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**FOR IMMEDIATE RELEASE**

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**Asheville City Market - South Open:  
New Market Expands Accessibility of Local Food**

**ASHEVILLE, NC (July 16, 2009)** The new Asheville City Market - South is open. Building on the success of the downtown Asheville City Market, this second market organized by Appalachian Sustainable Agriculture Project (ASAP) will give shoppers more ways to buy local. Asheville City Market - South is open on Wednesdays from 7:30 to 11:30a.m. at Biltmore Park Town Square.

South Asheville's producer-only market features as many as 30 local vendors and offers produce, eggs, pastured meats, brick oven breads, pastries, gourmet cheeses, natural body care products, art and crafts, nursery plants, and more.

"Customers at tailgate farmers markets get the freshest food available, enjoy a fun shopping experience, and connect to the farmers who grow their food. Also, their food dollars sustain family farms, preserve our farming heritage and landscape, and support the local economy," said Mike McCreary, Market Manager. "That's why we're pleased to increase farmers' opportunities to sell their products, and to give shoppers another way to access local food." The new time and location for buying direct from farmers is a response to customer demand in the area.

Asheville City Market - South will also be open for a one time, special event market on Saturday, July 25, from 7:30 to 11:30a.m. The downtown market will be closed for Bele Chere, "So the 25<sup>th</sup> is great day to try out the new market and show your support for the growing local food system," says McCreary.

The grassy location with plentiful parking is just off Long Shoals Road at I-26 exit 37. For more information about Asheville City Market, visit [www.buyappalachian.org](http://www.buyappalachian.org) or contact Mike McCreary, Market Manager at [mike@asapconnections.org](mailto:mike@asapconnections.org) or 828-348-0340.

**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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