



FOR IMMEDIATE RELEASE

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Back For Its 20th Anniversary Season: The Metuchen Farmers Market

JUNE 14, 2016 METUCHEN, NJ – The **Metuchen Farmers Market** kicks off the season on **Saturday June 18th** and runs every Saturday thereafter through November, rain or shine from 9:00 AM to 2:00 PM at the Metuchen Senior Center Parking Lot located at the corner of New and Center Streets. Parking is available in the back of the A&P Liquors Parking Lot. The new parking deck also offers free parking for 3 hours on Saturdays.

Now in its 20th year, this Saturday hotspot is home to nearly 15 of the finest local purveyors and producers of mouth-watering farm-to-table produce, fresh breads and baked goods, eggs and a variety of meats, fresh mozzarella, pickles and olives, gourmet nuts and dried fruit, hot sauces and chutneys, local honey, garden-fresh plants and flowers, hand-crafted and fair trade items, fresh coffee and much more. Of course, you'll find Jersey fresh tomatoes, corn and blueberries in season, but you could also try a new fruit or veggie every week and never run out of options.

"I am really excited for another great season," says Market Manager, Nelson Li. "Metuchen Farmers Market has worked really hard to make sure the 20th year of the market is successful for our dedicated farmers and artisans, and a gratifying shopping experience for our community of shoppers. We have a lot of seasoned vendors we are thrilled to have back along with some newcomers that offer a variety of interesting and unique products."

Li adds, "To mark our 20th anniversary, we'll be hosting a lot of fun events this Saturday. The Shade Tree Commission will be onsite distributing 50 free Red Maple tree seedlings to lucky, local families. Christine von der Linn of ***Vegging Out with Christine*** will be on hand discussing how to choose and prep vegetables and will also offer easy recipe ideas. And finally, we are

hosting our first social media contest! We are offering prizes for the customers who provide Metuchen Farmers Market the best social media shout-out. Prizes will be awarded Saturday, June 25th at the Market. So come on out! We invite the entire community to celebrate our 20th Market Grand Opening with us this Saturday.”

MFM Social Media Contest Details

- 1 pt for any supportive post* on Facebook, Twitter, or Instagram tagged with **#MFMopen**
- 1 pt for "checking in" on Facebook during Market hours (9am to 2pm)
- 2 pts for each photo you post* on Facebook and Instagram during Market hours (9am to 2pm) tagged with **#MFMopen**

The points will be tallied through the end of market day, 2pm on June 18th. Points from different channels will be added together. Folks are welcome to email metuchenfarmersmarket@gmail.com if they need help tying together their Facebook, Twitter, and Instagram accounts.

First place winners will receive a gift basket filled with treats from our Metuchen Farmers Market vendors. Second place winners will receive an insulated mug bearing the Metuchen Farmers Market logo.

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Metuchen Farmers’ Market. Smart Food for the Brainy Borough.

The Metuchen Farmers Market has been in existence since 1996, but has enjoyed a revitalization starting 2011, when it grew from a few farmers to more than a dozen top-notch vendors. Proudly presented by the **Metuchen Area Chamber of Commerce** and managed entirely by community volunteers, The Market hosts four “**Jersey Fresh**” farmers and other food-first vendors offering cheese, pickles, olives, fresh-baked breads, mozzarella, dried fruits/nuts, grass-fed pork, free-range eggs, farmhouse-baked pies and more.

To see a complete list of market participants please visit **our website**. Interested in volunteering? Please visit **our website** and learn how you can help us keep growing. For anyone interested in becoming a vendor at the Metuchen Farmers Market, please contact Nelson Li at metuchenfarmersmarket@gmail.com .

Need more info? “Like” The Market on **Facebook** for special newsfeed, follow us on **Twitter** and **Instagram**, or visit us online at www.metuchenfarmersmarket.com where you can sign up for our e-newsletter.