

Contact Stuart Zanger for more information at Zanger@aol.com.



SHOP *with* REUSABLE BAGS

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all your shopping needs!

Fact:

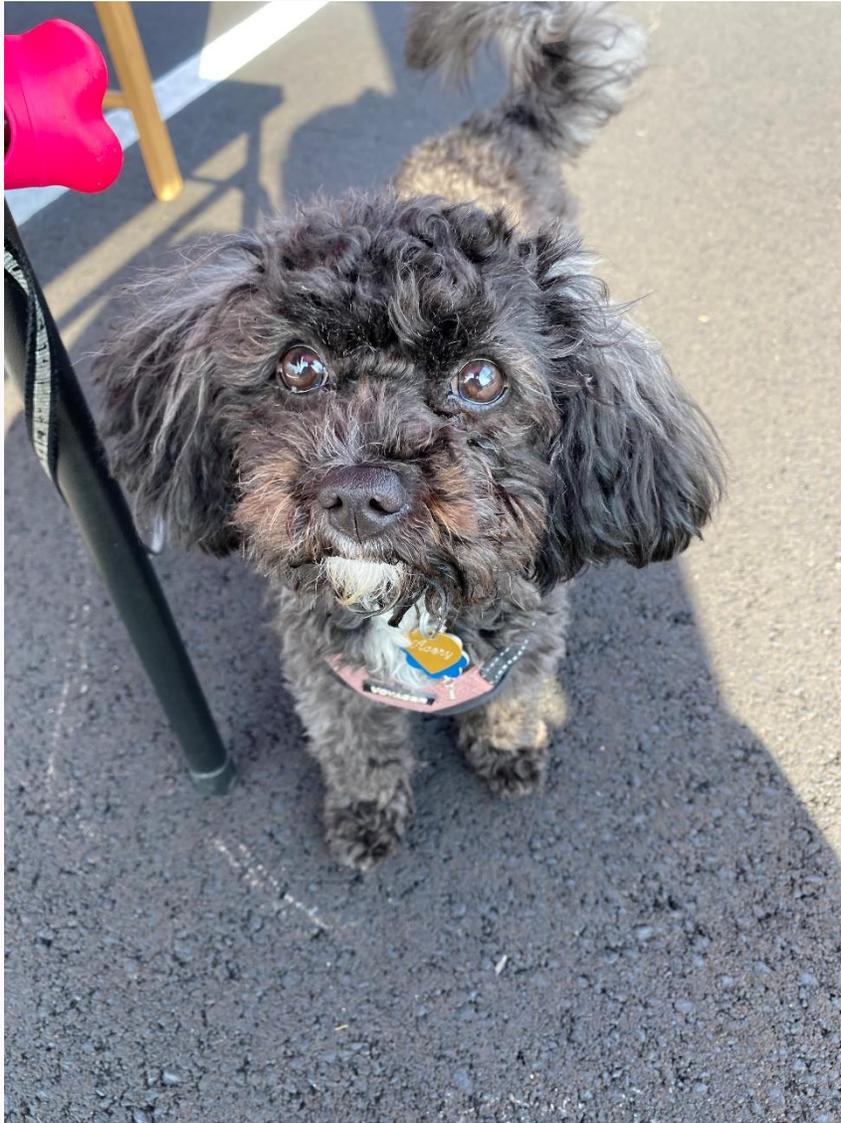
The average consumer uses
300-500 single-use plastic bags
per year; this plastic can have a
lifetime of hundreds of years.

Thanks to:

Hamilton County
Recycling and Solid
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Central Ohio River Valley • eatlocalcorv.org



Doggos

A friendly reminder to our dog-loving friends to keep dogs on a leash and maintain control of them at all times while visiting the Market. Also keep the temperature in mind as the asphalt can get extra hot. More than anything, we want to be sure that all of our visitors (both 2- and 4-legged!) and vendors have a safe and enjoyable time at the Market. We appreciate your cooperation and support.

The Montgomery Farmers' Market is working to create new growth for our local food economy by providing opportunities for our small farmers and food artisans.

Join us as we increase access to local, healthy, sustainable food!

As always, thank you for supporting Southwest Ohio farmers and food artisans!

Your Board Members,

Connie Banning, Board Member and Farm Visit Coordinator

Larry Dannenberg, Board Member and Webmaster

Adrienne Davidson, Market Manager

John Devore, Board Member and Volunteer Coordinator

Jeff Gartner, Board Member and Bell Ringer Coordinator

Peggy Hinzman, Board Treasurer

Ted Reilly, Board Member

Jane Shea, Board Secretary

Stuart Zanger, Board President

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