**Why Farmers Markets?**

1. **Enjoy the tastiest, freshest produce in season.** You’ll find super-fresh vegetables and fruits, harvested just before you buy them, at the peak of ripeness and quality! You’ll reconnect with the cycles of nature, as you learn to appreciate what is in season.
2. **Know where your food and other products come from.** You will be buying directly from the folks who grow, raise, and prepare your food, or create handmade goods for your body and home. You can ask and learn exactly what practices and ingredients are used. You’ll build trusting relationships and perhaps even friendships, with producers.
3. **Support sustainable and ethical practices**. You can find and choose to purchase foods that are organically grown without the use of pesticides and synthetic fertilizers, as well as other products made with organic ingredients. You can opt for meats, eggs and dairy products from farms that avoid using hormones or antibiotics and treat their animals well.
4. **Reduce your environmental footprint.** Much of our food travels many miles from its source to your plate, using energy and material resources throughout processing and transport, creating waste through extra packaging. Conventional, large-scale agriculture also requires significant fossil fuel inputs and has the potential to cause pollution from toxic chemicals and agricultural by-products. Your choices to buy local and organic products and to use and purchase reusable, repurposed, or recycled items benefit the planet, as well as all of its living beings.
5. **Support neighboring growers, makers, and the local economy.** Small family farmers and artisans have a hard time competing with large agribusinesses and manufacturers. Your purchases allow them to profit directly from their efforts and to keep farming their land or creating their goods. This, in turn, contributes to building a strong local food system and robust regional economy.
6. **Save money.** Buying directly from producers eliminates the “middlemen” and shipping costs.You may be surprised to find that your purchases at the farmers market don’t cost more than at grocery stores or specialty stores, especially if you are buying organic products. You also can save by buying extra produce in season and preserving it for later use.
7. **Improve your health and nutrition.** At the farmers market you’ll find foods that are simple, unprocessed, and have no added, unpronounceable ingredients. You’ll find it easy to include plenty of nutritious and healthy fruits, vegetables, juices, and other fresh foods to your diet!
8. **Learn about and try new foods and recipes.** You are likely to find varieties of produce and other foods that you don’t often see in a supermarket: colorful carrots, potatoes, and beans; heirloom tomatoes in many sizes and colors; fresh herbs or wild-foraged foods and mushrooms; meats from traditional livestock breeds; or baked goods made with whole grains and creative ingredients. Vendors will happily introduce you to unfamiliar items, provide tips or recipes for using them, and maybe even let you sample, as you begin to experience and enjoy new possibilities.
9. **Build community:** Everyone is welcome! Ambling through the market to visit all of the vendors’ booths, meeting up with friends and neighbors, catching up with what’s happening in town, sharing good news and concerns, enjoying music and food together… Local markets bring communities together and unite us.
10. **Have fun!** Being outdoors on fine, summer mornings, with the addition of great food, music, friendly dogs, and kids’ activities, makes for a fun time for the whole family! Come check us out!