

Appalachian Sustainable Agriculture Project
729 Haywood Rd., #3, Asheville, NC 28806
(828) 236-1282
www.asapconnections.org

FOR IMMEDIATE RELEASE

MEDIA CONTACTS: Mike McCreary - (828) 348-0340, mike@asapconnections.org
Rose McLarney - (828) 236-1282, rose@asapconnections.org.

Asheville City Market Welcomes EBT, Credit, and Debit Cards

ASHEVILLE, NC (June 15, 2009) On June 20, the Asheville City Market will begin welcoming EBT (food stamps), credit, and debit cards. Asheville City Market is pleased to make food from local farmers available in more ways, and to make shopping more convenient by offering EBT, credit, and debit processing.

"Using EBT, debit, and credit is easy," says Market Manager Mike McCreary. Just go to the market information table and use your EBT, credit, or debit card to purchase tokens. Then look for vendors with *EBT, Credit, Debit Accepted* signs and exchange your tokens for vegetables, fruit, eggs, meat, and more.

Friendly staff are available to assist customers with EBT, credit, and debit token purchases, if needed. McCreary invites users to ask him for assistance, or look for volunteers who can help under the "Local Food" banner. Additionally, many farmers who sell at markets are glad to have new customers who use EBT, credit, and debit; to help new customers learn how to shop at market; and to provide recipes and tips for cooking with fresh produce.

The Asheville City Market is organized by the nonprofit organization Appalachian Sustainable Agriculture Project (ASAP). A part of ASAP's vision is "A future food system throughout the mountains of North Carolina and the Southern Appalachians that provides a safe and nutritious food supply for all segments of society." Accepting EBT and making healthy food available to those who need it most are key to creating a just food system.

Emily Jackson, Director of ASAP's Growing Minds program, wants to increase participation in markets. "Farmers markets are gathering places, and we want a diverse and truly representative community at Asheville City Market," she says. Adding to the market's role as a destination are free kids' activities, cooking demonstrations, and live music.

Asheville City Market is open, 8:00a.m.-1:00p.m., every Saturday through December 19 at 161 S. Charlotte Street in downtown Asheville. It is located on a bus route. Visit www.asapconnections.org for more information or call 828-236-1282.

The Madison County Farmers and Artisans Market and the Yancey County Farmers Market also accept EBT, credit, and debit cards. The nonprofit organization Leaflight, Inc. is supplying the markets with an EBT machine and materials.

ABOUT THE APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT

ASAP is helping to rebuild the local economy, preserve rural land and heritage, encourage sustainable agricultural practices, and increase access to fresher, healthier foods. We work to keep farmers farming; to reconnect people with their food. We involve businesses, shoppers, chefs, children, seniors, healthcare providers, teachers, and all community members in the local food movement.

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