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FOR IMMEDIATE RELEASE

## Square Harvest - Shop the Farmer's Market Online

*Madison, WI* -- Launched this year, Square Harvest is Madison's new online farmers market. Located at [www.squareharvest.com](http://www.squareharvest.com) and [www.facebook.com/SquareHarvest](http://www.facebook.com/SquareHarvest), this new online market makes it easy to eat fresh, local food all year long.

Working with over 60 local farmers and producers, Square Harvest makes fresh local food accessible, convenient and meaningful. Square Harvest believes in the power of the local food economy. All of their vendors, shippers and partners are located in Dane County. Food arrives within a day of harvest or production, at its peak freshness and nutrition.

Madhavi Krishnan is the owner/operator of Square Harvest. She is a computer scientist who is passionate about local food and the environment. Having worked as a software developer at Epic and programmed supercomputers at UW-Madison as an Associate Researcher; she looked to combine her passions and developed this interactive online market.

The Square Harvest website is easy to use, has big beautiful images of the products and tells the story of each producer. "We believe that conscientious shopping should be convenient. We make it easy for buyers to find information about local food, and choose products that are meaningful," explains Krishnan.

When shopping with Square Harvest customers will know they are supporting local farmers and the local food economy. With the wide variety of local producers online, shoppers can easily find their current favorites as well as discover new favorites. A sample of a few producers featured online include: Harmony Valley, Hook's Cheese, Renaissance Farms and Nature's Bakery. See the full list here: <http://shop.squareharvest.com/pages/our-producers>

Krishnan keeps online pricing as competitive as possible and Square Harvest returns 82% of every dollar back to the farmer when the national average is only 16% for every dollar. This online system helps producers better plan and manage inventory for the week.

At Square Harvest, each item clearly shows where and how it was grown or prepared, making it easy for buyers to make informed decisions about their food. The website also makes it easy to find out what's in season and what's coming up next week.

The services does not have membership fees, minimums or weekly commitments. Free delivery is available to Madison, Middleton and Fitchburg. Delivery fees for surrounding Dane County communities vary from \$2.95 - \$7.95.

Customers shop anytime before Thursday, confirmations are sent Friday and they receive the deliveries on Saturday.

Square Harvest is creating a local food economy where farmers make a profit, small businesses thrive and everyone is able to eat well. Fair and square.

### **About Square Harvest**

Square Harvest is an online farmers market. Square Harvest's vision is to make shopping for fresh local food accessible, convenient and meaningful. They work with over 60 local farms to offer fresh produce, meat, dairy, baked goods and pantry essentials. They invest these local food dollars back into the local economy. You can find us at [www.squareharvest.com](http://www.squareharvest.com) and [www.facebook.com/SquareHarvest](http://www.facebook.com/SquareHarvest).

To read the complete vision statement visit <http://shop.squareharvest.com/pages/vision>.

### **Media Contact Information**

Tiffany Kenney • 608-616-9823 (o) • 608-843-7079 (m) • [tiffany@locavore-roar.com](mailto:tiffany@locavore-roar.com)

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