

Contact:

Michael Faber or Robin Riley
Wild Oats Market
413-458-8060 voice
413-458-5047 fax
gm@wildoats.coop
marketing@wildoats.coop
www.wildoats.coop

FOR IMMEDIATE RELEASE:

Wild Oats Market Hosts Ice Cream Social to Benefit Hoosac Harvest CSA on Saturday, June 25

Williamstown, MA, June 6, 2011. What could be better than an ice cream sundae on a hot summer afternoon? What if the ice cream was hand-made locally and the extensive selection of extravagant toppings came almost entirely from local farmers and food producers? And what if the money your ice cream cost went to help ensure that everyone in the North Berkshire community had access to fresh, organic and local food, regardless of their income level?

Wild Oats Market in Williamstown hopes you will consider this a fun and worthy activity, and stop by **Saturday, June 25, from 1:30-4:30 pm** for the store's second annual Ice Cream Social. All proceeds from this year's social will benefit Hoosac Harvest CSA, a North Adams-based organization that subsidizes shares in Square Roots Farm in Clarksburg, so local low-income households can have regular access to fresh and local produce and other foods produced on the farm.

Hoosac Harvest CSA was started by a group of people who thought that local farms, especially farms that had a direct relationship with consumers, were an important component in developing local food security. David Lachman, one of the group's founders, said, "When we chose to work with the CSA (Community Supported Agriculture) model, we knew that we wanted a CSA that would include the whole community. Our goal is for 20 percent of the shares in our CSA to be held by low-income families and individuals. We support low-income shares in a number of ways, including through fund raising."

The cost for a dish of ice cream with all the fixings is \$5 for adults and \$3 for children age 12 and under; and the ice cream smorgasbord features ice cream donated from Bart's in Northampton, MA; SoCo Creamery in Great Barrington, MA; and Blue Moon Sorbet in White River Junction, VT. Toppings include local seasonal berries and fruits; nuts and granolas donated from Tierra Farm in Valatie, NY; local sauces (including Bart's home-made fudge sauce), and other good-for-you goodies like Fair Trade bananas.

"CSAs like Hoosac Harvest help strengthen and secure local farmers and encourage new farms to start up. They provide a link between residents of a community and their farms, and help people understand and appreciate where their food comes from," said

Michael Faber, general manager of Wild Oats Market. “With local berries in season and warmer weather approaching, it’s the perfect time of year for an ice cream social. And Hoosac Harvest CSA, an organization that ‘s committed to supporting local agriculture and ensuring food security for all North Berkshire residents, is a truly worthwhile cause. I hope that many of our members and customers will stop by on June 25 to support this fundraiser, and enjoy an awesome make-your-own ice cream sundae bar with their friends and family.”

-end-

Wild Oats Market is a member-owned, cooperative-based whole foods market. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. In addition, the store offers a hot foods bar, a salad bar, a fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries supplements and personal care products, as well as environmentally-friendly household supplies. The co-op is located at 320 Main Street in Williamstown.