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FOR IMMEDIATE RELEASE

Maryland Farmers Market Association  
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### **Prince George's County Council and Maryland Farmers Market Association Join Forces to Improve Food Access at Farmers Markets**

*Four Prince George's County Farmers Markets Will Participate In Maryland Market Market Program to Lower Economic Barriers to Fresh, Wholesome Foods for County Residents*

Millersville, MD (April 12, 2019) - This season, the Maryland Farmers Market Association (MDFMA) is expanding its cornerstone program [Maryland Market Money](#) (MMM) throughout the state including in Prince George's County. In 2018, Prince George's County had just one participating farmers market, Riverdale Park Farmers Market. In 2019, the program is expanding to three additional farmers markets thanks to Prince George's County Council's generous investment of \$105,000 in the program. Moreover, MDFMA is increasing the match at these markets from \$5 per day/per shopper in 2018 to \$10 per day/per shopper due to this funding provided.

MMM is MDFMA's state-wide food incentive program that removes economic barriers for food-insecure shoppers, providing a dollar-for-dollar match for purchases made using federal nutrition benefits at select farmers markets. Federal nutrition benefits that qualify for the MMM match are: Farmers Market Nutrition Program (FMNP) for Seniors and WIC; eWIC (Women, Infant, and Children Fruit & Vegetable Benefit Program); and SNAP/EBT (Supplemental Nutrition Assistance Program, formerly known as Food Stamps). MMM is an incredible multitasker with each MMM dollar helping food-insecure Prince Georges's County residents access wholesome foods, boosting farmers' sales, and strengthening the farmers market community.

Prince George's County Farmers Markets participating in MMM in 2019 include:

#### **Cheverly Community Market NEW**

401 Forest Road  
Cheverly, MD 20785  
Every other Saturday  
June 8 to October 26  
8 am to 12 pm

#### **Greenbelt Farmers Market NEW**

Roosevelt Center Parking Lot  
Greenbelt, MD 20770  
Sundays  
May 12 to November 24  
10 am to 2 pm

741 Generals Highway, Suite 103  
Millersville, MD 21108



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Riverdale Park Farmers Market

4650 Queensbury Rd  
Riverdale Park, MD 20737  
Thursdays  
Year round  
3 pm to 7 pm

The Capital Market of 20743 **NEW**

1300 Capitol Heights Blvd  
Capitol Heights, MD 20743  
Fridays  
4:00pm - 8:00pm  
7 June - 27 Sept

Prince George's County is home to over 15 farmers markets, offering residents a wide range of fresh and healthy foods from local farms. Yet according to the U.S. Census, 9.2% of the Prince George's County population lives below the poverty level and for these individuals, fresh market foods are often out of reach. By supporting Maryland Market Money, Prince George's County Council is improving food access for its most vulnerable residents by stretching the buying power of their federal nutrition benefits and incentivizing the purchase of the healthy farmers market foods.

"Riverdale Park Farmers Market has participated in Maryland Market Money since its inception - and redemption there has grown every year since, with almost \$4,500 in matching distributed to almost 300 low-income shoppers in 2018 alone. We hope to see such success at the three new Prince George's County farmers markets that have joined the program this season," explains Amy Crone, MDFMA founder and executive director.

"Partnering with our local farmers markets makes perfect sense as we continue our efforts to increase the opportunities for healthy food choices for our citizens who rely on SNAP and other supportive benefits," adds Gloria Brown Burnett, director of the Prince George's County Department of Social Services.

MDFMA and PGCC are planning a kick-off celebration at the Riverdale Park Farmers Market in the late spring.

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**About Maryland Farmers Markets Association**

The Maryland Farmers Market Association (MDFMA) was founded in 2012 to connect people with Maryland farmers markets and to provide resources and coordinated services to market managers, farmers, and consumers alike. A statewide nonprofit, the MDFMA operates programs to provide access to healthy local food for all and improve the quality of and transparency at Maryland farmers markets. [Marylandfma.org](http://Marylandfma.org).

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### **About Prince George's County Council Grants**

The Prince George's County Council believes local nonprofits represent an important and critical component of the County's overall efforts to help address the human, social, education, recreation and service needs central to building and maintaining strong communities. Each year, through a formal application process, the Prince George's County Council appropriates funds to support nonprofit organizations throughout the County. For more information: <https://pgccouncil.us/320/Grants>

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