
Farmers' Market brings community together in celebration of local products

SPRINGWATER TOWNSHIP / May 10, 2010 –Springwater Township residents trying to stay healthy and eat locally will have a bit of help again this summer as the Springwater-Elmvale Farmers' Market opens their second season on Saturday May 15th.

The market began last summer after local group 'Focus Elmvale' began looking for a strategy to bring people into Elmvale. Springwater Township's Council approved the use of the Knox Building washroom facilities and parking lot for the market, and it opened to the public on July 31st, 2009.

The Farmers' Market was beneficial, not only for local businesses and for local farmers, but also for residents and visitors who want to eat locally grown produce.

"We were looking for an event to bring people to town, to make people aware of Elmvale as a community," said Farmers' Market Co-chair Heather Sewell. "The market was very successful at doing that, and as time went by we could see how important it was for the producers."

Sandra Trainor is the Executive Director of Simcoe County Farm Fresh, a marketing association that works to support local farmers and producers.

Trainor believes that farmers' markets are not only helpful for the farmers who sell their products, but for the consumers who can be sure of the quality of the food they're eating.

"People want to know where their food comes from and who produces it," Trainor said. "What better way than to go and meet the producer."

Trainor believes that farmers' markets can also benefit the communities that play host to farmers' markets.

"It's a great way to bring community together, and it's a traditional thing to do," Trainor said."

Sewell believes that the Springwater-Elmvale Farmers' Market was successful in bringing people together in its first year, and expects the second year to be no different.

"It's become a social centre," Sewell said. "A lot of people were coming out and socializing."

"I predict that Elmvale is going to be very busy on Saturday mornings," she said.

The 2010 season begins with a Grand Opening on Saturday May 15th, which will include local singer/guitarist Katy Austin entertaining the crowds, give-aways, and a ribbon cutting ceremony at 11:00 a.m. The market runs from 8:00 a.m. until 1:00 p.m. from May 15th through to October 9th.

Springwater is a municipality of approximately 18,000 residents located in the heart of Simcoe County and consistently offers residents one of the lowest property tax rates, in comparison to similar sized municipalities in the area. Springwater Township is also home to the second largest concentration of County Forests and is a popular destination for outdoor activities in all four seasons.

In 2009, the Township celebrated its 15th anniversary of the amalgamated Township of Springwater.

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The Springwater – Elmvale Farmers' Market Committee has been planning for the 2010 season since January. Committee co-chair Heather Sewell checks out the site in January of 2010.



Opening Day 2009 drew crowds to the Springwater-Elmvale Farmers' Market held in the municipal building parking lot at 35 Queen St. W. in Elmvale.