GrowNYC’s Youthmarkets Open for the 2015 Season

New York, NY—GrowNYC’s Youthmarkets will open for the season in partnership with community-based organizations the week of July 6th at 14 locations throughout Brooklyn, Manhattan, Queens and the Bronx. From July through November, neighborhood youth will operate these farm stands that provide residents and community members with access to fresh fruits and vegetables. Through Youthmarket, families in NYC have increased access to farm fresh food; youth in these areas earn money and learn small-business skills; and farmers in the New York City region are achieving higher revenue through access to under-served markets.

Last year, Youthmarkets sold $250,000 in produce with over half of the purchases made using nutrition subsidies such as SNAP (Supplemental Nutrition Assistance Program) and the WIC and Senior Farmers Market Nutrition Program. Youthmarket worked with over 60 neighborhood youth last summer and many returned this season; some have been promoted to managerial positions.

“Many neighborhoods in New York City are experiencing epidemic rates of diet-related disease like obesity and diabetes which is in part due to a lack of affordable fresh fruits and vegetable in their neighborhoods,” said GrowNYC Executive Director Marcel Van Ooyen. “GrowNYC’s Youthmarket program helps address this lack of access to fresh and healthy food while also empowering the youth to be ambassadors for healthy eating to their neighbors, friends and family. Coupled with the small business skills they learn, Youthmarket participants are well on their way to living healthier and more successful lives.”

All of the produce sold at Youthmarkets comes from family farms selling through GrowNYC’s own wholesale food hub and distribution arm, Greenmarket Co. The power of bulk purchasing allows for the affordable retail price while mid-size family farmers still receive a fair price for their products ensuring they will be able to continue supplying the residents of New York City with fresh, healthy, local food for years to come.

Manhattan

Lower East Side Youthmarket
Grand Street between Pitt St & Willet St, Manhattan
Thursdays, 7/9 to 11/19
11:00 a.m. to 6:00 p.m.
Community partner:
Henry Street Settlement
El Barrio Youth Marqueta
116th Street at Park Ave, Manhattan
Open 7/11 to 11/22
Saturdays & Sundays, 12:00 pm - 5:00 pm
Community partner:
Urban Garden Center
NYC Economic Development Corporation
New York City Council Speaker Melissa Mark-Viverito

Gouverneur Health Youthmarket
Madison St. between Clinton and Jefferson Sts., Manhattan
Thursdays, 7/9 to 11/19
12:00 pm to 5:00 pm
Community partner:
Gouverneur Health
Henry Street Settlement
HHC (NYC Health and Hospital Corporation)
Metro Plus

Queens

Rockaway Youthmarket
Beach Channel Drive and Beach 58th St, Queens
Saturdays, 7/11 to 11/21
9:30 a.m. - 3:00 p.m.
Community partner:
The Rockaway Development and Revitalization Corporation
Rockaway Youth Task Force

Ridgewood Youthmarket
Cypress Ave, between Myrtle and Putnam Aves, Queens
Saturdays, 7/11 - 11/21
8:00 a.m. - 4:00 p.m.
Community partner:
Myrtle Avenue Business Improvement District
Ridgewood Local Development Corporation
The Greater Ridgewood Youth Council

Bronx

Learn It Grow It Eat It Youthmarket
McKinley Square at 169th St & Boston Rd, Bronx
Wednesdays, 7/8 to 11/25
10:00 a.m. - 3:00 p.m.
Community partner:
GrowNYC's Learn It Grow It Eat It

Marble Hill Youthmarket

Greenmarket is a program of GrowNYC
51 Chambers Street, Suite 1231 ● New York, NY 10007 ● (212) 788-7476 ● www.grownyc.org
225th St. between Broadway and Exterior, Bronx
Thursdays, 7/9 to 11/19
1:00 p.m. - 6:00 p.m.
Community partner:
Bon Secours Health Systems/Shervier Nursing Care Center
Kingsbridge Heights Community Center
Family Cook Productions

Norwood Youthmarket
E Gun Hill Rd & DeKalb Ave, Bronx
Thursdays, 7/9 to 11/
12:00 p.m. - 7:00 p.m.
Community partner:
Friends of Van Cortlandt Park

Riverdale Youthmarket
Moshulu Ave. and 256th St., Bronx
Thursdays, 7/9 to 10/29
2:00 p.m. - 7:00 p.m.
Community partner:
Riverdale CSA
Riverdale Neighborhood House
Riverdale YM-YWHA

Brooklyn

Brownsville Rockaway Youthmarket
Rockaway Ave between Livonia and Dumont Aves, Brooklyn
Fridays, 7/10 to 11/20
1:00 p.m. - 6:00 p.m.
Community partner:
Brownsville Partnership

Brownsville Pitkin Youthmarket
Thomas Boyland St between Pitkin and Sutter Aves, Brooklyn
Saturdays, 7/11 to 11/21
10:30 a.m. - 4:00 p.m.
Community partner:
Brownsville Partnership

Cypress Hills Youthmarket
Fulton St between Richmond and Logan Sts, Brooklyn
Fridays, 7/10 to 11/20
12:00 p.m. to 7:00 p.m.
Community partner:
Cypress Hills Local Development Corporation
Cypress Hills/Fulton Street Senior Center

Flatbush Junction Youthmarket
Flatbush Avenue and Nostrand Avenue, Brooklyn

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Saturdays, 7/11 - 11/21
8:30 am to 3:00 pm
Community partner:
New York City Councilmember Jumaane D. Williams
East Flatbush Village, Inc.
Flatbush Nostrand Junction Business Improvement District

Kensington Youthmarket
Ft. Hamilton Pkwy btwn E. 5th and E. 4th, Brooklyn
Saturdays, 7/11 to 11/21
8:00 a.m. to 4:00 p.m.
Community partner:
New York City Councilmember Brad Lander
Family Cook Productions

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GrowNYC is a 501c(3) nonprofit organization that works to make New York City more sustainable, and improve the lives of all New Yorkers. Reaching two million New Yorkers every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education and resources, builds and maintains green spaces and engages young people in hands-on education. Learn more at www.grownyc.org.