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FOR IMMEDIATE RELEASE

August 2, 2019

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**** Press Release ****

Jersey City Highlights the Importance of Making Nutritious Food Readily Accessible to All Residents by Celebrating National Farmers' Market Week

JERSEY CITY – Mayor Steven Fulop and the **Department of Health and Human Services (HHS)** highlight the importance farmers' markets play in the nation's food system, especially in urban areas, by participating in National Farmers' Market Week. From Sunday, August 4th through Saturday, August 10th, Jersey City will join markets across the country in celebrating the 20th annual week-long event. HHS staff will visit each market, providing giveaways and distributing information essential to not only staying healthy, but to also ensure residents are aware of the range of food services the City has to offer for those in need.

"We want to maximize enrollment in the food services we offer so that no one goes hungry on any given day," said **Mayor Fulop**. "By participating in Farmers' Market Week, it's our goal to continue to educate and spread awareness of these resources, especially as our farmers' markets accept food vouchers. These markets are essential in providing residents with access to healthy, fresh and affordable food."

As demand for local food continues to grow, so too have the opportunities for farmers to market fresh food directly to the consumer. Jersey City is host to eight farmers' markets covering every corner of the City to ensure fewer expanses of food deserts. All eight markets have farmers who accepts WIC and Senior Farmers' Market Nutrition Program (FMNP) vouchers and/or Supplemental Nutrition Assistance Program (SNAP) benefits.

"We've had great success with the Riverview Farmers' market over the years, which continues to grow and support our local economy while providing nutritious food to local residents and workers of all income levels," said **Beverly Brown, Farm in the Heights**.

According to the USDA, farmers markets and farm stands account for roughly \$2 billion of the \$3 billion that Americans spend annually on farm-direct products. This revenue, in turn, supports the livelihoods of more than 165,000 mostly small and mid-sized farms and ranches.

This year, the City's independently run farmers' markets are selling a wide variety of products including fresh produce, meat, fish, cheese, baked goods, and prepared foods. Throughout National Farmers Market Week, HHS will have staff at every market location distributing information about Jersey City's food and

nutrition programming while highlighting the importance of shopping at farmers' markets and supporting local farmers and vendors.

“Our markets play a vital role in connecting farmers directly with Jersey City residents, supporting sustainable agricultural practices and even aiding our efforts to reduce our carbon footprint,” concluded Mayor Fulop.

The community-supported markets are held weekly, and also host events such as live music performances, children's activities, and more.

All media inquiries should be directed to Kimberly Scalcione, Press Secretary to Mayor Steven M. Fulop at KScalcione@jcnj.org or 201-376-0699. ///