









# new yokel market



**fresh. organic. delicious.**

205 Main Street Downtown Hattiesburg 601.582.5048

## Fresh Food on the Block

*by Sylvia Forster*

Althea, an 89 year old great-grandmother caring for two toddler great grandchildren whose parents are in the military, loves to cook, especially "those fresh greens and squash," and "there ain't nothin' like a home-grown tomato sandwich," she says.

But as a lifelong resident of the East Jerusalem neighborhood, bordered by the Leaf River, East Hardy, Williams, and Alcorn streets, there hadn't been much chance of purchasing fresh food - until this coming Spring.

Beginning in May, the Pine Belt Farmers and Artisans Market will team up with the Pinebelt Association for Families Communities for All Ages Program, funded by the Foundation for the MidSouth, and the USDA to bring fresh fruit and vegetables into the neighborhood. On regularly scheduled Saturdays, farmers will set up in East End Park and offer their fruits and veggies.

A Meet and Greet the Farmers on June 5th in Eastside Park will bring together the best combo of great company, free food and fun activities. Local farmers will meet community members and offer their fresh seasonal produce. Inflatable jumpers, step dancing, music, recipes and some health tips will offer something for everyone.

"We used to have trucks come through with those watermelons, fresh cantaloupes and all sorts of vegetables, but we haven't seen that in the last ten years. I used to call all my neighbors and we would all run out and buy from the truck. We miss that," says Rose, a 65 year old lifelong resident of the neighborhood. "How can we eat healthy if we can't get the food?"

All that is about to change. With the nationwide emphasis on healthy eating, East Jerusalem with its new Farmer's Market will be "movin' on up." For more info about "Fresh Food on the Block" in East Jerusalem, call Sylvia at (601) 582-0909.



*photo by Sylvia Forster*