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## **PRESS RELEASE**

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## ***Eat Smart New York! Message Comes to Farmers' Market***

Albany, NY - Monday, September 13, 2010 - The Festival Farmers' Market in Cobleskill, NY will feature the Cornell Cooperative Extension Schoharie County Nutrition Education Program this Saturday, September 18, from 10:00 AM to 2:00 PM.

Held in the McCarthy Tire parking lot on Route 7, "*Eat Smart New York!*" Day represents an important community collaboration that links farmers and locally grown produce with nutrition educators and low-income families. The *Eat Smart New York!* Program, administered by the Schoharie County Extension Office, is the only agency in the area to provide free nutrition and food budgeting classes on an ongoing basis to income-eligible individuals and families. Nutrition Program Educators will be available on Saturday to answer questions about the *Eat Smart New York!* Program and screen for eligibility, in addition to handing out low-cost, seasonal recipes and other give-aways.

The Farmers' Market Nutrition Program encourages the use of market coupons and produce checks, from programs such as WIC, Office of the Aging and DSS/Food Stamp, so that recipients can take advantage of the availability of fresh fruits and vegetables when in-season and most affordable. Participants of these programs are also likely to be eligible for the free nutrition and food budgeting instructions, scheduled at the convenience of the program enrollee.

"These are hard economic times for many people and we have something to offer that can help," explains Cornell Cooperative Extension Educator/Dietitian, Regina Tillman. She further states that eating local is a concept that is a win-win. "It supports the health of the community and its residents, along with the economic well-being of small farms, if everyone used the resources that are available."

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**About Cornell Cooperative Extension:**

The Cornell Cooperative Extension educational system, established in 1918, enables people to improve their lives and their communities through partnerships that put experience, and research knowledge, to work.

Extension is the largest informal education network in the world. Cornell Cooperative Extension Schoharie County provides equal program and employment opportunities.

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