



**FOR IMMEDIATE RELEASE**  
August 12, 2016

**CONTACT:** Christine Ramsey  
951-486-5070

## **FARMERS MARKET SET TO GO AND GROW AT MEDICAL CENTER CAMPUS**

*New Weekly Farmers Market Will Open August 18 as Officials Spotlight Healthy Food Options*

**MORENO VALLEY, Ca.** — Just in time for peak summer produce, a new weekly farmers market will open Thursday, Aug. 18, on the campus of RUHS Medical Center in Moreno Valley.

“Local residents, employees and campus guests will find locally grown fruits and vegetables in a beautiful environment,” said Judi Nightingale, DrPH, director of population health for Riverside County. “We are leading the way to health. A nutritious diet is an important part of that journey in every community.”

Nightingale said she expects the farmers market to flourish in coming months as activities that promote health and wellness are added and new vendors set up shop.

**Farmers Market hours will be from 7:30 a.m. to 1:30 p.m. every Thursday, rain or shine, except holidays.** Located steps from the Cactus Avenue entrance of the medical center, vendor tents will be set-up in the courtyard between the medical center and the education building, on the west side of the campus. Vendors will be selling fresh flowers, stone fruit, grapes, berries, citrus, eggs, leafy greens, tomatoes, Mediterranean foodstuffs and baked goods. Cash, credit cards and WIC will be accepted. In coming months, Cal Fresh EBT also will be accepted. Live music will play and free samples will be offered opening day.

“The increasing number of farmers markets in the region reflects growing consumer interest in locally grown food,” said Oscar De Leon, farmers market manager. “Supporting local producers helps ensure farmers are paid a fair wage for their labor and strengthens the region’s food system.”

Vendors at the RUHS Farmers Market are certified by the California Department of Food and Agriculture, which verifies the produce being sold is high quality, locally sourced and meets regulatory standards. Studies have shown farmers markets boost local economies as a higher percentage of dollars remain within the regional economy in contrast to purchases made at large chain supermarkets.

“This is an important endeavor to promote healthy eating habits while supporting family farmers and expanding community engagement,” said Riverside County 5<sup>th</sup> District Supervisor Marion Ashley, whose own family history is deeply rooted in local farming. “It is exciting to see a renewed appreciation for our farmers.”

The farmers market is sponsored by Riverside University Health System and County of Riverside Culture of Health. For more information, please visit [www.RUHealth.org/FarmersMarket](http://www.RUHealth.org/FarmersMarket).

**About Riverside University Health System – Medical Center:** Founded in 1893, the medical center provides exceptional care in specialties such as pediatrics, obstetrics and psychiatry, and in the treatment of diseases such as diabetes and hepatitis C. The 439-bed hospital is a Level II Trauma Center, the only Pediatric ICU in Riverside County and a designated Primary Stroke Center. It also is a teaching hospital with training programs for doctors, nurses, pharmacists and allied health professionals.

**About Riverside University Health System:** Riverside University Health System (RUHS) encompasses Riverside County’s behavioral and public health services, including the medical center in Moreno Valley and 10 federally qualified health centers. RUHS has been the foundation of healthcare, community wellness and medical education in Riverside County for more than 100 years and employs about 6,000 team members. **More info:** <http://ruhealth.org>