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FOR IMMEDIATE RELEASE

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Moore County Health Department Farmers Market Set to Open June 4th

Building on a successful 2017 inaugural season, the Moore County Health Department Farmers Market will begin its second year of operation starting on Monday June 4th. The market will be open to the public and will run every Monday thereafter through the month of August, from 10:30 a.m. to 1 p.m, at 705 Pinehurst Avenue in Carthage.

“Our original goal for the market was to provide a source of healthy food for families in the northern and central part of the county,” said WIC Director and market manager Lauren Frazier. “Last year was a success; we received a lot of positive feedback from folks who told us that they were delighted to have a new option for quality produce in the area. We’re looking to build on that and make our market even better in 2018.”

Participating local farms include Highlander’s Farm, Eagle’s Nest Berry Farm, Priest Family Farm, 3 M’s Boer Goat Farm, and Moore Micros Greenery. This year’s plans will also include on-site cooking and food prep demonstrations provided by the Moore County Cooperative Extension Office utilizing locally grown, seasonal fruits and vegetables.

“The market also encourages participants in our WIC program to redeem their farmers market vouchers,” said Frazier. “With the market being right here outside our county WIC office, it couldn’t be any more convenient.” Women, Infants and Children (WIC) is a special supplemental nutrition program funded by the United States Department of Agriculture. Through the North Carolina WIC program, eligible pregnant women and families with young children receive vouchers to purchase locally grown fresh fruits and vegetables. The vouchers are distributed weekly to participants in the County Health Department’s WIC program and specifically allow for purchases from farmers markets during summer months.

You can follow the County Health Department’s Farmers Market on Facebook (@mocohealthmarket) or, for information on the local WIC program call (910) 947-3271.

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“To Protect and Promote Health through Prevention and Control of Disease and Injury.”
<http://www.moorecountync.gov/health/>

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