



FOR IMMEDIATE RELEASE

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Calling all Commercial and Institutional Buyers for Seattle Wholesale Market Beginning Wednesday, July 20

June 21, 2010 [Seattle, WA] – Local food producers are ready to sell their products to commercial and institutional buyers in the overflow parking lot of Mt Zion Baptist Church located at 1634 19th Avenue in Seattle. This local food aggregation site will be open for business Wednesday mornings from 8:45-10:00 a.m., starting July 20 and ending August 31.

The 2011 Seattle Wholesale Market season will feature a diverse selection of fresh, seasonal and value-added foods—from berries to bread; from beef to zucchini—produced in the Puget Sound region. Each week up to fifteen vendors will bring a limited selection of product to display and sell, but most orders will be placed in advance from the weekly fresh sheet. “The Seattle Wholesale Market is not a traditional farmers market but rather a pick up and pay site for restaurant chefs, grocery buyers and food service operations such as hospitals, preschools, churches, and senior centers,” explains Lucy Norris, PSFN Project Manager. “Because of the business relationship focus, we discourage non-business entities from using the site.” Buyers will be required to provide some form of identification (business card, shirt with a logo, biz license) before entering the market.

PSFN is excited to bring this year’s market to Mt Zion Baptist Church. Mt Zion and five other Seattle churches are part of a groundbreaking project with the University of Washington School of Nursing called Moving Together in Faith and Health. They are working to stem the tide of chronic diseases such as high blood pressure and diabetes in their surrounding community. “Bringing local farms, businesses and institutions together at Mt Zion will be an excellent way for our food community to work together to benefit all,” says Norris.

Mount Zion's Senior Pastor, Rev. Aaron Williams says this partnership comes at a crucial time. "As we move together to implement policies that promote healthy eating and active living in our churches, our partnership with PSFN and its Seattle Wholesale Market will make fresh, locally grown produce affordable and accessible. We are empowering our churches and our community by giving them healthy options."

On Monday, July 18, PSFN will begin distributing weekly fresh sheets that will include vendor contact information, available products, and quantities available for wholesale. Buyers interested in receiving Seattle Wholesale Market email updates are encouraged to request a subscription to info@psfn.org. There is no fee to participate in the Seattle Wholesale Market.

Puget Sound Food Network is a project of the Northwest Agriculture Business Center.



NABC is a registered 501(c)(3) non-profit organization dedicated to farmland preservation by helping to make farming in the region more profitable. For more information about last year's Seattle Wholesale Market, visit <http://www.psfm.org/seattle-market>. Directions to Mt Zion are posted at <http://www.mountzion.net/index.php?!=144>.