



# News Release

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## **#HealthiestNextGen celebrates farmers markets season in Port Townsend**

*Launch in Jefferson Co includes Secretary of Health and Director of Early Learning*

**OLYMPIA** — 'Tis the season for fresh vegetables, at local farmers markets all over Washington, with special kick off events at the Port Townsend Farmers Market. Highlights on April 4 include ribbon-cutting, goat parade, and of course, local nutritious foods and veggies.

This Saturday, Secretary of Health John Wiesman and Director of Early Learning Elizabeth (Bette) Hyde will join with Teresa Verraes, executive director of the Jefferson County Chamber of Commerce to welcome the community back to the Port Townsend Farmers Market at the 9 a.m. ribbon-cutting.

Secretary Wiesman will be there to support access to fresh vegetables and fruit as one way to help create the healthiest next generation of Washingtonians. Governor Jay Inslee launched the [Healthiest Next Generation Initiative](#) to join with families across the state in making our next generation the healthiest ever. The goal of the initiative is to help our children maintain a healthy weight, enjoy active lives, and eat well in places where they spend the most time — including early learning settings, schools, and their communities. The initiative is inspired by communities that have already made improvements to support their children.

The Healthiest Next Generation is about finding statewide solutions to improving healthy weight in children. One recommendation put forward by the Governor's Council for the Healthiest Next Generation last September is to encourage vegetable and fruit purchases through the [Basic Food/Supplemental Food Assistance Program \(SNAP\)](#).

The Port Townsend Farmers Market did just that by partnering with Jefferson County Public Health on a shopping incentive program beginning in 2013 for low-income families, known as "Gimme 5." This program make dollars go farther for customers shopping at the Farmers Market with their benefits from the Basic Food/SNAP program or the Supplemental Nutrition Program

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for Women, Infants and Children (WIC). Customers using their Basic Food/SNAP benefits can receive an additional \$5 dollar market token for every \$10 spent and two \$5 dollar tokens for every \$20 spent. WIC/Seniors Farmer Market Nutrition Program benefits are matched dollar-for-dollar. The matching funds are only good for fresh farm products like vegetables and fruit.

Shopping incentive programs like Gimme 5 help to make the healthy choice the easy choice by making the cost of Farmers Market fruits and vegetables as well as processed foods competitive with large grocery store prices. Incentive programs like Gimme 5 help to ensure that low-income families can enjoy the freshest fruits and vegetables when they are in season.

This is the 23rd year for the Port Townsend Farmers Market, which was named Washington State Market of the Year by the Washington State Farmers Market Association in 2011. The market features more than 70 vendors, including 40 farms and four artisan cheese makers, as well as a beloved Goat Parade. The Port Townsend Farmers Market is open Saturdays from 9 a.m. to 2 p.m. and is located on Tyler Street between Lawrence and Clay in Uptown Port Townsend. Visit the [Jefferson County Farmers Market website](#) for more information.

[Check out the Department of Health's page about Healthiest Next Generation Initiative](#) or join us at #HealthiestNextGen.

The [Department of Health website](#) ([www.doh.wa.gov](http://www.doh.wa.gov)) is your source for *a healthy dose of information*. Also, [find us on Facebook](#) and [follow us on Twitter](#).

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