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Local Matters Sponsors Urban Farmers' Market Features Local Foods, Education, Cooking and Community

COLUMBUS, OH, July 22, 2009: Local Matters announces the Urban Farmers' Market, which brings together families and organizations in one of the most challenged socio-economic areas of Central Ohio. The goal of the market is to provide healthy, locally grown food that's affordable and to teach families about growing and preparing healthy foods. Following are event details:

DATE: Saturday, July 25

TIME: 9:00 a.m.-1:00 p.m.

LOCATION: 1934 N. Fourth Street/at 18th

RSVP: For questions or to confirm your attendance, contact Jennifer Brown at jbrown@local-matters.org or 614/947-0468

All Day: The Veggie Van

The Veggie Van, a farm market on wheels, has a daily tour route throughout urban areas in Central Ohio, where families do not have immediate access to healthy, fresh, locally grown foods. From 9:00 a.m. through 1:00 p.m., the Veggie Van will be on-site at the Urban Farmers' Market, selling local produce from The Greener Grocer located in the Historic North Market. The van accepts cash, credit cards and EBT (Food Stamp) cards.

10:00 a.m.: Cooking demo with Chef Michael Jones

Chef Michael Jones, now the Executive Director of Local Matters, will conduct an on-site cooking demonstration showcasing locally grown food.

"As with all farmers' markets, the Urban Farmers' Market brings some of the freshest foods from Ohio farmers into the community," said Michael Jones, Local Matters Executive Director. "What sets this market apart from others is that it's held in a Central Ohio community that is one of the most financially challenged in the city. They choose to provide their own healthy food access by growing delicious produce and selling it in this market!"

This event is held in partnership with the University Area Enrichment Association, www.uaea.org. Additional farmers' market dates are August 22 and September 26.

About Local Matters

Local Matters is a 501(c)3 not-for-profit organization in Columbus, Ohio. The organization believes the choice to grow and to consume local food has the power to affect social, economic and environmental change in our community. Local Matters offers three, synergistic programs to succeed in their mission: Urban Agriculture, Farm to Fork and Local Food to School, which brings nutrition education to pre-school and early-elementary students. For more information, visit www.local-matters.org.