

The **Nurture Nature Center** of Easton, PA received \$84,209 to build the Lehigh Valley local food economy by creating market and promote producer-to-consumer opportunities; educating consumers about local food; and creating a network of distribution points in underserved communities.

[Final Report FY10](#)



**Nurture Nature Center, Inc.
518 Northampton St., Easton, PA 18042**

TO: Farmers' Market Promotion Program (FMPP) Grants
Marketing Grants and Technical Services Branch, MSD, TM
USDA Agricultural Marketing Service
1400 Independence Ave., SW, Room 4509-South Bldg.
Washington, DC 20250-0267

FROM: Lynn Prior
Nurture Nature Center
Title of Project: Building the Lehigh Valley Local Food Economy
Grant #12-25-G-1189
Easton, PA
Contact Person: Lynn Prior 610-703-6954

SUBJECT: Final Progress Report

DATE: December 13, 2012

Project Summary:

The goal of this project was to build the Lehigh Valley local food economy by developing a Direct Producer-to-Consumer Marketing Program, improving access to locally grown foods, and educating consumers about the benefits of choosing these foods. The resulting augmented consumption of locally grown foods increased the economic viability of our Lehigh Valley farmers while improving the health of both our residents and local economy.

Project Approach:

Direct Producer-to-Consumer Marketing Program

We provided marketing assistance to our farmers with a Farmers' Marketing Workshop entitled, "Consumer Marketing: Embrace the Opportunities." This day-long workshop was comprised of 7 presentations covering topics such as branding, restaurant trends, merchandising, online marketing, and social media (see attached registration form).

We assisted our farmers in marketing their products by producing a 2011 Local Foods Directory in order to make it easier for consumers to locate and purchase locally-grown foods. The Guide can be viewed online at: <http://www.buylocalgreaterlehighvalley.org/resources.html>.

We unveiled our new website www.BuyLocalGreaterLehighValley.org. The site informs consumers about which food items are in season with the slide show on the Home Page. It also highlights upcoming local food events and offers contact information for our local food providers. In addition, consumers can use our search engine to find locally grown foods in their neighborhood.

We created an active Facebook Page www.facebook.com/BuyFreshBuyLocalGreaterLehighValley, and our fan base continues to grow weekly. The PM and interns visited local farms and markets, and took photos and videos to post on Facebook, thereby educating consumers about the vast number of locally-grown foods available in our region. Along with our Twitter account (@BFBLGLV), we are creating buzz about locally-grown food and events. We've also created a YouTube account (BFBLGLV) and have posted farm videos to let people "know their farmer!" These videos are also on our website and in our monthly newsletters.

With our monthly e-newsletter, we continue to update consumers about which foods are currently available from local growers, provide a seasonal recipe, and notify them of local food events.

We created the following point-of-purchase materials containing the BFBL-GLV label: laminated price cards, laminated price paddles, and stickers. These were then distributed to our 56 farm partners for use on their locally-grown foods at farm stands, farmers' markets, and retail stores. We also created banners and yard signs to advertise the farms that sell directly to consumers. These materials, bearing the brightly colored BFBL-GLV label, announce to passersby that they can buy fresh, locally-grown food at these particular farms.

In 2012, we decided to promote all of our producer-only farmers' markets as a whole in order to distinguish ourselves from other venues posing as farmers markets. We sent out a press release in the spring announcing the opening of the markets, and advertised on the back cover of a monthly magazine in the May and June issues. We also created a trifold entitled "Producer-Only Farmers' Markets of the Greater Lehigh Valley" listing our 15 producer-only farmers' markets in order to help direct people to their nearest market. 5000 copies of the trifold were printed and distributed throughout the region. We also held a one-day Greater Lehigh Valley Farmers' Market in April, prior to the re-opening of the seasonal markets. Representative vendors and managers from all of our producer-only markets were present at this collective market to educate consumers about our 15 producer-only markets in the region.

Outreach and Education:

In order to increase consumer demand for fresh, locally grown foods, the PM created a PowerPoint presentation, entitled "Choosing Locally Grown Foods in the Greater Lehigh Valley", illustrating the many benefits of eating locally grown foods (taste, freshness, health, food security, improved local economy, job creation, and supporting family farms) and how easy and rewarding it is to choose these foods. This show has been presented to students at both Lafayette and Moravian Colleges, area high schools, libraries, and to community groups. We have also adapted it for children and presented it as part of the Girl Scout Locavore badge. Local

farmers often participated in the presentations so that consumers could get to “Know Their Farmer”. We are always receiving requests for this presentation and will continue to show it in the future.

