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Grand Opening of Walker Square Farmers Market *Free secure WiFi network now available for electronic transactions*

Milwaukee, WI (June 25, 2014) Local farmers will be filling the Walker Square Farmers Market with fresh produce at the grand opening, Sunday, June 29, from 8 a.m.-5 p.m., and at 10 a.m. the new secure WiFi network created through a partnership of Milwaukee County Parks, the League of United Latin American citizens (LULAC), Advanced Wireless Inc. (AWI), and Time Warner Cable (TWC) will be unveiled for families to complete their transactions electronically. Walker Square is located at 1031 S. 9th St.

Parks Director John Dargle, Jr. said, “We are pleased that we can play a role in bringing fresh, local food to our community by offering great park locations as venues for farmers markets. Through our partnership on the free WiFi at Walker Square, we’re making this market more accessible.”

The free WiFi, available within the boundaries of the park, will be used for electronic benefits transfer (ebt) point-of-sale equipment so that FoodShare Wisconsin QUEST cards can be used. Electronic FoodShare dollars will be converted to wooden tokens accepted by all of the produce vendors.

For the WiFi project, LULAC applied for and secured the two-year service grant offered by TWC and Advanced Wireless donated the wireless equipment and designed and installed the network within Walker Square. Since 2010, TWC has partnered with LULAC. The support, including cash and in-kind donations for computer equipment, training, and broadband internet access, continues to make a difference in the lives of children and adults while working to close the digital divide seen in underserved Latino neighborhoods like Walker Square.

Vendors at the market manage small plots from 1 to 4 acres in southeastern Wisconsin. Products sold include everything from apples and onions to specialty crops such as huitlacoche (corn smut), lemon grass, and squash blossoms. The market keeps patrons informed of current offering through posts on its facebook page. Recent post included photos of spinach, lettuce, cilantro, baby onions, green onions, and seedlings—people involved in the FoodShare program may purchase plants to grow food for their families.



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“WiFi in the Park will give us another tool to support small local farmers and to get the word out on fresh-from-the-farm foods,” said Jason Cleereman, volunteer manager of the Walker Square Farmers Market.

Amenities in the park include public restrooms, a playground, wading pool, bicycle racks, plenty of green space, and abundant shade. Street parking is available around the park.

For more information, visit walkersquare.org/farmers-market.

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