



The Heights Gets its Own Farmers Market Starting This Weekend

By Jon Whiten • Jun 9th, 2011 • Category: [Blog](#), [Food](#)

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If you read this site regularly, you know the Jersey City [farmers market scene](#) is thriving, with a market somewhere on most days of the week. Now starting Sunday, the Heights will have its first-ever Riverview Farmers Market in Riverview-Fisk Park.

The market is the brainchild of the relatively new Farms in the Heights organization, which was spawned from [last year's Farms in the City brainstorming and networking event](#).

The market will run each Sunday from 9 am to 3 pm through the end of October, and vendors will be selling organic and farm-fresh fruits and vegetables, meats, eggs, baked goods, pickles, salsa, nuts and more. In a new twist, the market will also often include community programming focused on wellness and health, as well as arts and culture components, like live music.



We caught up this week with two Farms in the Heights organizers to find out more about the market, and how it came to be.

So this group, Farms in the Heights, was formed out of the Farms in the City workshop? Can you explain a little more about what brought the group together?

Destené Styles: Part of the workshop on the day of the Jersey City Farms in the City event was to break apart in groups by neighborhood and discuss what types of “green” initiatives we would like to see happen in our local community. We all swapped contact info and from their our smaller group formed and began meeting on a regular basis.

The Heights is by no means a food desert, but still, it can be difficult for people in the Heights and most other neighborhoods in Jersey City to obtain fresh and seasonal food. How will the market will change this, and why it is important?

Destené Styles: I not only see the market as an opportunity to have access to local grown, quality foods, but also an opportunity to grow community. My hope is that the market will encourage folks to increase healthy habits in their homes and allow neighbors a space to come together and share — who doesn't like talking about food, family and music? We have a wonderfully diverse community and I see the market as a way to help us celebrate it.

How difficult was it for a group of concerned community members to put this all together, and end up with a weekly farmers market in the neighborhood?

Destené Styles: The most consistent and hardworking driver for this whole initiative was Mo Kinberg. Without her, this would not be happening.

Mo Kinberg: There was a lot of community interest and community members willing to put time and energy into starting a farmers market and we got immediate support and advice from existing farmers markets, the city and the Riverview Neighborhood Association. There is also an emerging local food movement in Jersey City that was supportive of our efforts and instrumental in making the Riverview Farmers Market a reality.

What else does Farms in the Heights have planned for the future, beyond the farmers market?

Destené Styles: We are working on having community education programming held during the markets. The focus will be on health and wellness, but will also encompass the arts. Additionally at our June 12 kick off event we are trading community members a vegetable seedling in exchange for a favorite recipe. We'd like to keep collecting recipes throughout the summer and release a community cookbook in fall and there has also been talk about a quarterly newsletter. We would also like to see some cooking classes sprout where the focus would be on seasonal, fresh ingredients and we have begun talks with the city to utilize their [Adopt-A-Lot program](#) to turn an empty lot into a learning garden.

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CULTURAL CALENDAR

Thursday, 18 August, 2011

12:00 PM - MUSIC: Alberto Plummer
01:00 PM - FILM: Arthur
05:45 PM - OUTDOORS: Sunset Cocktail Cruise
06:00 PM - COMMUNITY: Hudson Pride Grand Marshal Reception
06:00 PM - FOOD/DRINK: Meet the Brewery: Sierra Nevada
08:00 PM - MUSIC: Manouche Bag
10:30 PM - COMEDY: Don't You Know I'm Loco?

Friday, 19 August, 2011

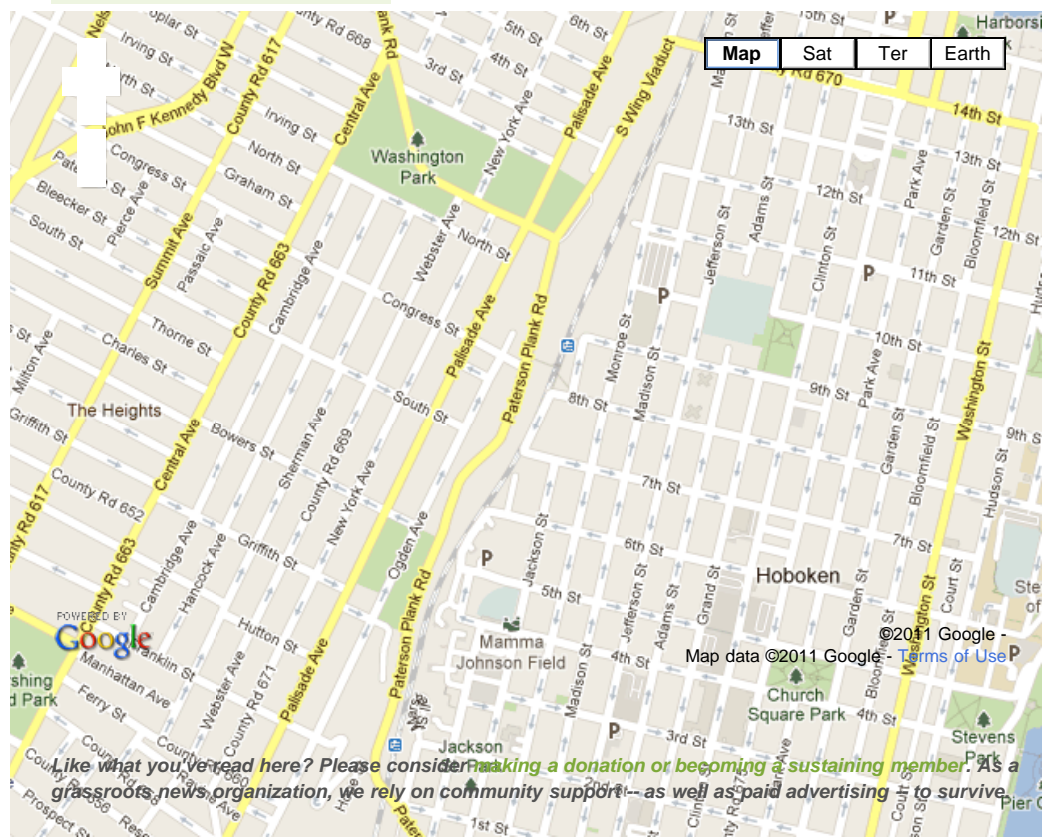
02:00 PM - ARTS/MARKET: Creative Grove Artist Market
06:00 PM - MUSIC: P.R.I.M.E.

