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FOR IMMEDIATE RELEASE

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Holiday Tailgate Markets Offer Farm Fresh Foods and a Festive Atmosphere

ASHEVILLE, NC (November 18, 2009) Winter isn't the end of opportunities to buy local—it's the season for shopping at holiday farmers markets. Buy the best, freshest ingredients for your holiday meals, as well as locally made gifts and goodies, direct from local farmers and artisans. The Asheville City Market will celebrate the season with a market at a new location and time—Pack Square, from 10:00a.m.- 2:00p.m.—and the North Asheville Tailgate Market; Holiday Bazaar at the French Broad Food Coop; and Madison, Ashe, and Watauga County markets will offer special events as well.

At the Asheville City Market, you'll find a wide selection of local produce, meats, cheeses, and more. Sample cookies, breads, pies, and cakes—and pre-order them for your celebrations. Area growers will provide decorations such as Christmas trees, wreaths, and arrangements. Browse crafts, bath products, and preserves for sustainable gifts. “Come enjoy the experience of shopping outdoors in the crisp weather and an old-fashioned, festive atmosphere,” market manager Mike McCreary says.

On Saturday, November 21, Asheville City Market will be closed for the holiday parade. On Saturdays November 28, December 5, 12, and 19, the market will reopen at Pack Square in the heart of downtown, from 10:00a.m.- 2:00p.m. Make a day of your downtown shopping and stay for live music. On Saturday, November 28, Woody Pines & the Delta Blues Trio will perform at the market; on December 5, Sherri Lynn & Mountain Friends and Evergreen Community Charter School Marimba Band will perform; on December 12, Galen Kipar; and on December 19, Rickie Castrillo. Additionally, on December 12, Chef Tres Hundertmark from The Lobster Trap will give a cooking demonstration using ingredients from the market.

North Asheville Tailgate Market will host its holiday market on Saturdays from November 21 to December 19, from 8:00am-noon on the UNCA campus. The Holiday Bazaar at French Broad Food Coop runs on Saturdays from December 5-19, from 11:00a.m-4:00p.m. at 76 Biltmore Avenue in downtown Asheville. The Madison County Farmers and Artisans Market will be open on Saturdays from November 21 to December 19, also with a new schedule: 10:00a.m.-3:00p.m., indoors at Fiddlesticks in Mars Hill. Holiday hours for the Ashe County Farmers Market, Saturdays from November 21 to December 12 on Back Street in West Jefferson, are 10:00a.m -3:00p.m. Watauga County Farmers Market will be open the Saturdays before and after Thanksgiving—November 21 and 28—from 10:00a.m.- 2:00p.m. at Horne of the West Amphitheater in Boone.

“Come support local farmers—in all seasons,” Aimee Mostwill invites. Mostwill helps to organize the Holiday Bazaar at the French Broad Food Coop. As the owner of Sweetheart Bakery, she also provides a delicious example of why buying local is better—her brandy soaked fruit cake is made from all natural,

organic dried fruits. She says, “There’s little that feels more seasonal and festive than shopping for greenery, gifts, sweets, and special foods at an outdoor market.”

For more information about Asheville City Market, contact Mike McCreary at mike@asapconnections.org or 828-348-0340. For information on all markets, visit www.buyappalachian.org.

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.