



News Release

For Immediate Release

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The Fredericksburg Farmers Market is set to open on Saturday, May 16

(Fredericksburg, VA) May 8, 2020 – The Fredericksburg Farmers Market in historic downtown is making preparations to open for the season on Saturday, May 16. This popular, open air market has historically been a social gathering place, and City staff has been working on new requirements to accommodate Governor Northam’s social distancing guidelines.

Opening day is Saturday, May 16 from 7:00am – 2:00pm in Hurkamp Park, 500 William Street. As you look for parking on the streets around the park, please take a minute to glance at Hurkamp Park. If the park looks too busy for your comfort level, or if there is a line of people waiting to get into the park, please consider coming back in 30-45 minutes. We often find that shoppers come in waves, but those waves usually dissipate within 35 minutes. Heaviest shopping times have been 8:30am – 10:30am, so consider arriving a little later in the day.

All shoppers are recommended to wear masks and gloves. Three entrances will be available to the Farmers Market: 1) Corner of William Street and Prince Edward Street, 2) Corner of Prince Edward Street and George Street, 3) and the corner of George Street and the alley of the Fredericksburg Rescue Squad Building. These will be the ONLY entry/exit points for the market. If the park reaches maximum capacity of shoppers, we will post temporary 30-minute closure signs at the entrances.

Shoppers will see we have barricades in place to guide them toward the Market Manager tent, located in the middle of the park. City staff will ask if you are there for shopping or for pick-up of prepaid orders. Based on your answer, you will be directed to the appropriate line. For those who are shopping, you will be shopping in the order that you arrive. Staff will release you into the market as density allows.

All of our vendors will be wearing masks and gloves and they will prepare your order and bag it for you (shoppers will not be permitted to handle any product). When you have finished shopping, we’ll ask you to leave through one of the three entrance/exits.

SNAP benefits will be available at the Market Manager’s tent again this season. And shoppers who wish to preorder from vendors are encouraged to see our vendor list online. Likewise, if you are unable, or uncomfortable, coming to the park please view our website for online shopping options for many of our vendors at www.thefarmersmarket.co

Please read our complete shopping instructions online before opening day at www.thefarmersmarket.co. If you have questions or need more information please call 540-372-1086 or email marketmanager@fredericksburgva.gov.

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