



**Hingham Farmers Market, Inc. Announces
"The 'Square' Market"
Sponsored by the Fruit Center Marketplace**

HINGHAM, MA (June 1, 2009). Hingham Farmers Market, Inc. announces "The 'Square' Market" sponsored by The Fruit Center Marketplace. The first market is Wednesday, June 10th on the Greenbush Tunnel Cap (lower Main Street between South and North Streets) in Hingham Square between 10am and 2pm. It will continue weekly until September 2nd.

The 'Square' Market is a separate but similar version of HFM's popular Saturday farmers' market which will continue at the Hingham Bathing Beach. It represents the culmination of efforts to bring new vitality to the Square and to use the Tunnel Cap as a community gathering place.

HFM's president Mark Cullings stated, "We are very pleased to be bringing a second market to Hingham and especially so to have the Fruit Center involved. It's a natural collaboration. Their generosity allows us to bring a new market to Hingham Square and to continue to meet the growing demand for fresh and local produce, fruits and food products."

"We are very excited to be working with the Hingham Farmers Market," said Mark Mignosa, store manager for the Fruit Center's Hingham location. "As a locally owned business, the Fruit Center has a particular interest in supporting locally produced products and our local community."

While patrons will see some new faces at The Square Market, several of Saturday's popular vendors will return to Hingham for a second day. Freitas Farms (Middleborough) and Spring Brook Farms (Littleton) will have produce; RedEye Roasters (Hingham), gourmet coffees; Lane's Lobsters (Scituate), live lobsters; and Chris's Gourmet Treats (Plymouth) and Big Sky Bakery (Newton), baked goods, are some of the Saturday market's vendors who will be participating. The Fruit Center will provide food demonstrations, and offer some of its specialty items for sale.

Cullings credits Hingham citizens, town officials and the Hingham Downtown Association with providing the encouragement and support necessary to bring the concept of The 'Square' Market to fruition. He also credits Hingham Institution for Savings and "Edible South Shore," the new magazine celebrating the abundance of local food, with offering important help. "Our experience over the past few years at the Bathing Beach has confirmed this area's desire for locally produced produce and food products. We look forward to building on the Saturday market's success and attracting new business to Hingham Square," he said.

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