

Roaming Around Reidsville

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Market Square's Farmer's Market is gearing up for another season. The market opens Saturday, May 1, 2021 in the City's downtown at 303 South Scales Street. Hours are 7 a.m. to 1 p.m. Saturdays, Tuesdays and Thursdays through October. Of course, it goes without saying in our current COVID-19 world, masks must be worn at the market.

This little market has really grown in recent years. I have never seen a history of the local Farmer's Market written down, but I have been told the market has been around for 30-plus years. Local farmer Rupert Jones Sr. and others started the market decades ago. In fact, his daughter, Nancy Langston, and son, Danny Jones, sold at the market for many years as well.



Of course, back then the setting wasn't as nice as the current day location with its beautiful brick overhang. Yet the Farmer's Market was definitely in the mind of City planners when they created Market Square, which opened back in 2009. However, farmer Jones and others did at one time sell their produce and other items out of the same parking lot where Market Street is located now.

Today the Farmer's Market boasts about 14 regular farmers, bakers and artisans, who provide fruits, vegetables, greens, baked goods, eggs and more. And it's not too late to become a vendor. You can still apply by calling 336-349-1099 or going to the City website, reidsvillenc.gov and finding the Market Square Farmer's Market application in the Document Center under Applications. You must make or grow what you sell at the market though!



City Marketer Judy Yarbrough credits some of the food programs at the Farmer's Market for its continued success. Since 2014, the City of Reidsville has been part of the Supplemental Nutrition Assistance Program (SNAP/EBT) at the Farmer's Market. A grant from the Reidsville Area Foundation back then allowed the market to accept EBT cards along with credit and debit cards. The Double Bucks program today is sponsored by rafi (Rural Advancement Foundation International).

In 2021, the Farmer's Market still accepts EBT cards from those shopping there. Also, a Double Bucks promotion allows those using these cards to "double their dollars" so \$20 on that EBT card means the person has \$40 to spend. There is no cap on doubling with those Double Bucks applying to any food items at the Farmer's Market. Also, if someone brings a friend to shop with their EBT card or participate in the Cash Match program, you can receive an extra \$5.00 in Double Bucks tokens. If you bring your WIC or Senior Farmers' Market Nutrition Program vouchers to the Information Table at Market Square, Farmer's Market Manager Elaine Sullivan will be happy to double the amount you have in vouchers. You can **get** a \$4 match in Double Bucks per WIC voucher or a \$3 match in Double Bucks per Senior voucher. The "Cash Match" program matches cash from customers that are EBT participants and/or Farmer's Market WIC programs.

But whether you can take advantage of the SNAP/EBT or WIC programs or not, the Market Square Farmer's Market is just a great place to help support our local farmers and entrepreneurs while stocking up on healthy items to put on your dinner table. And, sometimes, it's just a great place to catch up with your friends and neighbors who are shopping there too! No wonder it was named the top Farmer's Market in the County by the *News & Record* in their 2020 Reader's Choice Awards.

In other happenings around the City of Reidsville in May:

Shred Event on May 1st.

The Reidsville Appearance Commission, in conjunction with the City of Reidsville, is holding a Shred Event for City residents in the back parking lot of Reidsville City Hall from 9 a.m. until 12 noon (or until the truck is **FULL!**). Vehicles will need to enter from North Main Street and exit onto North Scales Street. The event is free! Participants can dump their documents into bins that will be provided. Only paper products are allowed, **NO** plastics or boxes!

Litter Pick-up Campaign.

The Reidsville Appearance Commission, again in conjunction with the City of Reidsville, is hosting a community litter pick-up. The campaign began last month and continues through May. Participants in April were entered into a drawing for a \$50 gift card at the end of the month.

Those participating in May will also get the chance at a \$50 gift card. To be eligible for the drawing, you have to email a picture of yourself picking up litter. Your photo must include an identifying marker of the street. You can send the photo to Briana Perkins at blperkins@ci.reidsville.nc.us. Prior to the litter pick-up, call 336-349-1065 to get the required bags and assignment of street(s), along with additional information you may need. And, if you come across any aluminum cans while picking up litter, you can donate them at Reidsville Fire Station #1. The proceeds from the sale of aluminum cans are either donated to the North Carolina Jaycee Burn Center or used by the Fire Department to purchase smoke detectors for citizens in need.

Team Reidsville Sign at Tractor Supply.

The City of Reidsville is very proud of the new “Team Reidsville” sign erected on the retaining wall at the Tractor Supply store located at 2627 South Scales Street. We really appreciate Tractor Supply letting us use their wall to advertise our team. The City, along with the Reidsville Chamber of Commerce, will hold a “ribbon cutting” for the new sign at 10 a.m. on Thursday, May 13. Hope to see you there!

Reidsville Rec Sports.

Co-Ed Volleyball registration continues until May 14th, for youth ages 7-15. The cost is \$15 for City residents and \$30 for non-City. Please check with the City Rec Department at 1-336-349-1090 for questions or updates. You can register online by going to <https://activenet.active.com/reidsvillerec>.

Rockingham County Senior Games.

The 2021 Rockingham County Senior Games are still going on! The local games end May 14.

City Offices Closed for Memorial Day.

Reidsville City Offices will be closed on Monday, May 31, for the Memorial Day Holiday. The Material Drop-Off Center will be closed as well. No trash will be picked up on Monday but instead, Monday’s routes will run on Tuesday. Tuesday’s routes will run on Wednesday.

Looking Ahead.

I will save the details for next month’s edition, but I wanted to give you all a “heads up”. 2nd Downtown Fridays and the Market Square Concerts on the Square series will be starting back up beginning in June. And did someone say collegiate baseball at Jaycee Ballpark? It’s coming soon. We can’t wait!

City of Reidsville Social Media.

As I noted last month, if you can’t wait until the first of the month for the informative *Eden’s Own Journal* to come out, you can find out what’s happening in Reidsville and the surrounding area through the City of Reidsville’s Facebook pages and other social media. You can check out

any of the following City-sponsored Facebook pages: City of Reidsville, Team Reidsville, Market Square, Reidsville Parks & Recreation, RCARE and the Reidsville Police Department. Team Reidsville also has a Twitter account. Stay informed!