

Subj: Re: Stuyvesant Plaza Farm Market
Date: 3/16/2006 4:38:39 PM Eastern Standard Time
From: billie@farmandfood.org
To: LSWhalen@aol.com
Sent from the Internet (Details)

Laura,

You need to write up some kind of info sheet on the opportunity and get it into circulation. You might put out a press release and give copies of it to the farmers at all of the farmers markets in the region. Send me a copy, too, and I will send it to others. If you need help figuring out what to write, give me a call.

b
 Billie Best
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The Regional Farm & Food Project is a member supported, farmer focused, non-profit serving the greater Hudson-Mohawk Valley foodshed. We work to promote earth-friendly agriculture, community-based food systems and nutritious, farm fresh local foods. Please become a member and help us restore the balance between farms and factories, local and global, people and profits. We need your contribution to sustain us. Thank you.

On Mar 8, 2006, at 1:03 PM, LSWhalen@aol.com wrote:

> Billie,
 >
 > Hi there. Let me introduce myself as a member of the McKownville
 > (Guiderland around Stuyvesant Plaza) Neighborhood Improvement Assn.
 > Last year we started a very small farm market in the back parking lot
 > of Stuyvesant Plaza with support from the Town of Guiderland and
 > permission from the Plaza. Barber's from Schoharie County came M-F
 > from 11- 5pm selling from their truck covered by their own insurance.
 > One of our members had a personal contact with them and thus they
 > became our small market. Financially they did very well selling in
 > that location over the summer.
 >
 > The neighbors and shoppers at the Plaza really loved the fresh food.
 > The response was very positive. Barber's brought in other produce from
 > local Schoharie Co. producers selling for them but we were unable to
 > get Farmer's Market status (and thus insurance) because we only had
 > one producer. Some people were very upset they could not use Food
 > Stamps or WIC vouchers. We hated to disappoint them.
 >
 > As fresh local produce season nears, I have been thinking of
 > contacting you to see what support Regional Farm and Food could give
 > us as a neighborhood Assn. interested in supporting local farmers. I
 > have spoken with Gary the operations manager of the TWFM and he
 > expressed interest in working with us to have some vendors (overflow)
 > come over here one day a week, possibly Wednesdays. We would like to

- > have a relationship with them to support what they do, not to be
- > competition to the Saturday market.
- >
- > I am sure you can give us some good direction!
- >
- > Looking forward to meeting you,
- >
- > Laura Whalen