



For immediate release

## **CELEBRATING THE HARVEST AT MONTREAL'S PUBLIC MARKETS**

Two festive days of family fun and abundant produce



**Montreal, August 21, 2024** – The city’s public markets – Les Marchés publics de Montréal – present a grand celebration of the season’s bounty with a full weekend of activities and festivities for its “La Fête des Récoltes” (harvest festival) event. **Atwater, Jean-Talon and Maisonneuve markets, as well as the Marchés de Quartier and Solidaires, invite everyone to take part on September 7 and 8 from 10 a.m. to 5 p.m.** There will be free activities for the whole family and, of course, market stalls overflowing with fresh produce. Visitors will be treated to a large-scale corn roast, free for the first 600 people to arrive each day, at Atwater and Jean-Talon markets. Culinary demonstrations, gourmet workshops and a tomato sauce competition, offered by experts and merchants, will enliven the various markets. A fun quiz, to be played in person at the Atwater and Jean-Talon markets as well as online, will promote the discovery of local products with \$100 in gift certificates for the public markets to be won each day!

“A fantastic summer weekend – that’s what our Fête des Récoltes 2024 is all about! Join us at your favourite market to celebrate the bounty and deliciousness of our local produce, and above all to salute the men and women bring us so many delicious things: our wonderful farmers! You will honour them by coming to admire their stalls, take part in the summer’s biggest corn roast and have fun at a market you love,” said **Nicolas Fabien-Ouellet, executive director of Les Marchés publics de Montréal.**

### **A CORN ROAST IN YOUR LOCAL PUBLIC MARKET**

There’s no better way to celebrate the bounty of our fields than a crowd-pleasing corn roast. Our corn growers will be there with a mountain of delicious sweet corn ready to be devoured, **on Saturday and Sunday, September 7 and 8, from 10 a.m. to 5 p.m. at the Atwater and Jean-Talon markets.** One ear of corn will be given for free to the first 600 people to visit each market each day. Additional cobs will cost \$2.

## FUN PROGRAMS

Festivities at the **Atwater Market** will happen **for the entire weekend, from 10 a.m. to 5 p.m.** The centrepiece of **Saturday's** program is a series of free cooking workshops. From 10:30 to 11 a.m., Fleurs et Feuilles gourmandes will introduce you to the flavors and culinary uses of some of the flowers already gracing our flowerbeds. From 11:30 a.m. to 12 p.m., Au Septième Micro-pousse will show you how to cook with microshoots to preserve all their nutrients. And at 12, 1, 2 and 3 p.m., C'est moi le Chef! will teach your little chefs how to prepare delicious dishes. **Sunday**, Montréal Bluegrass Duo and DJ Mathieu Beauchemin will provide the musical ambience, complementing the children's face painting and inflatable games to round out the party! A fun quiz that you can take anytime during the weekend will delve into some of the lesser-known aspects of harvest season. You could win the daily prize of \$100 in public markets gift certificates!

At **Jean-Talon Market**, activities will take place **for the entire weekend, from 10 a.m. to 5 p.m.** On the **Saturday**, visitors will enjoy performances, music from Montréal Bluegrass Duo and DJ Mathieu Beauchemin, children's face-painting and inflatable games, while **Sunday** will host a host of free educational workshops, from learning about microshoots with Au Septième Micro-pousse, to a gardening workshop to learn about seed harvesting, and much more. The market will also play host to the "À qui la meilleure sauce" event organized by Se mettre à table and Café Gelato, offering visitors the chance to sample the best tomato sauces from Little Italy merchants. In true delicious tradition, the merchants will share their heritage know-how. A winner will be chosen by a panel of three guest judges at 4 p.m. A fun quiz will lead kids and adults through the market stalls, and each day a lucky player will win \$100 in gift certificates valid at the city's public markets.

The other markets in the Montreal Public Markets network will not be outdone. At **Marché Maisonneuve**, the event promises to be festive, with chansonnier Alexandre Légaré hosting the market from 12pm to 3pm on September 7 and 8. On September 7, **Marché Solidaire Frontenac** offers a festive mushroom tasting with Blanc de gris. **Marché Solidaire Ahuntsic-Cartierville** welcomes visitors to its public market on September 7 for a culinary workshop from 9 a.m. to 2 p.m. And finally, on September 7, from 11 a.m. to 1 p.m., the **Marché de Quartier Place Jacques-Cartier** will be offering a tasting of garlic, garlic flowers, black garlic and spices, and a demonstration of garlic flower pesto, all made with Ecocert-certified organic products from their Les Frères d'ail production.

## APPRECIATE OUR PRODUCERS' EXPERTISE ONE CONVERSATION AT A TIME

A harvest festival is also an opportunity to meet the farmers who are the heart and soul of our public markets. Their expertise, developed over years of farming, is precious yet also accessible to us every day. This event will give market visitors the perfect excuse to chat with growers and learn about their favourite products, farming

practices and tips for enjoying their produce. It all adds up to deeper appreciation of their delicious wares.

*[The detailed program is available here](#)*

*This event is made possible by the support of the Ville de Montréal.*

### **About the Société des Marchés publics de Montréal**

The Société des Marchés publics de Montréal is a social economy enterprise responsible for the planning, development and operation of Montreal's public markets. Its mission is to improve access to fresh food through a network of public markets that brings Montrealers closer to local farmers and agri-food businesses. Since 1993, it has been mandated by the Ville de Montréal to manage the Atwater, Jean-Talon and Maisonneuve markets, six Neighbourhood markets and three Solidarity markets. It is a non-profit organization governed by a board of directors composed of five merchants and five residents of the Montreal urban agglomeration. Its membership includes nearly 200 merchants active at the public markets. The Société's network of public markets is frequented by more than three quarters of Montrealers, with more than 3 million visits annually.

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**If you would like to arrange an interview or require further information, please do not hesitate to contact :**

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