

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 to Host Mighty Food Farm Tour on September 30, 3-4:30 pm

Williamstown, MA, September 20, 2011. Wild Oats Market, a cooperatively owned market specializing in local and organic foods, is planning a tour of Mighty Food Farm, a certified organic farm located in Pownal, Vermont, for **Friday, September 30 from 3-4:30 pm**. Lisa MacDougall and her crew will lead a tour of the farm's fields, barns, chickens, CSA room, and high tunnel for growing winter CSA crops. The tour will conclude in the barn with cider and donuts and a short Q&A with Lisa, who has owned and operated Mighty Food Farm for five years. All are welcome to participate in this tour and there is no charge. Children under 12 should be accompanied by an adult. Meet at Mighty Food Farm at 3 pm. The farm is approximately eight miles north of Wild Oats Market. Directions to Mighty Food Farm are available on the Wild Oats web site (www.wildoats.coop) and at the Wild Oats Customer Service Desk.

About Mighty Food Farm

Lisa MacDougall and Chuck Currie established Mighty Food Farm in 2006 with the goal of making fresh and delicious produce, eggs, berries and herbs available to everyone in the North Berkshire/SW Vermont community. Lisa, who is now the farm's sole proprietor, sells Mighty Food's organically grown products at farmers' markets and to businesses like Wild Oats, and also offers CSA (Community Supported Agriculture) shares year-round. She will be happy to answer any questions about Mighty Food's CSA crops and different share options during the tour, or she can be contacted at farmers@mightyfoodfarm.com.

Wild Oats purchases much of its organic produce from Mighty Food Farm, including eggplant, cabbage, carrots, melons, tomatoes, strawberries, kale, rainbow and Swiss chard, and more. Anyone interested in learning more about organic farming in the Northeast and/or visiting a small family farm is encouraged to join us for the tour.

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 fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries healthful 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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