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**AN APPLE A DAY KEEPS THE DOCTOR AWAY...  
AND SO MIGHT OTHER FRUITS AND VEGETABLES  
HUNTS POINT FARMERS MARKET RE-OPENS FOR THE SEASON  
AND NOW ACCEPTS FOOD STAMPS!**

**Bronx, NY (June 23, 2010)** – Hunts Point and Mott Haven residents won't have to venture far to get fresh fruits and vegetables this summer, they're available right in the neighborhood. The Community Markets' Hunts Point Farmers Market re-opens today (Wednesday, June 23<sup>rd</sup>) for its 7th season at Monsignor Raul Del Valle Square on Southern Blvd. and E.163rd St. The market operates on Wednesdays and Saturdays from 8:30am – 5pm through November 13th.

Residents with an Electronic Benefit Transfer (EBT) card (used by the Supplemental Nutrition Assistance Program (SNAP), also known as the Food Stamp Program) can use their card to purchase the produce. Urban Health Plan Inc. manages the point-of-service device needed to process the purchases.

"We believe that farm fresh, locally produced food is everyone's right and want to welcome all shoppers to our market, regardless of their economic situation," says Miriam Haas, director of Community Markets. "Urban Health Plan shares our belief and was instrumental in getting the program up and running, we couldn't have done this without their dedication and diligence."

"As a community health center, we promote health and well-being to the community, and if you don't eat well, you don't feel well," says Paloma Hernandez, President and CEO, Urban Health Plan, Inc. "By making fruits and vegetables accessible to everyone through the market, we help residents get the recommended servings they need to stay healthy."

SNAP recipients simply have their card swiped by the terminal operator at the EBT booth for their desired dollar amount and, in exchange, receive that amount in EBT tokens. These tokens will be issued in \$1 increments for use with participating vendors throughout the farmers market. The market will also offer cooking demonstrations and recipes to making buying and preparing healthy local food easier.

SNAP is a federally funded program delivering monthly benefits to 28 million Americans nationwide.

**About Community Markets:**

Community Markets designs and runs farmers markets in twenty-five diverse communities throughout New York City, Westchester and Rockland counties. The markets provide an ideal place for communities to come together, slow down and celebrate the local food system. From site selection to vendor mix to promotional programs, Community Markets strives to create farmers markets that are as distinct as the communities they serve, reflecting their unique personalities, characters, and of course, tastes.

**About Urban Health Plan:**

Urban Health Plan (UHP) is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of underserved communities. In 2009, UHP served over 37,000 patients through 200,000 patient visits at four clinic sites, five school-based clinics, and four off-sites. It has served the Hunts Point, Mott Haven and other surrounding communities of the Bronx since 1974.

As a federally qualified health center, UHP plays a vital role in providing health services to poor and medically underserved populations who often have difficulty accessing quality health care.