



GOOCHLAND COUNTY AND POWHATAN COUNTY PRESS RELEASE

For Immediate Release

March 31, 2025

Goochland Contact:

Jessica Kronberg

Director of Community Engagement

Phone: (804) 556-5856

Cell: (804) 314-5014

Email: jkronberg@goochlandva.us

Powhatan Contact:

Brigid Paciello

Communications/IT Specialist

Phone: (804) 598-5696

Email: bpaciello@powhatanva.gov

Powhatan and Goochland Counties Launch Inaugural Farmers Market Season

Goochland, VA – The Powhatan Village and Goochland Courthouse Farmers Markets have been independently operated by RVAg for years. In the fall of 2023, the founder and Executive Director of RVAg, Lisa Dearden, announced her plans to retire and began conversations with the respective counties to take over the operation of their respective markets.

Almost immediately, the County Administrators, Parks and Recreation Directors, and Finance departments began the discussion of forming a partnership to operate the Farmers Markets in both counties. This effort demonstrates the counties' commitment to the agricultural community. Integrating the Farmers Market into the Parks & Recreation departments presents an opportunity to enrich community life in both counties.

Over the past two years, Powhatan's Parks and Recreation has worked to integrate into their Farmers Market their Kid Zone program, which offers a safe area with kid-friendly activities. Since its inception, the program has grown from a field of balls and hula hoops to structured games and collaborations with community organizations such as the library and public safety partners.

"I look forward to the continued success of both markets and the growth that is going to come from operating the market under the Parks and Recreation umbrella of our two counties.", said Megan Heatwole, Powhatan's Director of Parks and Recreation.

Powhatan's Village Farmers Market will take place from May – September at Bienvenue on Thursdays from 4:00pm – 6:30pm. The first market will be held on May 8th, 2025.



GOOCHLAND COUNTY AND POWHATAN COUNTY PRESS RELEASE

“We are excited to build on the solid foundation established by RVAg and work with our partners in Powhatan to ensure these markets continue to thrive as vibrant gathering spaces that celebrate our counties’ agricultural heritage and strengthen community ties.”, said Tom Cocke, Goochland’s Director of Parks and Recreation. “Our team plans to implement fresh ideas, gather feedback from stakeholders, and introduce programming that fosters a welcoming environment.”

Goochland’s Farmers Market will take place from May – September at the Courthouse Farmers Market on Tuesdays from 4:00pm – 6:30pm. The first market will be held on May 6th, 2025.

Together, Powhatan and Goochland worked to hire a Market Manager to oversee both markets, Sarah Soldat. Over the next year, she will work to create a welcoming and inclusive environment that fosters community engagement, promotes healthy living, and sustainability. She will also work to support local farmers, artisans, and small businesses while celebrating the rich heritage of both counties.

"I'm honored and excited to step into the position of Farmers Market Manager for Goochland and Powhatan counties and continue the amazing work RVAg started, now under the Parks and Recreation umbrellas.", said Soldat. "The markets will continue to showcase the best of our region’s produce, products and talents providing vibrant gathering spaces for residents and visitors alike. I look forward to working closely with vendors, community members and local organizations to ensure our markets continue to grow and thrive."

More information on the 2025 Powhatan and Goochland Farmers Markets can be found at www.powhatanva.gov and www.goochlandva.us. Contact each market at farmersmarket@goochlandva.us and market@powhatanva.gov

###

Images related to this press release can be found here: [2025 Farmers Market Season](#)