



**DONITA ANDERSON, FOUNDER OF NE OHIO'S FARMERS MARKET MOVEMENT TO
SPEAK AT S. EUCLID PHOENIX FORUM MAY 2, 2011**

NE Ohio's Farmers Markets Are Growing, Gaining Fans and Farmers, Winning Awards, and Nurturing the Community

FOR IMMEDIATE RELEASE

(Cleveland, OH), APRIL 22, 2011. Donita Anderson is the Executive Director and Co-Founder of the North Union Farmers Market, which opened on Shaker Square in July of 1995, pioneering the farmers market "movement" here in Northeast Ohio. North Union now operates one indoor winter market and eight outdoor seasonal markets in Cleveland and surrounding areas, including one on the Cleveland Clinic campus. Ninety farmers and over 100 artisans and food purveyors participate in the markets, which attract over half a million people annually.

Ms. Anderson was the winner of the Farmers Market Manager of the Year from the Networking Association for Farm Direct Marketing and Agritourism (NAFDMA) in California. She has certified more than 150 farmers throughout the state of Ohio. The North Union Farmers Market was voted one of the top 20 markets by the American Farmland Trust, 2009.

For the third S. Euclid Phoenix Forum series on May 2, 2011 from 7-8 pm, Donita will be sharing the story of how she was able to grow NE Ohio's farmers markets, the challenges to her organization, and exciting opportunities in the future. All forums feature lively round table type discussion, and are free and open to the public. The S. Euclid Phoenix is located at 4441 Mayfield Road South Euclid, OH 44121. Phone: (216) 381-5705.

Started in 2010 as a way to bring real Clevelanders together for real conversations, this series of free round table discussions hosted by Phoenix Coffee are in an open salon style with a moderator. Topics range from cutting-edge city initiatives, to education, technology and the arts.

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About Phoenix Coffee: Roasting artisan coffee in Cleveland, Ohio for over twenty years. We have five coffee sanctuaries around the city, and a roastery in the heart of downtown. We see it as our job to champion the cause of great coffee here in Cleveland, and to build coffee culture and community in the process.

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