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Market Umbrella begins management of the Rivertown Farmers Market in Kenner, La:

**Ribbon cutting May 5, 2018 at 9:00 am at LaSalle's Landing**

Press Release - Rivertown Farmers Market Grand re-opening

(Kenner, LA) - On May 5<sup>th</sup>, 2018, Market Umbrella, the New Orleans non-profit which runs four other Crescent City Farmers Market (CCFM) locations, will reopen the Kenner Rivertown Farmers Market under their management. Running every Saturday from 9 am - 1pm at LaSalle's Landing at the intersection of Williams and LA-48 in historic Rivertown, Market Umbrella will host a reinvigorated and verdant farmers market featuring many new produce vendors, meats, seafood, prepared foods and plant seeds and starts for those looking to grow their own. Opening day will also feature live music and kids activities and prepared foods for purchase.

"We are very excited to be a working partner with Crescent City Farmers Markets here in Kenner," Mayor Ben Zahn said. "We look forward to a farmers market that provides a wide variety of local produce and goods to our residents each Saturday in Rivertown. Historically Rivertown has been a central figure in the distribution of agricultural goods to New Orleans and the French Market and we could not be more excited for the opportunity to reignite the past."

Jenny Labella Tusa, the Rivertown Main Street Board President added, "The Main Street Board is so excited to have the Crescent Farmers Market come on board to help us revitalize our farmers market to its true potential."

"Based on the survey work we've been doing in the community and building on the successes of the current Rivertown market, we'll be bringing in many new produce vendors as well as grass-fed beef, lamb, goat, seafood, artisan breads and baked goods, prepared foods and more. We've listened to the community and the vendors and are creating a great new market bringing the full range of locally available fruits and vegetables," says Market Umbrella's director of markets, Angelina Harrison.

Market Umbrella will also be implementing a token economy, issuing tokens for credit, debit and SNAP cards, as well as implementing fresh food incentive programs such as Market Match which doubles SNAP dollars spent at market, and the Farmers Market Nutrition Program for both seniors and WIC participants, among others. Market Umbrella executive director, Kate Parker says, "Our goal is to support local farmers and food producers and at the same time, increase fresh food access. We are pleased to announce that this market will be able to accept SNAP (Food Stamps) like all of our markets. We will also match SNAP purchases dollar-for-dollar up to \$20 each market day."

"We are incredibly grateful of this new partnership that helps to connect fresh food with the Kenner community in what could not be a more perfect location. While we are certain that this partnership is going to help revitalize the Rivertown Historic District, what excites me the most is that now our Food Bank recipients and the Kenner Council on Aging will be able to use their SNAP and WIC benefits at the Farmers Market," said Mike Ince, Interim Director of Community Development/Main Street Manager.

Located at the base of the levee at the end of Williams Blvd., the market will be a weekly happening in historic Rivertown, added to the roster of cultural and family attractions including the Planetarium, the Space Science Complex, the Rivertown Theaters for the Performing Arts, and Heritage Park and build on the revitalization in the area. The market will take a summer break for the months of August and September.