



FACT SHEET: *Greenmarket Tour Guides Program*

Greenmarket Tour Guides Program trains volunteers to guide children and interested adults through farmers' markets in New York City using hands-on education techniques, including a specially-designed market treasure hunt. Tour participants will discover the wealth and variety of fresh, locally-grown and produced foods during the Greenmarket Farmers' Market Tour. They will have the opportunity to see, touch, smell, and taste some of the produce and products during the one-hour tour that includes time to shop at the market.

In 2007, Spoons provided Greenmarket tours to over 1,600 public school children who participated in the American Institute of Wine & Food/New York Days of Taste® program. Over 70 guides participate in the year-round program, with an aim of 1:7 guide-to-participant ratio.

- The tours are offered on a year-round basis with most tours in October. In New York City, free monthly tours are on the second Saturday of each month at 10:00 AM in Union Square. Greenmarket Tours are also part of AIWF/NY Days of Taste® New York program for 4th graders during the second and third weeks of October. Students in public and private schools tour many of the 43 market locations throughout New York's five boroughs annually.
- The goal of the Greenmarket Guides Program is to celebrate fresh, local and seasonal food; to encourage direct and long lasting connections with local farmers and producers; to expand one's tastes; and to learn why the market exists and the importance of supporting it.

ABOUT *SPOONS ACROSS AMERICA*®:

***Spoons Across America*®** (SAA) – the source for children's culinary education – is a not-for-profit organization dedicated to educating children, teachers, and families about the benefits of healthy eating. We work to influence the eating habits of children through hands-on education that celebrates the connection to local farmers and the important tradition of sharing meals around the family table.

***Spoons Across America*®** is a collaborative effort of professional organizations, businesses, and volunteers committed to supporting the ***Spoons Across America*®** mission. Our partners include The James Beard Foundation; The American Institute of Wine & Food/New York Chapter; Freedman Meats, Inc.: Lonesome Dove Western Bistro, Fort Worth, TX; March of Dimes; New York City College of Technology/CUNY; Greenmarket (the citywide farmers market program of the Council on the Environment of New York City); New York Women's Culinary Alliance; Blue Smoke-Jazz Standard; Wheat Foods Council; plus farmers, chefs, restaurateurs, and food professionals across the United States.



ABOUT GREENMARKET FARMERS MARKET:

Greenmarket, a program of the Council on the Environment of NYC, promotes regional agriculture and ensures a continuing supply of fresh, local produce for New Yorkers. The Greenmarket supports farmers and preserve farmland for the future by providing regional small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers. Through our partnership with Spoons Across America®, the Greenmarket provides a better understanding of local agriculture and the surrounding foodshed for children and adults alike.

IF YOU ARE INTERESTED IN BECOMING A VOLUNTEER GREENMARKET TOUR GUIDE AT THE UNION SQUARE GREENMARKET, CONTACT: SANDY MURZIN, Project Manager, Greenmarket Tour Guide Program, PH: 718-522-4921, info@spoonsacrossamerica.org

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