



SEASONAL ROOTS

FOR IMMEDIATE RELEASE

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## Virginia's biggest and oldest online farmers markets join forces



Richmond, Va., September 25, 2017 – Virginia's biggest online farmers market, Seasonal Roots, has acquired Dominion Harvest, the state's oldest such market.

The two companies have long had the same mission, working side by side to connect local farmers with local families in central, eastern, and northern Virginia. That mission and the services offered won't change with this acquisition.

"Our two online farmers markets have always supported a lot of the same local farmers and food artisans," says Sam Krivanec, Seasonal Roots' Executive Product Developer and Farmer Connector. "But there's enough of a difference that our combined membership will notice that they now have more options available when they shop each week."

By welcoming Dominion Harvest's 900 members, Seasonal Roots grows its membership to more than 4,000, strengthening its ability to support local farmers while helping local families eat better and live better. Dominion Harvest's staff of three will join the Seasonal Roots team, which delivers industry-leading, one-on-one customer service through neighborhood market managers.

"This acquisition is our first, and it puts us on a firm foundation in the areas we already serve," says Duane Snyder, Seasonal Roots' founder, CTO, and CEO. "Now we're in a great position to raise awareness of the benefits of local food and expand our services throughout Virginia and beyond. Local food isn't just our business. It's our mission, because we believe supporting local family farmers the way we do it, as a community-based, family-friendly, eco-conscious team, is good for families and their communities everywhere."

### ABOUT SEASONAL ROOTS

Since 2011, Seasonal Roots' online farmers market has connected Virginia families with local family farmers who use sustainable, humane practices. Our veggie fairies – mostly moms who believe in living better through scrumptious, healthy eating, being kind to animals, protecting the environment, and spreading joy – home-deliver freshly harvested produce, pastured eggs, grass-fed dairy and meat, plus artisan fare. We empower our members to eat better and live better with more nutritious, flavorful food that's good for us and good for the planet. More info at [seasonalroots.com](http://seasonalroots.com).

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