Youth Become Farmers and Entrepreneurs through Schoolyard to Market Program

*School-Grown Veggies for Sale at the Ferry Plaza Farmers Market*

May 12, 2011 (San Francisco) – This Saturday, Ferry Plaza Farmers Market shoppers can get their weekly fresh produce from San Francisco high school students.

Teens from John O’Connell High School will be selling vegetables grown from the school’s garden through the Schoolyard to Market program.

Schoolyard to Market is a youth development and entrepreneurship program in which students are growing produce, flowers, and seedlings in school gardens and selling them at the farmers market. Youth participants work in the garden, take field trips to the farmers market and local farms, and learn about running a successful business with advice from local farmers and other experts.

Schoolyard to Market is a joint project of the Center for Urban Education about Sustainable Agriculture (CUESA) and the San Francisco Green Schoolyard Alliance (SFGSA). CUESA works to cultivate a sustainable food system through educational programs and the operation of the Ferry Plaza Farmers Market. SFGSA serves children and families of San Francisco by promoting and supporting green schoolyards, and provides resources, training, and advocacy to school communities. The program is made possible through funding from the GGS Foundation, Tacolicious, the Clif Bar Family Foundation, the Jessica Goldman Philanthropic Fund, and Rabobank.

For interviews or photos, contact Julie Cummins at 415.291.3276 ext. 106 or julie@cuesa.org

For more information:
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