



# NEWS RELEASE

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## **NOVEMBER 7<sup>TH</sup> PROCLAIMED 'MILWAUKEE COUNTY WINTER FARMERS' MARKET DAY'**

MILWAUKEE, WI - NOVEMBER 2ND 2009: The State of Wisconsin Office of Governor James Doyle along with Milwaukee County Executive Scott Walker and Milwaukee Mayor Tom Barrett have proclaimed Saturday, November 7, 2009 to be 'Milwaukee County Winter Farmers' Market Day'. These proclamations recognize the significance of the first full-time winter farmers' market to be held in Milwaukee County.

The Milwaukee County Winter Farmers' Market (MCWFM) opens this Saturday November 7 from 8:00 am to 12:00 noon at the Tommy Thompson Youth Center at State Fair Park (Ag Village, Gate 5 – 640 South 84<sup>th</sup> Street, Milwaukee). This new indoor market operates snow or shine each Saturday (except after major holidays) through April 24<sup>th</sup>, 2010. Fresh fruit, vegetables, cheese, yogurt, bakery, poultry, and meats will be available throughout the market season.

The MCWFM features not only seasonal produce such as late fall vegetables, mushrooms, apples, pears, and quince but also sorghum, maple syrup and honey. Look for Milwaukee-made artisan meat (dry-cure), locally raised elk, pheasant, pastured poultry and grass-fed Piedmontese beef. Market goers can enjoy delicious handmade pies, breads, noodles and other bakery goods. Pancake mixes, premium Wisconsin milled oats, relishes, salsas, sauces, fresh goat cheese and aged cow's milk cheese are also offered by local farmstead kitchens and cheesemakers.

Local chefs and farmers are pleased about the new MCWFM. La Merenda restaurant owner Peter Sandroni explains, "We would like people to realize that there are wonderful foods from Wisconsin that are raised, grown and produced year round." Sandroni's restaurant features a seasonal menu (changing quarterly), that highlights locally grown produce at its flavor peak.

John Hendrickson, a local organic grower and outreach specialist in the Center for Integrated Agricultural Systems (CIAS) at University of Wisconsin-Madison offers two reasons why winter markets are on the rise across the Upper Midwest. "One is customer-based," referring to the increase in popularity of winter markets among everyday grocery shoppers. "A lot of people are committed to buying locally, eating locally and supporting farmers and they don't want the (summer) markets to end," he continues. The other reason is that producers welcome an opportunity to generate income during a time of year that is financially challenging.

The MCWFM accepts Wisconsin Quest cards used in the state's FoodShare program. To learn more about the market visit [www.mcwfm.org](http://www.mcwfm.org).

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