



## VILLAGE OF PINECREST

Press Release

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### **FOR IMMEDIATE RELEASE**

*South Florida's premier "green" farmers market is the jewel of Pinecrest Gardens every Sunday*

**Pinecrest, Fla.** – Buying local food promotes environmental sustainability. The average distance food travels is 1,500 miles, increasing dependence on petroleum and increasing greenhouse emissions that contribute to global warming. There is little to no packaging and eating local produce is more nutritious because it is sold soon after it's picked.

To add to Pinecrest Farmers Market's environment-friendly setting, South Florida's first public electric car fast-charging station will be installed in the Pinecrest Gardens parking lot in about a month.

The Pinecrest Farmers Market is open from 9 a.m. to 2 p.m. Sundays in Pinecrest Gardens, 11000 Red Road, under a canopy of verdant trees that provide the perfect shade and backdrop for a relaxed weekend morning.

Pinecrest Mayor Cindy Lerner spends many Sunday mornings at the market with her family and dogs.

"A Sunday morning visit to the Pinecrest farmers market provides a great opportunity to browse and buy fresh produce, bakery and ethnic delicacies, while sharing a leisurely stroll with our dogs, and meeting with friends and neighbors in one of the prettiest settings in Miami-Dade County," said Lerner.

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Buying produce from the Pinecrest Farmers Market supports local farmers who grow organic and local fruits and vegetables in Homestead, the Redlands, Fort Pierce and Clewiston.

By visiting the farmers market one develops a relationship with the farmers, helping families gain a better understanding of the environment, weather, seasons and science of agriculture. All these lessons are passed on to the next generation who will then be the stewards of our environment.

Pinecrest Gardens Director Alana Perez is proud to host a market that has grown to become South Florida's preferred venue for local and organic farmers in setting like no other, under a natural canopy of Ficus trees.

"Not only are you getting the very best of homegrown produce, organic foods and the very best artisan bakers, but our market has grown to become a community gathering spot on Sundays," said Perez.

Spending money on locally grown food increases the value of the land to the farmer, makes development less likely and conserves open green spaces.

Pinecrest Farmers Market produce growers include: Certified Organic Bee Heaven Farm, Teena's Pride CSA, and V&B Farms.

The farmers market has something for everyone: From Zak The Baker's artisan breads, to Babe Froman Fine Sausages procured with gluten-free, hormone and antibiotic free meats.

Forno Italiano Pizza uses only Australian Pine in its wood-burning oven (Australian Pine is an invasive species that displaces native beach plant communities that provide critical wildlife habitats for threatened or endangered plant and animal species).

And Living Colors Nursery is the first in the State of Florida to enroll in the Best Management Program, which is a voluntary program that growers can join to affirm they are using practices to reduce exposure to the environment of fertilizers and chemicals.

Over 70 vendors have signed up with the Green Market Co-op, which runs the market.

Aside from holding one of the most environmentally responsible farmers markets in South Florida, the Village of Pinecrest champions green initiatives that include: a Strategic Green Action Plan, Sustainable Building Regulations, a Carbon Off-set Program, Florida Green City Certification, LEED Trained Staff and is a Tree City USA for sixth consecutive year.

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