



NEWS RELEASE

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Farmers' Market Opens Year-Round

SUFFOLK, VA., March 25, 2008—Shoppers soon will be able to select locally-grown, fresh picked produce when the farmers' market opens in a new, year-round location at 162 South Main Street under the name of "Suffolk City Market and Country Store." It was the previous home of Epps' Farm Supply which served a steadfast customer bases for 55 years.

Under private management of Beale & Johnson Markets, LLC, the market will open Saturday, April 5, and operate Tuesday through Friday, 9 a.m. to 5 p.m. and on Saturday from 9 a.m. to 3 p.m. A grand opening and ribbon-cutting ceremony is planned for Saturday, May 10, at 11 a.m.

The Suffolk City Market and Country Store is a culmination of the historic market that was a favorite of generations at the former Main Street City Hall and the more recent summer downtown market sponsored by the city Tourism office for the last several years. A number of vendors from the city-sponsored market already have committed to expanding their operations at the new location. According to the USDA, farmers' markets continue to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm.

"This is a terrific outgrowth of our summer market," stated Mayor Linda Johnson. "We could not be more delighted, as farmers' markets are dynamic social and economic forces, creating excitement and activity in downtowns and neighborhoods."



Kevin Beale and Andy Johnson, partners in the venture, agree. “It’s a wholesome, family market where you can pick up a new recipe using local ingredients and learn about foods grown in your backyard,” said Kevin Beale.

Besides produce, the Suffolk City Market will carry made-in-Virginia products including milk, eggs, cheeses, meats, baked goods, soaps, flowers, pickles, honey, jellies and more. Vendors will sell from a variety of accommodations—custom in-door stalls, covered open-air areas, or straight from the tailgate for watermelons and similar products. All vendors must adhere to USDA, VDACS and/or local health department regulations. Interested producers can call 630-5091 for an application or pick one up from the Suffolk Visitor Center open daily at 321 N. Main Street, 9 a.m. to 5 p.m.

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