We created a farm-to-school program entitled “CSA in the Classroom,” which was presented during the spring in 34 third-grade classrooms in the Easton Area School District to 489 students. The second round of the CSA in the Classroom program was presented in the fall to 471 third-grade students in six elementary schools in the Easton Area School District for a total of 960 students between the spring and fall sessions. Students were educated about the benefits of choosing locally-grown foods, and farmers talked about their farms and brought food samples for the children to taste. Buttons (“I ate fresh & local today”) and bookmarks were distributed to all students. We also partnered with the Easton Farmers’ Market to distribute \$1 Market Bucks to encourage the students and their families to visit the Market.

We set up table displays at numerous events throughout the Greater Lehigh Valley: school fairs, health fairs, charity events, house and garden tours, and farmers’ markets. We spoke to hundreds of consumers about the benefits of choosing locally-grown foods and helped them find local sources.

We held a Buy Local Challenge during the month of September. This Challenge contained several different components: a series of film screenings (Farmageddon, What’s Organic about Organic, Vanishing of the Bees, and Queen of the Sun); Farm to Table Dinners; VegFest; cookbook signings with Rita Calvert, author of “The GrassFed Gourmet Fires it Up”; Chile Pepper Festival; potluck dinners; Wine Trail Harvest Weekend; an online pledge to choose locally-grown foods; ‘Buy Local’ Bingo; silent auction; photo contest; and discussions on Facebook. (Calendar of events and Bingo card attached.) There were 120 people who pledged to eat more locally grown foods during the month of September. The Challenge culminated with the Taste of the Lehigh Valley on Sunday, September 25th, where over 500 people gathered at one restaurant to taste the offerings of 25 restaurants and other local food providers using ingredients from local farms. These events were advertised through local newspaper ads, public radio ads and interviews, online videos, and posters.

One of the events during the Buy Local Challenge was a cooking demonstration on how to grill grass-fed meats. Cookbook author and Chef Rita Calvert visited from Maryland to give a lecture and grilling demonstration (with samples!) during the Chile Pepper Fest at the Easton Farmers’ Market. Rita used locally-raised pastured beef and lamb obtained from farmers at the market, gave recipes on how to prepare these meats, and let people taste how wonderful they are.

As further outreach to consumers, we created a coupon booklet containing 72 different offers from local food providers, including farmers, farmers’ markets, vineyards, a brewery, retail stores, and restaurants. This booklet was sold online and at our area farmers’ markets. These special offers were to help raise funds for our programs, but also to help promote our farms and local food businesses.

We also hosted a screening of the film INGREDIENTS to help educate the public about the local food movement. Locally grown popcorn was served. About 50 people attended the screening and enjoyed it.

Improve Food Access in Underserved Communities:

We met with various parties interested in improving food access in the West Ward of Easton, including the West Ward Neighborhood Partnership, professors from Lafayette College, and members of the Easton Area Community Center. Students from two Lafayette College classes (Food and Sustainable Societies and Marketing Research) surveyed residents of the West Ward of Easton about the West Ward Neighborhood Partnership's gardening programs and made suggestions to improve food access through this neighborhood gardening programs.

The PM also contacted the various Senior and WIC offices in the three counties to obtain information about distribution of FMNP vouchers, and then passed this information along to the 13 producer-only farmers' market managers in the Greater Lehigh Valley. Information about the FMNP vouchers and the acceptance of SNAP benefits at our farmers' markets was advertised in a local newspaper.

Goals and Outcomes Achieved:

We had 29 farmers and market managers attend the Farmers' Marketing Workshop. Surveys indicated that the participants found the day quite informative. Participants also indicated that they would like to have more educational programs dealing with marketing, and in particular, dealing with the specifics of Facebook and Twitter accounts. In response, we conducted a workshop for farmers to help them create their own Pages on Facebook and show them how to use this social media to promote their farms.

