



**FOR IMMEDIATE RELEASE**

**INDIANAPOLIS' LARGEST WINTER FARMERS MARKET ANNOUNCES RETURN FOR 13TH SEASON WITH NEW LOCATION COMING IN NOVEMBER**

***Indy Winters Farmers Market Moves to 16 Tech & Welcomes New Vendors***

**INDIANAPOLIS, IN., (August 30, 2021)** - The [Indy Winter Farmers Market](#) (IWFM), hosted by [Growing Places Indy](#), a local nonprofit organization, will return for its 13th season on November 6, 2021, in a new home, at the 16 Tech Innovation District.

The winter market which runs every Saturday morning (9 a.m.- 12:30 p.m.), November through April, will be housed within [The Amp](#), an artisan marketplace and food hall in the [16 Tech Innovation District](#) located at [1220 Waterway Blvd in Indianapolis](#), IN. The AMP, located inside the district's innovation hub, HqO, boasts 20+ restaurants and retailers in colorful shipping containers and food stalls. Featuring fresh food and produce from local chefs and artisans, the AMP is home to community gathering and event space.

"16 Tech is excited to host the 2021-2022 season of the Indy Winter Farmers Market," said Craig Baker, concept developer and general manager at the AMP. "This partnership continues to serve our community by providing access to fresh produce and local food."

The Indy Winter Farmers Market has also opened their applications to interested farmers, vendors, and small business owners. Applicants are encouraged to visit [www.indywinterfarmersmarket.org](http://www.indywinterfarmersmarket.org) to apply for the winter market.

Since 2008, the IWFM has provided a venue for Indiana's sustainably-minded family farms and food producers to sell products throughout the fall and winter, improving the community's year-round access to fresh, local food. This year, the market looks forward to the return of longstanding vendors, as well as the introduction of new vendors, alongside local farmers, food producers, and small businesses selling fresh, regional, and seasonal items.

The IWFM has also announced the return of the Triple-Match SNAP Program, which allows shoppers to turn \$20 into \$60 of fresh food and produce. Made possible by donors, community partners, and individuals, this program provides any individual who swipes their SNAP card for \$20, to receive an additional \$20 of market tokens and \$20 of Fresh Bucks checks. The first \$20 can be spent on any SNAP-eligible item, and the additional \$20 of Fresh Bucks can be spent on produce.

"As we move into the 13th season of the Indy Winters Farmers Market, and our second season during this worldwide health crisis, it is critical that we continue to provide our communities with

access to fresh and local food,” said Victoria Beaty, Executive Director of Growing Places Indy. “During the 2020-2021 IWFM season we saw a 100% increase in SNAP transactions- further reiterating that along with retail outlets, farmers markets serve as an essential role within our communities, said Beaty. As we evaluated our community impact, we determined that partnering with 16 Tech and moving the market to the Riverside area, a historically black community, and food desert, would give us the greatest opportunity to serve the larger community.”

This season visitors to the IWFM will have access to all that 16 Tech, Indy’s Innovation District, has to offer. This 50-acre live-work-innovate community, where The Indy Winter Farmers Market will live, includes The AMP, an expansive artisan marketplace and food hall dedicated to showcasing local culinary entrepreneurs and vendors, currently houses more than 20 restaurant concepts. 65 percent of the businesses currently open are minority or women-owned and led, with 56 percent being new concepts, and all are invited to take part in the winter market.

The IWFM is truly a space for everyone and has become a critical ingredient to our local economy, food systems, and community. In support of the IWFM, 16 Tech will offer free parking to the public from 8 a.m. – 1 p.m. on Saturdays from November – April.

Additionally, 16 Tech and the IWFM will be continuing to monitor the COVID-19 situation, rules, and regulations and adhering to CDC guidelines and the recommendations of state and local health department officials.

For more information on the Indy Winter Farmers Market, follow them on [Instagram](#), [Facebook](#), and visit [www.indywinterfarmersmarket.org](http://www.indywinterfarmersmarket.org). For media inquiries, contact Jackie Le at (317) 946-1906 or [Jackie@GrowingPlacesIndy.org](mailto:Jackie@GrowingPlacesIndy.org).

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#### **About Growing Places Indy**

Growing Places Indy is a nonprofit organization empowering individuals to cultivate personal, family, and community wellness through urban agriculture since 2009. Today, the organization operates four urban farms across Indianapolis, equaling nearly two acres and two greenhouses in year-round production. Growing Places Indy continues to improve access to fresh local food and mind-body education in Indianapolis through programs, such as Plant it Forward, Grow Getters, Young Grow Getters, CSA, and hosting the Indy Winter Farmers Market, to create a healthy and thriving community. For more information about Growing Places Indy, please visit [www.growingplacesindy.org](http://www.growingplacesindy.org), or visit them on Facebook, Instagram, and Twitter.

#### **About The AMP**

The AMP is the artisan marketplace and food hall in the 16 Tech Innovation District. The AMP, located inside the district’s innovation hub, HqO, boasts 20+ restaurants and retailers in colorful shipping containers and food stalls. Featuring fresh food and produce from local chefs and artisans, the AMP is home to community gathering and event space. More information can be found at [@TheAMPIndy](#) on Instagram and Facebook or [www.16tech.com/AMP](http://www.16tech.com/AMP).