

## PRESS RELEASE

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### Sullivan Catskills Farmers Markets Launch SENIOR WEEKEND

SULLIVAN COUNTY, NY— Select farmers' markets in the Catskills accept SNAP/EBT benefits as well as WIC and Senior Farmers' Market Nutrition Checks. Seniors 64 and over who meet income requirements are eligible to receive \$20 in checks to spend at the participating farmers' markets. Typically, seniors must visit the Sullivan County Office for the Aging. But during Senior Weekend July 19 through July 22, they can visit one of the following farmers' markets to get their checks (no ID required).

- Monticello Farmers' Market / Thursday, July 19 / 3-6 pm / 514 Broadway next to Soy Restaurant
- Liberty Farmers' Market / Friday, July 20 / 3-6 pm / 119 North Main Street
- Rock Hill Farmers' Market / Saturday, July 21 / 10 am-1 pm / 223 Rock Hill Drive
- Roscoe Farmers' Market / Sunday, July 22 / 10 am-2 pm / 1978 Old Route 17, Niforatos Field

More information and opportunities for Sullivan Catskills Farmers' Markets are online at [www.homegrownwithheart.com](http://www.homegrownwithheart.com) and [www.facebook.com/sullivancatskillsfarmersmarkets](https://www.facebook.com/sullivancatskillsfarmersmarkets). Promotions and events for the Sullivan Catskills Farmers' Markets are organized by Sullivan County Government, Cornell Cooperative Extension Sullivan County, and markets in Sullivan County. Each farmers' market is independently operated.

In 2015, Sullivan County was awarded a Farmers' Market Promotion Project grant from the US Department of Agriculture (USDA). Funds were used to launch a research-based marketing campaign to improve the market. The first step was to benchmark established farmers market performance in 2016, implement strategies in 2017, and then measure the results.

- 78% of vendors reported an increase in sales
- Over half of shoppers increased the frequency of their visits
- Market attendance in July and August grew by 63%
- Promotions and campaigns reached 82% of shoppers
- 3x more benefits recipients shopping at markets

The campaign focused on launching cooking demos, interactive events, educational resources, recipes, and more. These efforts resulted in an overall boost in customer visits and spending at the market. In

2018, the markets continue to work together to launch collaborative events like Spend Ten, Senior Weekend, and National Farmers' Market Week.

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