A 60-page 2011 Local Foods Directory was creating, containing information about 131 farm stands, farmers' markets, CSAs, vineyards, retail operations, cooperatives, and restaurants that provide Lehigh Valley-grown foods to consumers. 20,000 copies of the Guide were printed and distributed to consumers throughout the Greater Lehigh Valley at farmers' markets, other local food providers, health offices, visitor centers, cooperative extension office, libraries, and local events.

Our new website has had over 7,000 unique visitors each year, with 73% of these being new visitors. Our Facebook Page has nearly 2000 fans; our Twitter account has 263 followers; and our YouTube channel has had many views. Our monthly e-newsletter currently reaches more than 2000 households in the Lehigh Valley.

Our farm partners were surveyed to evaluate our efforts. The majority of partners that used the marketing materials and point of purchase materials found them to be very useful. 70 percent felt that their customer base increased as a result of our efforts, with an average increase of 10 percent. 50 percent indicated that their gross sales increased as a result of this program, with an average increase of 11%.

Our farmers' market managers were also surveyed to evaluate our efforts: 70 percent of the managers felt that our promotional activities had helped increase customer attendance at their markets.

We surveyed students both before and after the CSA in the Classroom presentations, as well as teachers. Evaluation of the surveys determined that an average of 95% of the teachers thought the program was both enjoyable and educational, and that they plan to integrate the presentation topics into their classroom activities. All indicated that they would be likely to participate in the program in the future. Analysis of the pre- and post-program student surveys showed that: 44 percent of students tried new vegetables in the two weeks following the presentation; 41 percent had eaten locally-grown foods in the two weeks following the presentation; and 25 percent visited a farmers' market or farm as a result of the program. Most students (85 percent) enjoyed the presentation and were able to state good reasons about the benefits of choosing locally-grown foods (82 percent).

Beneficiaries:

farmers	<ul style="list-style-type: none"> -added value to product through branding -promotion in Local Foods Directory, on website, in e-newsletters, through social media, in press releases -increased farm visibility -improve marketing skills -expanded customer base with appreciation for locally grown foods -increased sales revenue
farmers' markets	<ul style="list-style-type: none"> -promotion in Local Foods Directory, on website, in e-newsletters, through social media, in press releases, in trifold -advertisements on back cover of monthly magazine -expanded customer base; increased sales revenue
retail outlets	<ul style="list-style-type: none"> -promotion in Local Foods Directory, on website, in e-newsletters, through social media, in press releases -expanded customer base; increased sales revenue
consumers	<ul style="list-style-type: none"> -improved access to fresh locally-grown foods -ability to make educated food choices -greater fruit and vegetables consumption; improved nutrition -improved quality of meals; taste and freshness -connection to local farmers
low-income residents	<ul style="list-style-type: none"> -increased access to fresh food through community gardening -awareness of FMNP vouchers and EBT use at farmers' markets
Lehigh Valley farm economy	<ul style="list-style-type: none"> -more food dollars going to local farmers rather than to imports -make farming more profitable -help preserve farmland in our region -job creation as demand for locally-grown food increases
Lehigh Valley economy	<ul style="list-style-type: none"> -food dollars kept circulating within our region -job creation

Lessons Learned:

Through this project, we found that consumers were eager to find locally grown foods and were thankful for our efforts to help them connect to our local farmers. They were not, however, interested in buying coupon booklets filled with discount offers to shop at these farms and farmers' markets. Many consumers told us that they were happy to support their local farmers and did not want to use discount coupons.

Also, although our Local Food Challenge was successful, we had expected it to attract more people. We learned that most people are very busy, and are not interested in playing games or entering contests, even when there are wonderful prizes to be won. They just want to find out about where to purchase local foods, make the purchase, and be on their way. Movies about local foods, however, were always well attended.

List of Online Materials:

BFBL-GLV Website <http://www.buylocalgreaterlehighvalley.org/>

BFBL-GLV Facebook Page <https://www.facebook.com/BuyFreshBuyLocalGreaterLehighValley>

BFBL-GLV Twitter account <https://twitter.com/BFBLGLV>

BFBL-GLV YouTube Channel <http://www.youtube.com/bfblglv>

2011 Local Foods Guide

<http://www.buylocalgreaterlehighvalley.org/images/stories/bfbl/pdf/BFBLGLV-LocalFoodGuide.pdf>

Producer-Only Farmers' Markets of the Greater Lehigh Valley trifold

<http://www.buylocalgreaterlehighvalley.org/images/stories/bfbl/pdf/fm%20map.pdf>

List of Attachments:

Marketing Workshop Registration Form

The Markets are Back! poster

photos of BFBL-GLV materials: laminated paddles, price cards, yard signs, banner

Buy Local Challenge poster

BUY FRESH
BUY LOCAL
Lehigh
White
Potatoes
\$2.50
a box

BUY FRESH
BUY LOCAL
Red
Potatoes
\$2.50
a box



On
3 -



BUY FRESH
BUY LOCAL

Greater Lehigh Valley

WWW.E...LEHIGHVA...



