

County of Wellington Media Release



For Immediate Release

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Savour the Flavours of Wellington County through the Award-Winning Farmers' Market Box Series

Wellington County, Ont. – The County's Taste Real programme has partnered with all seven farmers' markets in Wellington County and the City of Guelph to bring the award-winning Farmers' Market Box Series back for the 2024 summer season.

Every two weeks, the Market Box Series features a curated box of local food and goods from a different farmers' market, highlighting the unique flavours, vendors, and products of each location. Market Boxes can be purchased at www.wellington.ca/farmersmarket for \$59.00/each, with both pick-up and home delivery options available.

"When you order a Farmers' Market Box you're not just receiving a delicious assortment of local food and products; you're investing in our communities and supporting our local farmers and businesses," commented Wellington County Warden, Andy Lennox. "Farmers' markets are a reason for both locals and tourists to visit our communities, and this initiative has been a very successful way to encourage culinary exploration."

This year's Market Box Series launched in early June, starting with curated taste experiences from the Aberfoyle and Elora Farmers' Markets. Six Market Boxes are still available this season, with orders for each box closing one week before the delivery date while quantities last.

Upcoming Farmers' Market Boxes include:

- Guelph Farmers' Market – delivery July 2
- Rockwood Farmers' Market – delivery July 16
- Wellington North Farmers' Market – delivery July 30
- Erin Farmers' Market – delivery August 13
- Minto Farmers' Market – delivery August 27
- Mapleton Farmers' Market – delivery September 10

"Taste Real's Market Box Series does an excellent job of showcasing Wellington County's local flavours, seasonal offerings, and the dedication of our community's producers," commented

Councillor Jeff Duncan, Economic Development Committee Chair. “The initiative is supporting local farmers, artisans and businesses, while also helping foster stronger connections with our communities.”

The Market Box series has also partnered with the County of Wellington’s Social Services department to support the Market Bucks programme to further support access to healthy, nutritious food in a manner that maintains dignity, builds health and community, and challenges inequality. When ordering a Market Box, individuals have the option to add a donation to the Market Bucks programme that enables recipients to purchase food at Wellington County farmers’ markets.

The 2024 season also sees the return of the Taste Real Farmers’ Market Trail, which encourages residents and visitors alike to experience Wellington through food tourism experiences and visits to the County’s different local market locations for a chance to win one of seven market prize packs worth \$100 each.

For more information on the Wellington County Farmers’ Market Box and initiatives, please visit www.wellington.ca/farmersmarket.

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