

## FOR IMMEDIATE RELEASE



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### **Lakeland Downtown Farmers Curb Market hosts *Eat with the Seasons* cooking demonstrations this Saturday, September 24 *Demonstrations to feature renowned chef David Bearl***

(GAINESVILLE, Fla. – September 19, 2016) – The Palafox Farmers Market is partnering with the UF/IFAS Extension Family Nutrition Program (FNP), the SNAP-Ed implementing agency in Florida and Florida Organic Growers' Fresh Access Bucks (FAB) program to conduct special cooking demonstrations from 8 a.m. to 2 p.m. this Saturday, September 24.

*"Eat with the Seasons,"* features UF/IFAS Chef David Bearl, American Culinary Federation certified chef for more than 30 years. He will demonstrate seasonal, healthy and easy to prepare market to table recipes using Florida grown produce right from the market.

The Lakeland Downtown Farmers Curb Market is located at 200 N. Kentucky Ave. in Lakeland. The market is open 8 a.m. to 2 p.m. September through July.

"We are so excited to have Chef Bearl visit our market and share his healthy creations with our customers," said Brittany Melson, FAB coordinator for the market. "At our market, we are dedicated to helping our customers lead healthier lives."

In 2016, 24 FAB markets are partnering with FNP for *Eat with the Seasons* cooking demonstrations that enable participants to taste new items and learn new, healthy cooking methods featuring seasonal, Florida grown produce, and easy and affordable recipes.

The Fresh Access Bucks (FAB) program is a statewide incentive designed to encourage Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) recipients to redeem their benefits at farmers markets to purchase fresh, healthy foods directly from Florida farmers. At participating markets, Florida Organic Growers matches what a SNAP cardholder spends with FREE Fresh Access Bucks - up to \$20, every market day. Customers can use them right away or later on to buy Florida grown fruits and vegetables.

For example, a SNAP shopper who spends \$10 of their SNAP benefits at a participating market receives an additional \$10 to purchase fresh, local produce. Currently there are 28 farmers markets and 2 Community Supported Agriculture programs (CSAs) participating in Fresh Access Bucks throughout the state. In addition to increasing the affordability and accessibility of healthy foods, nutrition education efforts at FAB markets is integral to increasing the purchase and consumption of fresh, local produce.

FAB is a program of Florida Organic Growers, a nonprofit that supports and promotes organic and sustainable agriculture through education, outreach and advocacy. Funded by the USDA Supplemental Nutrition Assistance Program (SNAP), FNP teaches low-income Floridians how to eat healthy and stay active on a budget.

For more information, please visit the Lakeland Downtown Farmers Curb Market's website at [www.downtownfarmerscurbmarket.org](http://www.downtownfarmerscurbmarket.org).

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