



Anderson Partnership for  
Healthy Children/South  
County HEAC

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Mercy Medical  
Center

Redding Rancheria

Redding School  
District

Shasta College

Shasta County Office  
of Education

Shasta County RTPA

Shasta Family  
YMCA

Shasta Head Start

Simpson University

The McConnell  
Foundation

Turtle Bay  
Exploration Park

University of California  
Cooperative Extension

Viva Downtown

Whiskeytown  
National  
Recreation Area

## FOR IMMEDIATE RELEASE

**Date:** June 2, 2010  
**Contact:** Diana McConnel, Shasta Growers Association, 949-5014  
Melinda Shaffer, Healthy Shasta, 225-5351

### ***Chef at the Market* begins Saturday, June 5<sup>th</sup> at the Redding Farmers' Market**

This summer Redding Farmers' Market customers will have an opportunity to watch a chef in action during *Chef at the Market*. These fun, free cooking demonstrations will be hosted every Saturday at 9:30 am, June through August in the City Hall West Parking Lot, 777 Cypress Avenue. After each demonstration, customers will be able to sample a delicious treat created by the chef using fresh ingredients available from that week's farmers' market.

*Chef at the Market* is an opportunity to introduce the community to preparing and eating the fresh seasonal produce that is available at the market. The demonstrations will show how fun and nutritious cooking with local foods can be. It is also a way to support local farmers, local agriculture, chefs, caterers and other food professionals.

"At a time when people want to get more produce in their diet, we saw a need to teach shoppers how to prepare the diverse fruits and vegetables and other wonderful products for sale at our Saturday Farmers' Market," said Diana McConnel, Operations Coordinator, Shasta Growers Association. "This is the North State's best and only al fresco cooking show!"

The Redding Farmers' Market is open every Saturday from 7:30 am – noon in the City Hall West Parking Lot, 777 Cypress Avenue. Other farmers' markets throughout Shasta County will be opening later this month.

Electronic Benefit Transfer (EBT), the specialized debit technology used for food stamp purchases, is also available at the Saturday Farmers' Market. EBT customers can swipe their card at the market and use their food stamp benefits to purchase fresh produce and vegetable plants from the market.

*Chef at the Market* is a joint collaboration between the Shasta Growers Association and Healthy Shasta. For more information about *Chef at the Market*, including a list of participating chefs, as well as farmers' market locations and schedules, visit [www.healthyshasta.org](http://www.healthyshasta.org).

# # #