

## **5<sup>th</sup> Annual 'Rock The Farm' Concert/Farmers' Market Series ...A Huge Success at the Anderson Farm Museum!**

The 5<sup>th</sup> Annual 'Rock The Farm' FREE Concert & Farmers' Market summer series – hosted by the Anderson Farm Museum Heritage Society [AFMHS] & KICX 91.7FM was a huge success. Thanks to the generous support of our local Farmers/Agri-Producers/Craft Vendors and our local Artists – who performed at our FREE Concerts- we really 'Rocked' the Anderson Farm Museum [AFM], 4-8pm every Wednesday in July & August.

Our 2013 'Rock The Farm' was bigger than ever- with more Farmers' Market Vendors, an expanded Line-Up for our 9 Concerts and hundreds of people of all ages, from CGS & out-of-town joining us every week at the AFM. We averaged 350-400 people- with 600-700 people attending our 1<sup>st</sup> and 9<sup>th</sup> Concert & 100 people staying -in spite of torrential rain- to hear the Northern All Stars Steel Pan. Regular customers came early every week just to buy fresh produce/products at our Farmers' Market.

It was really impressive & eye-catching to see the 10 Farmers' Market Tents & Vendors' produce/products; two Snack Food Vendors; our blue & white 20'x20' Marquee Tent set-up over the Stage and all the Sponsors' Banners hanging on the side of the Barn- in Centre Court of the AFM.

Our Farmers' Market Vendors told me that they enjoyed being part of 'Rock The Farm'- especially with our AFMHS volunteers [Walden Lions Club & 1<sup>st</sup> Waters Venturer Scouts] providing & setting-up Tents/tables/chairs & even helping them set-up their displays etc. They particularly appreciated being able to park their trucks behind their Tents. Everyone I asked was pleased with their sales & looking forward to our Fall Fair and almost everyone said they would participate again & wanted the same spot next year.

On the last day, we asked for comments/input from all our Vendors. Here are some of the comments from our 'Rock The Farm' Vendors:

*"...Rock the Farm Farmers' Market series gives good exposure to our members, whose products we sell...It increases awareness of local products that are available-FRESH!"* Pat Marcotte, NOAFEM

*"...This has been a fantastic way to promote my business and connect with the community"* Douglas Apiaries

*"...First- the volunteer helpers are the best. Super friendly atmosphere-like coming home- Family...I have been going to Farmers' Markets for 55 years...for the size [of event] this is non-intimidating [a good thing]...I would be interested in being here next year-same spot if possible"* Making Memories With Wood

*"...A great effort by volunteers to take advantage of a local facility [AFM] for a mid-week Farmers' Market "* Dominion Drive

*"...I enjoyed my time here. I really enjoyed the local bands...The volunteers are amazing! I would like to sign-up for next year & keep my spot. Because of my chocolates, I need as much shade as possible." Heavenly Sweets*

*"...Very community oriented event with some great local performances...well planned & organized which gave it a great family feeling" The Perogy Princess*

*"...Although I have participated in the AFMHS Fall Fair the last few years, this is my first time at Rock the Farm...I have been happy with the experience...The volunteers have been awesome, so helpful and the music was varied & enjoyable...I hope to be back next year- if I can have the same spot". Mimi Wolski*

**Our Concerts really 'Rocked' the AFM in every way!** We had larger crowds than ever attend our FREE weekly Concerts- averaging 4-500 per concert – with 6-700 attending the Bluez Brotherz and our 'Teen Battle of the Bands' and 100 people who braved the rain to listen to the Northern All Stars Steel Pan Band. The Centre Court of the AFM was filled with people of all ages- clapping, singing along & dancing/moving to the music- as our local Artists really 'rocked' the farm!

It was exciting to just stand, listening to the music and look around the site filled with hundreds of people- of all ages. It was just like a mini Fall Fair! Everyone I spoke with had only positive things to say and was thoroughly enjoying themselves. Many people were coming out every Wednesday for the Concert. One lady, who came every week, is 90 & lives in Meadowbrook Retirement Village. Young families from all parts of CGS enjoyed the relaxed, child-friendly atmosphere and the beautiful park-like grounds of the AFM. Some visitors said they wished there were 'Rock the Farm' events like ours in southern Ontario.

*"...Our 2013 'Rock the Farm' FREE Concert/Farmers' Market series was awesome in every way...We can't believe how much it has grown in 3 years!...Sincere appreciation to all our Sponsors: City of Greater Sudbury, Greater Sudbury Heritage Museums, KICX 91.7FM, Walden Today, Sudbury Tourism, The Sudbury Credit Union, Jennmar Canada, Walden Welding, Pinehill Lumber, LDSS student Alek Luopa, Hia Media, Walden Lions Club, 1<sup>st</sup> Waters Venturer Scouts, and all of our 'Rock The Farm' Artists/Bands & Farmers' Market Vendors...The AFMHS couldn't host 'Rock The Farm' without such dedicated support!"*

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See AFMHS Page [www.Walden-CAN.com](http://www.Walden-CAN.com)