



News Release

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**South Lake-Excelsior Chamber
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Excelsior Farmers' Market seeks more farmers, produce for 2012 season

Sure, winter isn't exactly here yet, but spring isn't that far away either. The 18th season of the Excelsior Farmers' Market will open on Thursday, May 3, just 17 weeks from now. With one highly successful season at its new digs" in the parking lot of Mount Calvary Lutheran Church in Excelsior, the market is ready to add more vendors.

"Our 2011 season was excellent, given that the market was trying out a new venue after its former site, Lyman Park, became unavailable. It took some time to adjust to the space, but by mid-season, most of our vendors preferred the new location," said Deb Hoen, market manager. "It wasn't as visible from Water Street (main street in downtown Excelsior), but additional signage and assistance from the Excelsior merchants and church staff pointed customers to the church parking lot," she added.

With convenient nearby parking and a more spacious site, the market hopes to expand by 25%. Full and half season rates are available for up to 45 vendors, and a limited number of single-day spaces will be saved for new vendors. Market bylaws require that the farm and garden products must be grown within a 50-mile radius of Excelsior. All products sold at the market must be pre-approved by the Excelsior Growers Association management committee.

Requirements, policies and vendor applications can be obtained from the market's website, www.excelsiorfarmersmarket.com or by contacting the South Lake-Excelsior Chamber of Commerce at 952.474.6461. Although the applications will be reviewed on a rolling basis, the majority of vendors will be notified by April 1st about their status.

Excelsior Farmers' Market operates 26 weeks a year, from the first week of May through October, from 2 – 6 p.m.

The South Lake/Excelsior Chamber of Commerce, which sponsors and oversees the market, is a 501c6 Minnesota corporation, and serves the business in Deephaven, Excelsior, Shorewood, Greenwood and Tonka Bay areas.