

**Contact:**

Michael Faber or Robin Riley  
Wild Oats Market  
413-458-8060 voice  
413-458-5047 fax  
[gm@wildoats.coop](mailto:gm@wildoats.coop)  
[marketing@wildoats.coop](mailto:marketing@wildoats.coop)  
[www.wildoats.coop](http://www.wildoats.coop)

**FOR IMMEDIATE RELEASE:****Maple Sugaring Tour of Ioka Valley Farm with Wild Oats Market on Feb. 26**

**Williamstown, MA, February 14, 2011.** Wild Oats Market, a cooperatively owned market specializing in local and organic foods, is coordinating a tour of Ioka Valley Farm's maple sugaring operation in Hancock, MA, on February 26 from 1-3 pm. All are welcome to join in the tour, which will begin at the Ioka Valley Farm Sugarhouse at 1 pm. The group will sample Ioka's syrup and other maple products, and learn about the difference between different grades of syrup and between pure maple syrup and processed maple syrup substitutes. The tour will show how maple sap is collected and transported to the sugar house, how it is boiled, and how the maple syrup makers know when sap has been transformed into pure maple syrup.

All tour participants will receive a coupon for 40% off lunch or a snack in the Ioka Valley Farm café. Ioka's café serves delicious homemade pancakes, waffles and French toast to accompany their fresh maple syrup.

Ioka's maple season began on February 12 and should be in full swing by February 26. This year, the farm is celebrating its 75<sup>th</sup> anniversary. A tour of Ioka's sugaring operation is an enjoyable, stress-free family outing and families with children are encouraged to join us. We ask that children under 12 be accompanied by an adult.

To register for the tour, please email [marketing@wildoats.coop](mailto:marketing@wildoats.coop) or call the store at (413) 458-8060. Directions to Ioka Valley Farm in Hancock, MA, which is about 15 miles from Wild Oats Market in Williamstown, MA, are available at the Wild Oats Customer Service desk and on the Wild Oats web site <http://www.wildoats.coop/events.html>.

**Wild Oats Market is a member-owned, cooperative-based whole foods market specializing in local and organic products. 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 fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries natural supplements and personal care products, as well as environmentally-friendly household supplies. The co-op is located at 320 Main Street in Williamstown.**

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