**KEEPSAKE
FARM
+
DAIRY**

**OPEN
MON. - FRI
3-6**

**SAT. 9-4
CLOSED
SUNDAY**

**CERTIFIED
RAW MILK**

**ICE CREAM
+
YOGURT**

**ARTISAN
CHEESES**

**FREE RANGE
BROWN EGGS**

**PASTURED
CHICKEN**



GREATER LEHIGH VALLEY

BUY FRESH
BUY LOCAL

WWW.BUYLOCALPA.ORG/LEHIGHVALLEY

PARTNER





**BUY FRESH
BUY LOCAL**

Greater Lehigh Valley

A central illustration on the banner depicts a variety of fresh local products, including a sunflower, a rooster, corn, mushrooms, peaches, and apples, set against a backdrop of a green valley with a cow.

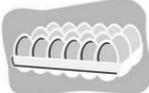
WWW.BUYLOCALPA.ORG/LEHIGHVALLEY

PA Preferred

GREATER LEHIGH VALLEY BUY LOCAL CHALLENGE

BINGO

2011

 <p>Greens & Lettuce</p>	 <p>Pumpkins & Squash</p>	 <p>Broccoli, Cabbage, Brussels Sprouts</p>	 <p>Tomatoes & Peppers</p>	 <p>Sweet Corn</p>
 <p>Peaches</p>	 <p>Apples</p>	 <p>Root Vegetables</p>	 <p>Pears</p>	 <p>Berries</p>
 <p>Dark Leafy Greens</p>	 <p>Wool & Products</p>	 <p>Herbs</p>	 <p>Honey & Maple Syrup</p>	 <p>Wine, Beer, Cider</p>
 <p>Milk & Cream</p>	 <p>Cheese</p>	 <p>Yogurt</p>	 <p>Ice Cream</p>	 <p>Eggs</p>
 <p>Pork, Lamb, Goat</p>	 <p>Beef & Bison</p>	 <p>Poultry</p>	 <p>Jams & Jellies</p>	 <p>Salsa, Sauce & Pickles</p>



BUY LOCAL BINGO

During the month of September, present this BINGO card to participating partners each time you purchase locally-grown foods to have it stamped. Complete at least one row, then turn in your card to one of the participating partners between October 1st and 9th to receive a 10% discount on your purchase. Some restrictions apply. See website for details.

For each completed row (horizontal, vertical, or diagonal), you will receive a raffle ticket for our grand prize basket. A fully-completed card will receive 12 raffle tickets. For a list of basket contents, view our website. A new item will be added each day in September. The grand prize winner will be announced by October 28th.

List of Participants:

- Blair Vineyards
- Blue Blaze Farm
- Blue Marsh Farm Market
- County Line Orchard
- Eagle Point Farm Market & Greenhouses
- Flint Hill Farm
- Franklin Hill Vineyards
- Geiger Family Farm
- Gottschell Farm
- Graver Farmstead
- Heidel Hollow Farm
- Heritage Farm CSA
- Holben Valley Farm
- Keepsake Farm & Dairy
- Klein Farms Dairy & Creamery
- Lyon Creek Farm Market
- Meadow Mountain Farm
- Oley Valley Organics
- Pappys Orchard
- Pekin Paradise
- Quartz Hill Farm
- R.E.A.L. Gardens
- Red Cat Farm
- Scholl Orchards
- the Seed Farm
- Stone Creek Farm
- Strawberry Hill Farm
- Suyundalla Farms
- Valley View Farms
- Verba Farm @ Williams Point
- Water Wheel Farm Market
- Weaver's Orchard
- Y Knot Alpacas

For more information and to learn about other Buy Local Challenge activities and events, visit www.BuyLocalGreaterLehighValley.org.

