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FOR IMMEDIATE RELEASE

May 31, 2021

## Press release: Nova Scotia's farmers' markets open for local business across the province

Nova Scotia's farmers' markets have consistently adapted to constantly shifting COVID-19 health and safety restrictions over the past year and a half to continue safely providing healthy, local food and goods to Nova Scotians, even during the toughest times. With the Province announcing its reopening plan on Friday, May 28, Nova Scotia's farmers' market sector is poised to have a massive year, helping Nova Scotians celebrate local and a long-awaited return to normal.

"Nova Scotia has the most farmers' markets per capita of any province in Canada," says Justin Cantafio, Executive Director with Farmers' Markets of Nova Scotia, "and with June's sunny warm weather ringing in the start of the busiest part of our province's farmers' market season, Nova Scotians can safely come together, buy fresh local food, and support their local producers by visiting their local farmers' market."

Farmers' Markets of Nova Scotia (FMNS), a non-profit cooperative and the province's farmers' market sector association, has issued constantly updated sector-specific COVID-19 prevention plans to help Nova Scotia's farmers' markets continue to safely operate. These plans are publicly viewable, and anyone can see all the detailed steps Nova Scotia's farmers' markets are taking to remain safe shopping destinations by [clicking here](#). Nova Scotia's farmers' markets are essential services. They've safely remained open for in-person shopping throughout the first, second, and third waves of the pandemic, with many also operating online stores for those who prefer to shop from home.

Nova Scotians will be able to travel throughout the province starting on Tuesday June 2<sup>nd</sup>, and those looking for the best opportunity to shop for the freshest locally produced food, craft alcohol, and artisan goods should consider stopping by their local farmers' market or shopping online by going to FMNS' local farmers' market directory at [www.farmersmarketsnovascotia.ca](http://www.farmersmarketsnovascotia.ca).

"There's never been a more important time to support your local farmers and producers," says Cantafio. "Our farmers' markets are bright, open, and safe shopping destinations and home to the highest concentrations of local producers of any venue in the province. So come on out and support your neighbours, explore your community, and grab some of the tastiest local food and drink around, right in your own community!"

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**For more information or to request an interview, contact:**

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Find us online at [www.farmersmarketsnovascotia.ca](http://www.farmersmarketsnovascotia.ca)

Facebook: Farmers' Markets of Nova Scotia

Twitter: @MarketFreshNS

Instagram: @marketfreshns

**Note: You can learn about all the steps taken by FMNS and our sector in 2020 by reviewing our 2020 Annual Report, available by [clicking here](#).**

### **About Farmers' Markets of Nova Scotia (FMNS)**

Founded in 2004, Farmers' Markets of Nova Scotia (FMNS) is a non-profit cooperative of over 40 unique members representing over 1,500 owner-operated businesses across the province, our cooperative is the unified voice of our region's farmers' market sector. As Nova Scotia's farmers' market sector association, our cooperative advances growth and prosperity for our member farmers' markets and their vendors through training, resources, advocacy, promotion, and community building. Together, our organization and our members are building a cooperative and dynamic farmers' market sector cultivating successful businesses, vibrant local economies, and healthy communities.

Our cooperative's member farmers' markets are small business incubators, job creators, and hubs for social and economic activity. They're the places where producers and vendors sell directly with their target market, where entrepreneurs find a low-overhead venue to create and develop their minimum viable product, where artisans showcase and sell their wares, and where new Canadians ply their trade. Our cooperative's member farmers' markets are also a driving force in Nova Scotia's buy-local movement and the trendsetters that launched and continue to bolster the province's thriving agri-tourism industry.