



## North Coast Growers' Association

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Humboldt County Farmers' Markets

[www.northcoastgrowersassociation.org](http://www.northcoastgrowersassociation.org)

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### Press Release - For Immediate Release

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**Announcing:** The North Coast Growers' Association Invites You to Become a Friend of the Farmers' Market

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**Did you know** that the farmers markets in Humboldt County are organized by a small non-profit organization? The [members, staff, and board](#) of the North Coast Growers' Association know that our Humboldt County grown foods are a critical resource that keep our families strong and our local economy resilient. We would like to ask our community to please **support the efforts of NCGA by making a one time, or recurring, donation.**

Community support through **participation, cooperation, donations and sponsorships** help the NCGA fulfill our mission and grow closer to our vision of a sustainable local food system for our community and our farmers.

The North Coast Growers' Association is honored to have been awarded the 2022 Covid Resilient Business of the Year Award by the Arcata Chamber of Commerce through their Annual Leadership Awards. NCGA Farmers' Markets remained open with safety measures in place to ensure the community had continued and uninterrupted access to fresh and local produce during the height of the ongoing pandemic. Community support for local agriculture is now stronger than ever here in Humboldt County, and the local farmers, staff, and board of NCGA are deeply grateful for the support of our loyal community, and recognition of the hard work and perseverance required to keep farmers' markets, CSA's and farm stands open.

We are committed to the preservation of our local agricultural industry and improving localized food security for our community. As a result of the increase in demand for local produce, NCGA farmers have expanded their agricultural production and employed innovative new ways to reach customers by creating online stores, deliveries and other direct-marketing opportunities. In addition to our existing food access programs through CalFresh and Market Match, NCGA launched a multi-farm CSA style produce box program, Harvest Box, in 2020, which has been incredibly successful and significantly increased access to local produce. Harvest Box has been able to increase outlets where local produce is available by offering pick-up locations not tied to farmers' markets so residents of multiple communities can easily access more local produce.

**With this increase in agricultural production, the reach and capacity of NCGA has also greatly expanded.** NCGA relies on the generosity of the community to ensure we have funding to continue to invest in the necessary infrastructure, supplies and people power to keep up with this rapid growth and expansion of programs, and in turn provide more locally grown, high quality, sustainable and regenerative agricultural products to Humboldt County and surrounding regions.

To support this growth, as many of our community supporters know, NCGA is working alongside a group of organizations toward the development of a [local food hub](#). Last year, we successfully fundraised for the purchase of a freezer unit to better assist local food producers with storage. NCGA's goal with the purchase of a freezer unit for our members is to de-privatize local food infrastructure. By creating collectively owned and operated food structures and businesses, our region can rely less on for profit businesses who usually make decisions that best suit their bottom line and not the health of our local community.

The best way you can continue to support the efforts of NCGA is by becoming a Friend of the Farmers' Markets and making a recurring or one time donation. For our higher level donors, please consider becoming a "business sponsor" or "community donor." As a higher level donor, you'll receive special donor perks such as social media and website promotion, NCGA merchandise, and more. Not to mention, you'll be supporting the resilience of your local food system for years to come! Donate securely online at <https://www.northcoastgrowersassociation.org/friends> or by mailing a check to us at our address listed above.

Please contact us with any questions or feedback you may have, and thank you for your consideration and support.

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NCGA is the operator of ten 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, and participation in local and statewide policy-making. 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](http://www.northcoastgrowersassociation.org)