September

2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 "Farmageddon" showing at Frank Banko Theatre
4	5	6	7 First Wednesdays on the Farm Weaver's Orchard - (cooking & gardening classes)	8	9	10 Bethlehem Veg Fest Johnny Appleseed Day at Weaver's Orchard LV Wine Trail Harvest Weekend at Vynecrest Vineyards.
11 Local Food Potluck at Shooting Star Farm LV Wine Trail Harvest Weekend at Vynecrest Vineyards.	12	13	14 "Vanishing of the Bees" showing at Frecon's Hard Bean Cafe	15	16	17 "What's Organic About Organic" Showing at Suyandalla Farm
18	19	20	21	22 "Queen of the Sun" Showing at Nature Nurture Center & Silent Auction	23	24 GrazeFest at the Easton Farmers' Market
25 Taste of the Lehigh Valley at Melt Restaurant.	26	27	28	29	30	

September 3**"Farmageddon" Film Screening at 4:30 p.m. followed by Q&A Panel**

Frank Banko Theatre

Farmageddon tells the story of small, family farms that were providing safe, healthy foods to their communities and were forced to stop, sometimes through violent action, by agents of misguided government bureaucracies, and seeks to figure out why. <http://www.farmageddonmovie.com>

September 7**First Wednesdays on the Farm – Free Cooking & Gardening Classes from 10-2**

Weaver's Orchard, Morgantown, PA

10:00 – Read & Pick Storytime – Apples , 11:00 – Making Pizza Dough & Calzones 12:00 – Making Fruit Pies & Crisps 1:00 - Container Gardening Details at: www.weaversorchard.com.

September 10**Bethlehem Veg Fest from 12-5.**

Southside Bethlehem Greenway

This Festival brings together an array of vegetarian natural food providers, top national speakers and chefs, and educational exhibitors in a fun and welcoming environment. www.bethlehemvegfest.org

Johnny Appleseed Day from 10-5

Weaver's Orchard, Morgantown PA

Enjoy a wide variety of apples to pick, hayrides to the orchard and storytelling from Johnny Appleseed himself! Details at: www.weaversorchard.com.

Lehigh Valley Wine Trail Harvest Weekend: The Butcher, the Baker & the Winemaker from 11-5

Vynecrest Vineyards & Winery

When fall rolls around, it's time to celebrate the kick-off of harvest season! Wine pairings, vineyard tours, food, music and other activities are featured.

September 11**Local Food Potluck – Time TBD**

Shooting Star Farm

Lehigh Valley Wine Trail Harvest Weekend: The Butcher, the Baker & the Winemaker from 11-5

Vynecrest Vineyards & Winery

When fall rolls around, it's time to celebrate the kick-off of harvest season! Wine pairings, vineyard tours, food, music and other activities are featured.

September 14

"Vanishing of the Bees" film screening – 6:30 p.m.

Frecon's Hard Bean Café, Boyertown, PA

This documentary examines the alarming disappearance of honeybees and the greater meaning it holds about the relationship between mankind and mother earth. <http://www.vanishingbees.com/>.

September 17

"What's Organic about Organic" Film Showing

Suyandalla Farm

The film illustrates that the organic food debate extends well beyond personal choice and into the realm of social responsibility. Visit <http://www.whatsorganicmovie.com/> for more information.

September 22

Queen of the Sun Showing & Silent Auction at 7 p.m.

Nature Nurture Center, hosted by Easton Farmer's Market

Juxtaposing the catastrophic disappearance of bees with the mysterious world of the beehive, Queen of the Sun weaves an unusual and dramatic story of the heart-felt struggles of beekeepers, scientists and philosophers from around the world.

Details at: <http://www.queenofthesun.com/>

September 24

GrazeFest at the Easton Farmers' Market – Info TBD.

September 25

Taste of the Lehigh Valley - seatings at 1 & 3

Melt Restaurant

Be prepared to be awed as you sample the freshest, tastiest farm-to-table cuisine that the Lehigh Valley has to offer. Enjoy menu items containing at least two locally-grown ingredients from the area's finest chefs, along with tastings of local wines, beer, and cider. Come vote for your favorite!

BUY LOCAL CHALLENGE

SEPTEMBER 2011



CHALLENGE YOURSELF TO CHOOSE
MORE LOCALLY-GROWN FOODS
FOR THE MONTH OF SEPTEMBER!

