A FARMERS MARKET IS SPROUTING IN LONG BEACH
The Certified Growing Experience Farmers Market Offers the Community Fresh Produce, Cooking Demonstrations, and Other Products from Local Vendors

Long Beach, October 20, 2012 – The Certified Growing Experience Farmers Market (Farmers Market) is officially open for business! State and local officials gathered to celebrate the grand opening of Long Beach’s only Farmers Market located within an urban farm. The Farmers Market will be held every Saturday from 10:00 a.m. – 2:00 p.m. on the grounds of The Growing Experience (TGE) urban farm located within the County’s Carmelitos Public Housing Development (Carmelitos). The Farmers Market, which is open to the public, features produce from local growers, cooking demonstrations, nutrition education, as well as local vendors selling prepared foods and locally-made crafts.

TGE is an award-winning 7-acre urban farm operated by the Housing Authority of the County of Los Angeles (Housing Authority). Carmelitos is home to over 700 low-income families and seniors, over 40% of whom receive some form of government assistance. The
Farmers Market at TGE fosters local relationships by inviting the public to see the community pride that exists in the County’s public housing developments.

TGE is proud to offer Long Beach residents the opportunity to access a variety of fresh produce, including specialty items that may not be found in a regular grocery store, and educate them on how to prepare wonderful dishes their families will love. More importantly, the Farmers Market offers quality produce at cheaper prices because the farmers can set their own prices without paying grocery store overheads, or paying for transportation between the farm and the consumer.

Supervisor Don Knabe said, “Bringing a Farmers Market to Long Beach creates a gathering place where shoppers can socialize with their neighbors, while purchasing healthy foods and products that will help improve the health and wellbeing of the community’s residents. I am proud of The Growing Experience and its impact on the surrounding community.”

Over the years, TGE has been developed into a resource for environmental sustainability and a source of healthy food options for its public housing residents. As such, in observance of national Housing America Month, during the grand opening celebration, TGE was recognized by the California Association of Housing Authorities for the contributions it has made to improving the lives of the Carmelitos community.

The Farmers Market is a joint venture of the Housing Authority and the Los Angeles Community Development Foundation, and is supported by grants from the California FreshWorks Fund and Rosalinde & Arthur Gilbert Foundation.

For more information on TGE, please call (562) 984-2917, or visit www.growingexperiencelb.org. All media should contact Elisa Vásquez, County Housing Authority Public Information Officer, at (323) 890-7415.