

FOR IMMEDIATE RELEASE

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GrowNYC FARMERS MARKET, GREENMARKET AT OCULUS PLAZA, RETURNS TO WORLD TRADE CENTER SITE ON JUNE 20th

June 20, 2017 – The Port Authority of NY & NJ, Westfield and GrowNYC today announced the return of the Greenmarket to the World Trade Center area. This new market, to be known as the Greenmarket at Oculus Plaza, opens today, June 20th. The original market, established in the shadow of the Twin Towers in 1984, was forced to close when two planes hit the towers on September 11, 2001. This is a significant and emotional homecoming, especially for many of the returning farmers that were present on the day of the attacks and are, finally, coming back to this location.

“We are thrilled to bring the Greenmarket back to the World Trade Center site. The notion of community is integral to the work we do at GrowNYC, and this reunion of Greenmarket farmers with the community of Lower Manhattan is immensely meaningful. In addition to gaining access to healthy, local products, Greenmarket customers at the market will once again find comfort in the familiar faces of their favorite farmers,” said **GrowNYC President and CEO Marcel Van Ooyen**.

The Greenmarket at Oculus Plaza will offer fresh, local seafood, breads and pastries, vegetables, orchard fruits and juices, and dairy products.

“The Greenmarket was a key part of the fabric that made up the World Trade Center community and the neighborhood that surrounded it before 9/11,” said **Port Authority Executive Director Pat Foye**. “We’re pleased that the market is now coming home – nearly 16 years after it left – strengthening the menu of fresh, healthy food offered at the site and providing an attractive amenity for those who life and work here.”

GrowNYC’s Greenmarkets work to preserve local farmland, while ensuring that New Yorkers across all five boroughs have access to fresh, healthy food grown right here in our region. A central component of Greenmarket’s mission and operations is product integrity: everything sold at market is 100% farmer grown, produced, caught, or foraged. In addition to operating farmers markets, Greenmarket is working to

Greenmarket is a program of GrowNYC, a 501(c) 3 non-profit organization
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improve the health of all New Yorkers with a suite of food access strategies aimed at getting the healthiest, freshest food into the hands that need it most.

“Westfield is tremendously proud to partner with The Port Authority of NY & NJ and GrowNYC to bring the market back to the World Trade Center,” said **William Hecht, COO of Westfield** in the U.S. “With more families than ever moving Downtown, as well a rising office population, it is exciting to contribute to this neighborhood’s comeback in a lasting and meaningful way. The restored Greenmarket, along with other new programs like Westfield’s film screening series with Tribeca, are helping make Oculus Plaza a true gathering place in Lower Manhattan for community events.”

Greenmarket at Oculus Plaza

Fulton St. and Church St. at World Trade Center

Tuesdays, 7 a.m. – 7 p.m., June 20 – November 21

*Cash, SNAP/EBT, Debit/Credit, and Farmers Market Nutrition Program checks accepted at this farmers market.

Health Bucks now year-round! SNAP/EBT users – for every \$5 you spend, get a \$2 bonus.

Farmers Attending:

[1857 Spirits](#) Handcrafted potato vodka from Schoharie County, New York

[Beth's Farm Kitchen LLC](#) Jams, preserves, chutneys, and pickled vegetables from Columbia County, New York.

Cedar Hill Farm, Kernan Farms Vegetables from Cumberland County, New Jersey

[Consider Bardwell Farm](#) Animal Welfare Approved raw cow and goat milk cheeses, and wood-fired maple syrup from Rutland County, Vermont

[Las Delicias Patisserie](#) Baked goods from Bronx County, New York

[Lavender By The Bay](#) Fresh cut, dried, and potted lavender and honey from Suffolk County, New York

[Meredith's Country Bakery LLC](#) Baked goods from Ulster County, New York

[Migliorelli Farm LLC and From the Ground Brewery](#) Vegetables, orchard fruit, and beer from Dutchess County, New York

[Row by Row Farm LLC](#) Vegetables from Columbia County, New York

[Roxbury Mountain Maple](#) Maple syrup and maple products from Delaware County, New York

[Samascott Orchards, Nine Pin Ciderworks LLC](#) Orchard fruit, strawberries, and cider from Columbia County, New York

Visit the [Greenmarket at Oculus Plaza webpage](#) for up-to-date information on at-market activities throughout the season.

Keep Farmers Farming, Shop Your Local Greenmarket!



About GrowNYC

A 501c(3) nonprofit organization, GrowNYC is the sustainability resource for New Yorkers, improving quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations. Through Greenmarkets and other food access programming, recycling outreach and education, urban farm and community garden projects, and education programs for people of all ages, GrowNYC provides free tools and services anyone can use to improve our city and environment. Learn more at www.grownyc.org.

About the Port Authority

Founded in 1921, the Port Authority of New York and New Jersey builds, operates, and maintains many of the most important transportation and trade infrastructure assets in the country. The agency's network of aviation, ground, rail, and seaport facilities is among the busiest in the country, supports more than 550,000 regional jobs, and generates more than \$23 billion in annual wages and \$80 billion in annual economic activity. The Port Authority also owns and manages the 16-acre World Trade Center site, where the 1,776-foot-tall One World Trade Center is now the tallest skyscraper in the Western Hemisphere. The Port Authority receives no tax revenue from either the State of New York or New Jersey or from the City of New York. The agency raises the necessary funds for the improvement, construction or acquisition of its facilities primarily on its own credit. For more information, please visit <http://www.panynj.gov>

About Westfield WTC

With more than 100 fashion, beauty, lifestyle, and technology brands, Westfield World Trade Center showcases the very best New York has to offer—all in one place. From luxury and high-end concepts to trend-setting designer and everyday essentials, the shopping experience is designed to offer something great for everyone. The destination's favorite brands include Apple and Bose in technology; Boss Hugo Boss, H&M, Kate Spade, John Varvatos, LK Bennett, Lacoste, and Banana Republic in apparel; Under Armour in the athletic category; Sephora, Caudalie, Kiehl's, MAC Cosmetics, and Dior Cosmetics in beauty; Cole Haan, Stuart Weitzman, Aldo, and Vince Camuto in footwear; Breitling, London Jewelers, Links of London, and Swatch in jewelry

At the same time, a collection of highly-rated restaurants, bakeries, and fresh food marketplaces includes Eataly, Epicerie Boulud, and Lobster Press (created by Michelin star-winning chef Marc Forgione). Coming soon, the destination will also be home to the renowned London steakhouse Hawksmoor (the "best steak restaurant in the UK") and a new casual restaurant created by acclaimed chef Daniel Humm and Will Guidara (owners of the Michelin three-star rated Eleven Madison Park, voted the 3rd best restaurant in the world by "The World's 50 Best").

For more information: <https://www.westfield.com/westfieldworldtradecenter/>

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