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Governor George V. Voinovich

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PEARL ALLEY FARMERS' MARKET EXPANDS TO HILLIARD

(COLUMBUS)--June 3, 1994--Because of the success and popularity of the Pearl Alley Farmers' Market's, the program has expanded to Hilliard for an evening market, starting June 14 every Tuesday from 4-7 p.m.

The Pearl Alley Farmers' Market will be providing fresh produce to downtown consumers for the third year in a row. This year the downtown market opens June 10 and will run through October 28, operating from 10:30 a.m. to 2:00 p.m. every Tuesday and Friday.

ODA Director, Fred Dailey said the program is an excellent means of communication. "It provides a link from the consumer to the producer. As our society continues to move away from rural areas, agriculture needs more exchanges of this kind," he said.

The market offers a variety of products including vegetables, fruits, herbs and even cut and dried flowers. Willis Brown, ODA Marketing director, said 90 percent of the produce sold is harvested that morning or late the previous evening.

What makes the market a success, according to Brown, is the benefits it provides. For the consumer, it provides fresh produce at a reasonable cost and a chance to meet the people who raise the food they eat. Producers benefit by gaining access to direct marketing, giving them a better price for their products. Additionally the money they gain from urban consumers will return to their own rural communities.

Farmers' markets are gaining popularity throughout the state. Some other area markets include the North Market, located at 29 Spruce St. in the Short North, open Saturdays from 7 a.m. to 5 p.m. starting in June; the Worthington Market on High Street half a block south of Route 161, open Saturdays from 8-2, May-October; the Grove City Market at Park Street and Broadway open Saturdays 8-12 from July-September; and the Westerville Market on State Street between College Avenue and Park Street open Wednesdays 4-7 p.m. from July-September.

Pearl Alley is located in downtown Columbus between High and 3rd streets. The new Hilliard market will be in old Hilliard on Main and Center streets. For further information on the Pearl Alley Market contact Market Master, Suzanne Csejtey at 784-8852 or ODA Marketing Director, Willis Brown at 752-9816.

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