PLEDGE →

Take the
Online Pledge

CHOOSE →

“Buy Local” Bingo
Silent Auction
Tricky Tray

LEARN →

Film Series:

Farmageddon

Vanishing of the Bees

Queen of the Sun

*What's Organic about
Organic?*

Farm Series:

Valley View Farm

Weaver's Orchard

VegFest

Chile Pepper Festival

Hotel Bethlehem Farm
to Table Dinner

The Grassfed Gourmet
Fires it Up

Johnny Applesed Day

Harvest Weekend

Potluck Dinner at
Shooting Star Farm

Taste of the Lehigh Valley

TASTE →



For more information, scan this code
with your Smart Phone or visit

www.BuyLocalGreaterLehighValley.org

How to engage and maintain your customer is always changing. Join us for a day of good food, marketing experts, and good discussion

Send in your registration form as soon as possible as space is limited.

Questions? Contact Eric Ruth at 610-730-8860 or eric@KellynFoundation.org.

Thank you to our sponsors:



Buy Fresh Buy Local (BFBL) is a national program that connects consumers to fresh, locally-grown foods. The Greater Lehigh Valley chapter of BFBL (BFBL-GLV) is helping residents of Berks, Lehigh, and Northampton Counties find, choose, and appreciate great locally-grown foods, while supporting the farmers and lands that produce them.

BFBL-GLV is a program of the Nurture Nature Center, a 501(c)(3) organization. BFBL chapters across Pennsylvania are coordinated by the Pennsylvania Association for Sustainable Agriculture (PASA), on behalf of our national partner, Food Routes Network.



Greater Lehigh Valley chapter Buy Fresh Buy Local

227 E. Lafayette St
Easton, PA 18042-1677
Phone: 610-703-6954
E-mail: lynnprior@verizon.net
www.BuyLocalPA.org/LehighValley
Www.BuyGreaterLehighValley.org



Consumer Marketing: Embrace the Opportunities

Tuesday, March 1, 2011
8:30 AM—3:30 PM
ArtsQuest at the Banana Factory
Banko Family Room, 25 W. Third
Street, Bethlehem, PA 18015

Workshop Schedule

Morning

8:00 am **Registration & Continental Breakfast**

Enjoy a light breakfast made with locally-grown foods.

8:30 am **Opening Remarks**

Eric J. Ruth, Kellyn Foundation

8:40 am **Keynote Speaker**

George DeVault - Farmer, Editor, Author, Entrepreneur, Catalyst

9:00 am **Branding Your Name**

Eric J. Ruth, Kellyn Foundation

9:40 am **Marketing with Buy Fresh Buy Local**

Lynn Prior, BFBL-GLV

10:20 am **15 minute break**

10:35 am **Restaurant Trends and Challenges**

Mark Muszynski, chef & owner, Curious Goods at the Bake Oven Inn
Jeff Frank, Liberty Gardens

11:25 am **Merchandising to be Noticed**

Brian Moyer, Penn State Cooperative Extension, Lehigh County

Workshop Schedule

Afternoon

12 pm **Catered Lunch**

Curious Goods at the Bake Oven Inn
Locally-Grown Ingredients

1:20 pm **Understanding Online Marketing**

Rachel VanDuzer, VanDuzer Design & Marketing

2:10 pm **10 minute break**

2:20 pm **How to Benefit from Social Media**

John Place, Keepsake Farm
Megan Balliet, Mosaic Interactive
Adam Donkus, Baldy Dog Search Strategies

3:10 pm **Closing Remarks**



Consumer Marketing Workshop Registration Form

Name _____ Farm/Business Name _____
Address _____ City _____ Zip Code _____
E-mail Address _____ Daytime Phone _____
Number of Attendees _____ Total Cost (Number of Attendees x \$25) _____

No refunds will be given for cancellations made less than five days in advance.

Make check payable to BFBL-GLV

Mail this form to: BFBL-GLV, 227 E. Lafayette St., Easton, PA 18042-1677



Our Producer-Only Farmers' Markets are Back!



Easton Farmers' Market

Saturdays 9 am - 1 pm

Opening Day: May 7, 2011

Centre Square, Easton

www.EastonFarmersMarket.com



We accept EBT!



**BUY FRESH
BUY LOCAL**

