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FOR IMMEDIATE RELEASE

2019 Poughkeepsie Waterfront Market Season
Extended through September 30th

POUGHKEEPSIE, NY – The 2019 Poughkeepsie Waterfront Market season will be extended through September 30th. This popular seasonal farmer’s market is held on Monday afternoons from 3:00 pm to 6:30 pm in the Pavilion at the Mid-Hudson Children’s Museum, 75 North Water Street in Poughkeepsie. The season will conclude with a Harvest Festival Celebration on Monday, September 30th.

Christine Paris of Maynard Farms is grateful for the extended market season. “Although the summer is winding down, September is the height of the growing season in the Hudson Valley. We are thrilled to be able to bring an abundance of fresh produce to the Market during this extra month, and we appreciate everyone who has come out to support our community and the local growers.” Maynard Farms, a local family-run farm, is a founding member of the Market and has been selling farm produce at the Poughkeepsie Waterfront Market since its beginning in 2017.

The Poughkeepsie Waterfront Market, now in its third year, is open to the public and features farm fresh vegetables, fruits, eggs, poultry, baked goods, maple products, honey, pickles, beer and more. The Market is a vibrant, weekly celebration of the Hudson Valley, and also features live music by local musicians, prepared food, and free kid-friendly educational programming, all in a fully covered, open-air pavilion on the Hudson River.

“The Market has become an important resource for the community, and the customer response is very gratifying to those of us who have chosen farming as a career,” explains Bob Fade, owner of Fiddlehead Farm. “It is a pleasure to be part of a market that is growing into such a cornerstone of the community, and I couldn’t be happier that the season will be extended!”
The Market’s vendors were instrumental in lengthening the Market season in that it was the vendors that requested a lengthened season. According to Fade, “We all agreed that the Market was drawing a much larger crowd this year, and that we were seeing a lot of regular customers who use the Poughkeepsie Waterfront Market to fulfill a large portion of their grocery needs. It only seemed natural for us to request that the Market go longer into the season, echoing the desire of those attending the farmers market.”

The Poughkeepsie Waterfront Market accepts both SNAP and WIC benefits. Eligible market patrons should check in at the Market Manager table for more information on using these benefits to obtain fresh healthy food from vendors. The Poughkeepsie Waterfront Market’s participation in these programs is made possible with major support from MVP Healthcare, with additional support from Market sponsors, Green Mountain Energy and Price Chopper’s Golub Foundation.

The Mid-Hudson Children’s Museum is the first children’s museum in the entire country to open a public farmers market as a strategy to reduce food insecurity among the families it serves. “The Mid-Hudson Children’s Museum is centrally involved in the revitalization efforts taking place along the Poughkeepsie Waterfront,” states Lara Litchfield-Kimber, Executive Director of the Mid-Hudson Children’s Museum, which manages the Market. “The operation of this Market provides us with yet another way to support the City of Poughkeepsie and our region by making fresh food available to City residents and visitors, all while showcasing the agricultural bounty of local Hudson Valley farms.” Since 2017, it has become a national model for museums looking to increase their impact on their local communities.

The Poughkeepsie Waterfront Market is steps away from both the Poughkeepsie Train Station and two city parks, making the Market accessible by foot to City residents, families visiting the Mid-Hudson Children’s Museum, tourists and commuters alike. The Pavilion that hosts the Market is fully covered, and offers public restrooms and free onsite parking at the Mid-Hudson Children’s Museum during the Market hours.

For Market updates and events, follow the Poughkeepsie Waterfront Market on Facebook (www.facebook.com/POKWaterfrontMarket) and Instagram (poughkeepsiewaterfrontmarket). For more information on becoming a vendor at the Poughkeepsie Waterfront Market visit: www.mhcm.org/visit/poughkeepsie-waterfront-market or call Dave Jordan, Market Manager at (845) 471-0589, ext. 16. The Poughkeepsie Waterfront Market is managed by the Mid-Hudson Children’s Museum.

Named “2017 Best Museum” by Hudson Valley Magazine and Hudson Valley’s “2019, 2018 and 2017 Top Place to Take the Kids,” by Kids Out and About, the Mid-Hudson Children’s Museum is the ideal destination for families with young children. With exhibits that focus on early literacy, art, STEM, and the local community, the Museum provides an educationally rich environment through which children have the opportunity to develop foundational skills, to engage in purposeful play, and to develop interpersonal connections. The Museum is located in the heart of the historic waterfront in Poughkeepsie nestled between two city parks, just steps away
from the Poughkeepsie Metro-North Train Station, the Walkway elevator and fabulous restaurants. The Mid-Hudson Children’s Museum is open Tuesday through Saturday from 9:30 am to 5:00 pm and on Sunday from 11:00 am to 5:00 pm. The Museum is also open on select Monday holidays. Admission is $10.00 per person. Children under 1 year old are free. Memberships are available. Visit www.mhcm.org or call (845) 471-0589 for more information.

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**Photo caption:** Bob Fade, of Fiddlehead Farm, offers a fresh harvest of Hudson Valley produce and flowers each Monday at the Poughkeepsie Waterfront Market.
Photo caption: “We appreciate our local customers, and everyone who has come down to the Market this season. We are happy to be here for the month of September!” states Christine of Maynard Farms, pictured at the Market with a happy customer.

Photos courtesy of the Mid-Hudson Children’s Museum