



North Coast Growers' Association

Humboldt County Farmers' Markets

www.northcoastgrowersassociation.org

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Press Release - For Immediate Release

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Re: Harvest Box distribution sites coming to Blue Lake, Trinidad, and Valley West!

Eat more local produce with Harvest Box from NCGA. Starting in June, residents of Valley West, Blue Lake and Trinidad will have a new way to access local food in their communities.

The North Coast Growers' Association (NCGA) is excited to announce the expansion of the Harvest Box program, a multi farm CSA style box program that provides Humboldt with fresh, local produce, all 100% non-GMO and local. Starting on June 2, Harvest Boxes will be available at distribution sites in Blue Lake, Trinidad, and Valley West.

"I love this, it's like Christmas every week!" one customer exclaimed, as they peeked inside of their box to see what goodies were inside.

The Harvest Box program was created in 2020 as a safe, contactless way for customers to access NCGA members' produce without needing to attend farmers' markets. Boxes are \$20 each, filled with around 6 items (a leafy green, some staples like carrots and onions, and some fun seasonal items like artichokes, snap peas, or fruit), and available at several pick-up locations. Distribution sites currently include the Arcata Plaza Farmers' Market on Saturdays and the Jefferson Community Center in Eureka on Fridays or Saturdays. Wednesday distributions will be opening soon and run June 2-October 27; at the Blue Lake Community Resource Center from 12-1:30pm, the Park-and-Ride in Trinidad from 2:30-4pm, and the gravel lot next to McIntosh Country Store from 4:30-6pm. These new sites will offer some customers more flexibility to purchase local produce, without having to commute to the farmers' market.

CalFresh EBT customers are offered a \$10 Market Match incentive for Harvest Box purchases. This means each weekly box only costs \$10!

"All I can say is "WOW!" I am so impressed with the quality and quantity of the produce I picked up this morning" said a mom after receiving her first EBT Harvest Box. By using EBT benefits, customers will find these boxes to be an easy and affordable way to access more local produce.

Boxes can be ordered at www.northcoastgrowersassociation.org/harvestbox

Additionally, Harvest Box has started a wholesale produce purchasing program. In coordination with Resource and Health Centers, NCGA has been connecting local produce with community organizations who can distribute this high quality fresh produce to their clients for a wholesale rate. This is a part of a larger commitment NCGA has to help Humboldt become more food secure, for people living on any budget.

NCGA is now the operator of all Certified Farmers' Markets in Humboldt County. Membership in the North Coast Growers' Association is open to residents of Humboldt County who grow or raise what they sell within Humboldt County. Working collaboratively, NCGA staff and members represent agricultural interests in Humboldt County through community partnerships that promote local and healthy foods, programs that increase access to local food, participation in

local and statewide policy-making, and coordination of nine Certified Farmers' Markets. A number of independent markets and farm stands continue to operate in various communities. For a full listing of Certified Farmers' Markets, community markets, farm stands and Community Supported Agriculture (CSA) farms as well as a directory of all farmers' market vendors please visit www.northcoastgrowersassociation.org

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The North Coast Growers Association (NCGA) is a 501(c)3 non profit organization with the primary mission to operate certified farmers' markets for the benefit of both producers and consumers, to promote awareness of and support for farmers' markets, to work with other direct marketing associations to share resources and improve market management, to educate consumers, and to promote and improve access to local agricultural products for the community.