

Michelle Obama's White House Farmers Market a Hit

Sep 22nd 2009 1:27PM

By Tami Yu

Michelle Obama's efforts at encouraging Americans to eat healthier is working at full speed.

After the successful launch of her White House garden, the new White House Farmers Market (run by FRESHFARM) opened with great fanfare last week.

This initiative is pretty impressive considering Mrs. Obama expressed her wish to start a farmers market just over a month ago.

Fruit, vegetable, dairy, and meat farmers were busy selling their produce to the general public.



AFP/Getty Images

Federal workers in the area were especially excited since they can dash out to the market and get some veggies. Even notable D.C. chefs showed up for the opening.

Over 300 shoppers showed up to watch the First Lady speak on the importance of eating fresh food. She described her experience in juggling a demanding career while trying to maintain a healthy diet for the entire family.

This special market opening brought much-needed attention to the country's need for making local food more accessible.

Urban food deserts are also in dire need of farmers markets such as this one, and hopefully this will empower local communities to organize more of these in the near future.

Extract from <http://www.digitalcity.com/2009/09/22/michelle-obamas-white-house-farmers-market-a-hit/>