Contact: Laura Gallup, Marketing & Events Coordinator for IFM
lauragallup@ithacamarket.com
607-227-0851

FOR IMMEDIATE RELEASE
Ithaca Farmers Market open for winter season with new Curbside Pickup option

The 2021 Winter Market kicked off at Triphammer Marketplace on January 9th and will run every Saturday until the end of March, from 10:30am to 2pm. This year the market is offering a new way to shop online with their Online Marketplace going live this Monday.

The market organization created an online marketplace for shoppers who cannot or do not wish to shop in the physical market. Customers can peruse food, art and farm products from their favorite vendors all on one site - and complete their order with one transaction. On Saturday, customers pick up their order curbside, without ever getting out of the car. There will be signage directing customers to the pickup location in the back of the Triphammer Marketplace building, and customers can call the pickup phone number to reach staff. The online store offers products from both vendors *at* the winter market and those that are *not* at the in-person market.

The physical market is different this year, too. Vendors will be setup in the atrium like last year, with a new shopping area down the hall in an empty storefront. The storefront allows the market to spread out much more than last year - helping vendors and customers stay six feet from each other.

Market Manager Kelly Sauve joined the market in May of 2020 and has risen to meet the challenges that the pandemic has presented the farmers market community. She said that the kick off of Winter Market went very smoothly and is excited to host the first online pickup day this weekend.

“Though the Market has looked a little different this year, we are thrilled to have been able to get the same high-quality, local products into the hands of our customers without any major disruptions in service,” said Sauve. “During the pandemic - online shopping has boomed, and we hope that our new platform will be a real asset to the community, keeping us all safe and streamlining the weekly shopping experience."

The Winter Market is conveniently located near Ithaca Bakery, Ithaca Coffee Company, Triphammer Wine & Spirits and Ithaca Reuse. With ample parking, this is the easiest way to stock up on groceries and support your local economy, all in one convenient location. New Market Executive Director Anton Burkett said that he is grateful for the community support the market has felt in the last few months.

“I am so proud of our community for showing again and again their commitment to our local farmers market vendors,” said Burkett. “Even during challenging times, the community spirit we see from our customers is amazing! We are dedicated to creating a safe space for everyone to shop.”

This market features thirty to forty farm, food and artisan vendors, with items such as meat, cheese, bread, pastries, cider, fruit, veggies and more. Some vendors take credit cards, but there is an onsite ATM for those that don't. EBT tokens will also be available - and many farm vendors accept them. Visit the market January to March at 2255 North Triphammer Rd, Ithaca NY 14850.

Join the Facebook event HERE to stay up to date!

Pickup phone number active on Saturdays: 607-323-7967