

NEWS RELEASE
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CALDWELL MARKET SHORTENS DISTANCE FROM FARM TO FORK

Caldwell, Idaho – The outdoor Farm to Fork Farmers’ Market begins Tuesday, May 18 from 5-8 p.m. The market assists in making farm-fresh goods grown in Caldwell and surrounding rural areas accessible to the community.

For 2021, the Caldwell Farm to Fork Farmers’ Market will be located on Arthur and 7th Avenue as a special extension of Indian Creek Plaza. The market was developed by Destination Caldwell in 2019 as a part of their community and agricultural initiative, which allows consumers of all ages, incomes and backgrounds to participate in these farm to fork experiences.

The first market will feature vegetables, free range eggs, farm-raised beef, award-winning wine from Hat Ranch Winery and local artisans. The Farm to Fork Farmers’ Market will also have food demonstrations showing customers ways to prepare their farmers market goods.

The Caldwell market also accepts EBT, SNAP and Quest Cards. Destination Caldwell offers a 1:1 match, up to \$10, with ‘Double Up Food Bucks’ which allows those who participate in the EBT and SNAP program to buy free fruits and vegetables, this offer is good for one match per market date per customer.

“Now more than ever, we realize the importance of shopping local. This continues to be our mission here at Destination Caldwell at the Farm to Fork Farmers’ Market,” said Valerie Armas, Destination Caldwell’s Program Coordinator. “We also realized how important it is to connect with your community and understand where your food comes from.”

The Farmers Market Coalition states that shopping at farmers markets is a truly unique experience where farmers and shoppers get to know each other, creating a more personal relationship between the producer and consumer. The Coalition also emphasizes that local produce at farmers markets is harvested at the peak of the season, ensuring a higher nutrition content and fresh taste.

The first market will be held in conjunction with the kick-off of Indian Creek Plaza’s summer concert series, Tuesdays on the Creek. Live music by Jukebox starts at 6 p.m., and happy hour from 5-7 p.m.

The Farm to Fork Farmers’ Market and Tuesdays on the Creek summer concert series will take place weekly, rain or shine, from 5 to 9 p.m. on Tuesdays from May 18, through September 28, 2021. Event details and full concert schedule are available at indiancreekplaza.com.

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About Destination Caldwell - Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell’s agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the Sunnyslope Wine Trail, market fresh

goods, and farm to fork dining. Destination Caldwell is also the City of Caldwell's managing partner of Indian Creek Plaza, with the intent to produce 250 events and activities each year to attract locals and visitors to downtown Caldwell. The Plaza is located in the core area of downtown Caldwell's retail district on the corner of Kimball Avenue and Arthur Street and is equipped with an ice-skating ribbon and rink, a stage for concerts, live entertainment and movies, outdoor seating, and two splash pads. For more information, visit <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>.