



# COMMUNITY HEALTH TRUST

of Pajaro Valley

## FOR IMMEDIATE RELEASE

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### ***Community Health Trust to Launch El Mercado, Watsonville's Newest Farmers' Market Because the healthy choice should be the easy choice***

**Watsonville, California** – The Community Health Trust of Pajaro Valley is pleased to announce the grand opening of El Mercado, a weekly farmers' market aiming to decrease food insecurity and improve access to health-promoting resources for Pajaro Valley residents.

Despite being located in the heart of a thriving agricultural region, segments of the Pajaro Valley are considered food deserts, where people have limited access to sources of healthy and affordable food. "We live in a very abundant area, surrounded by fresh, healthy produce, but the truth is, many residents and families do not have easy access to these," said DeAndre' James, Executive Director for CHT. "In addition to offering healthy produce and prepared food, El Mercado will also work in collaboration with local partners to include resources that will support and reinforce healthy habits and a healthy lifestyle."

El Mercado farmers' market will offer:

- Healthy prepared food
- Live cooking demos
- Wellness screenings
- Local community resources for healthy living
- [VeggieRx](#) voucher redemption site (a CHT program that offers a "prescription" for Free produce)

El Mercado will launch, Tuesday, April 20 from 2 pm – 6 pm at Ramsay Park in Watsonville and will run every Tuesday through October 26. To learn more, visit [pvhealthtrust.org/elmercado](http://pvhealthtrust.org/elmercado).

Special thanks to our sponsors Kaiser Permanente, Granite Construction Company, Lakeside Organic Gardens, Farm Discovery Program, Live Earth Farms, Salud Para La Gente, Santa Cruz County Bank, California Giant Berry Company, Driscoll's, and 99.9FM KDUB.



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**About Community Health Trust of Pajaro Valley:** Founded in 1998 and serving a tri county area, the Community Health Trust is recognized for its leadership as a convener in the South Santa Cruz County area. CHT is motivated to foster an equitable Pajaro Valley with health, wellness and a full quality of life for all through access to resources, activities, and choices that help prevent illness and improve quality of life. Find us online at [www.pyhealthtrust.org](http://www.pyhealthtrust.org)

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