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Mosaic Potash joins Carlsbad MainStreet as a Primary Sponsor of Farmers' Market

Carlsbad MainStreet announced Monday that Mosaic Potash will be the primary corporate sponsor of the Carlsbad Downtown Farmers' Market for the 2011 season. The market, which is held in Downtown Carlsbad, will open its 5th season in late June.

"We are excited to have Mosaic Potash join us as a primary sponsor of the farmers' market," Carlsbad MainStreet Executive Director Amy Barnhart said. "Being a non-profit organization, sponsors are vital to the continued success of programs like this."

Barnhart went on to say that Mosaic's past generosity enabled Carlsbad MainStreet to purchase a trailer to house and transport the canopies, tables and other supplies necessary for the market season.

"Their company has been a great supporter of the market in the past and we appreciate that they continue to see the value of this program," she said.

Mosaic Human Resources Manager John Williams had this to say of the partnership: "Mosaic's mission is to help the world grow the food it needs. The farmers' market provides us with a direct link to our mission. Mosaic supports agriculture and agriculture-related initiatives throughout the world and it is especially gratifying to be able to provide direct support here in Carlsbad. We are proud to be associated with the Carlsbad Downtown Farmers' Market."

Other sponsors of the 2011 season of the Carlsbad Downtown Farmers' Market include Carlsbad National Bank, Western Commerce Bank, Candlewood Cards & Gifts, the Carlsbad Foundation, Pulseair Medical Equipment, Home Care Connection & Hospice, and the Pony Express Dry Cleaning & Laundry. Barnhart said there will likely be additional sponsors by the market start date.

"We are lucky to have so much support from local businesses and individuals," she said. "The farmers' market exists to provide our community with fresh produce, crafts, entertainment and education, and our supporters realize its importance."

The Carlsbad Downtown Farmers' Market season will open June 25 and continue through mid-October and will be held every Saturday from 8 am to 12 pm on the Eddy County courthouse lawn. Anyone interested in being a vendor, volunteer, entertainer or educational presenter at the market should call the MainStreet office at (575) 628-3768 or e-mail at carlsbadmainstreet@gmail.com.

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