



#### For Immediate Release

May 13, 2021

## Georgina Farmers' Market opens for 2021 season

**Georgina, ON** – With support from the Town, the [Georgina Farmers' Market](#) will be opening for its sixth season at the Link in Sutton on May 23 at 9 a.m. with strict COVID-19 measures in place.

"I'm happy to hear the market can open safely this year to provide residents with healthy and sustainable food options, and I'm certain the news is something many people are looking forward to," said Mayor Margaret Quirk. "The event organizers, volunteers, vendors and Town staff have done a tremendous job to ensure we can continue to enjoy the market and support the businesses, which is pivotal in maintaining our local economy."

The 2020 season was delayed due to the first provincial lockdown. When it was safe to open, the Town supported organizers to ensure COVID-19 safety protocols were in place. Town staff assisted with signage, personal protective equipment and onsite assistance to ensure a smooth and successful season could happen. Although it was a short season, attendance was steady and all the vendors were happy with the turnout and sales.

This year, farmers' markets primarily selling food products are allowed to operate under the provincial guidelines. To further enhance safety measures, market-goers can expect strategic placement of vendors and increased directional signage. Vendors have also been encouraged to offer cashless payment options to reduce contact. To ensure everyone's safety, all residents and visitors are asked to wear masks, follow directional signage and maintain physical distancing.

As with all events supported by the Town, staff will assist the organizers with marketing the event with signage, local radio ads and online promotion.

The Georgina Farmers' Market will operate every Sunday until Oct. 3, 2021, and has more than 30 vendors who sell a wide range of local products, including produce, meats, baked goods and crafts. Many popular vendors are returning this year, along with some new ones such as fish, pizza and ready-made charcuterie boards.

Visit [georgina.ca/Agri-Tourism](http://georgina.ca/Agri-Tourism) for more information on what the Town is doing to support the agriculture sector in Georgina.

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