Anything else to add?

Desten  Styles: As I mentioned we are working on coordinating programming throughout the market season. We would love to utilize some of our local talent. Play the congas? Practice yoga? Know how to plant a culinary herb container garden? Have you mastered the spices of Indian cuisine? We are open to all ideas and would love to hear from our neighbors.

The Riverview Farmers Market kicks off Sunday, June 12 from 9 am to 3 pm in Riverview-Fisk Park. It will include a fitness bootcamp at 10 am, a kids sidewalk chalk coloring contest at 11 am, and live music from 1 to 3 pm. For more information, email [cityheightsfarms \(at\) gmail.com](mailto:cityheightsfarms@gmail.com) or check out [Farms in the Heights on Facebook](#). For a full list of the city's farmers markets, as well as the Jersey Fresh guide to what produce is freshest when, [click here](#).

Photo: U.S. Department of Agriculture



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Jon Whiten is the editor and co-publisher of the *Jersey City Independent* and *NEW* magazine.

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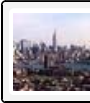


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FARMERS MARKET

Riverview-Fisk Park

June 12th - October

Every Sunday from 9am-3pm

Locally grown organic Fruits & Veggies

Eggs & Meats

Nuts

Pies & Sweets

Pickles & Salsa

Fresh baked Bread

Accepts WIC



The Riverview Farmers Market, located at the Riverview-Fisk Park in the Heights, will also include free community programming focusing on health and wellness. To stay up to date on events “like” Farms in the City Heights on facebook or email cityheightsfarms@gmail.com



The Market is an initiative of the Farms in the Heights group and sponsored by Riverview Neighborhood Association and Jersey City.

Special thanks to Remco Press for kindly donating the printing of marketing materials www.remcopress.com

FARMERS MARKET

Riverview-Fisk Park

12 Junio a Octubre

Cada Domingo empezando
a las 9 hasta las 3

Verduras y Frutas organicas crecidas localmente

Huevos y Carne

Cacahuates

Dulce, Caramelos, y Tortas

Salsa y Pepinillos

Pan al horno

Se acepta WIC



El Mercado de Los granjeros en el parque de Riverview-Fisk en los Heights tambien incluire para la comunidad gratis sobre la salud y bienestar. Para obtener Las ultimas noticias del grupo “Farms in the Heights” busquen en facebook o correo electronico cityheightsfarms@gmail.com



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FOR IMMEDIATE RELEASE

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Farms in the Heights

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Jersey City Heights Neighborhood Group Brings Farmer's Market to Riverview-Fisk Park

Jersey City, N.J. (May 30, 2011) - After being inspired by a 2010 city meeting that focused on "greening" Jersey City, neighbors in the Heights banded together and vowed to green their neighborhood. They formed the Farms in the Heights group and began meeting monthly to discuss ways they can improve their community. The group identified several initiatives and after months of planning and organizing, on June 12th they will kick off the first ever Riverview Farmer's Market.

The weekly market is scheduled to run from 9am-3pm every Sunday throughout October. Vendors will be onsite selling organic farm fresh fruits and veggies, meats, eggs, baked goods, pickles, salsa, nuts and more. The group is also working on incorporating community programming which will focus on wellness and healthy living, as well as live music and other celebrations of the arts.

Jersey City, Hoboken and all surrounding community members are invited to come out for the June 12th kickoff event which will offer vendor-tasting samples, a sidewalk chalk drawing contest, live music and demonstrations throughout the day, including fitness boot camp.

For more information email cityheightsfarms@gmail.com. You can also join the Farms in the Heights Facebook page <http://www.facebook.com/pages/Farms-in-the-City-Heights/173619156014064> and get healthy living tips, along with recipes that incorporate seasonal produce.

Riverview Farmers Market is sponsored by City of Jersey City <http://www.cityofjerseycity.com/> and the Riverview Neighborhood Association. <http://riverviewneighborhood.org/>

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