



306 West Haywood St.  
Asheville, NC 28801  
(828) 236-1282

[www.asapconnections.org](http://www.asapconnections.org)

**FOR IMMEDIATE RELEASE:**

**MEDIA CONTACTS:** Sarah Hart, [sarah@asapconnections.org](mailto:sarah@asapconnections.org), (828) 236-1282 x119

**Farmers Markets in Buncombe County Open for Spring**

*ASAP's Double SNAP for Fruits and Vegetables and Farm Fresh Produce Prescription increase access to healthy, local foods.*

**ASHEVILLE, NC (March 22, 2023)**—Buncombe County farmers markets are opening throughout April and May—or, for year-round markets, shifting back to regular season hours. Spring markets offer an array of produce as well as meat, cheese, eggs, bread, prepared foods, and a wide selection of plant starts.

Opening dates and locations for Buncombe County markets are:

- **Asheville City Market:** April 1, Sat., 9 a.m.–noon, N. Market St. between Woodfin and Walnut
- **Black Mountain Tailgate Market:** May 6, Sat., 9 a.m.–noon, 130 Montreat Rd.
- **East Asheville Tailgate Market:** April 7, Fri., 3–6 p.m., 954 Tunnel Rd.
- **Enka-Candler Tailgate Market:** May 4, Thurs., 3–6 p.m., 1465 Sand Hill Rd.
- **North Asheville Tailgate Market:** April 1, Sat., 8 a.m.–noon, UNC Asheville
- **River Arts District Farmers Market:** April 5, Wed., 3–6 p.m., 350 Riverside Dr.
- **Southside Community Farmers Market:** May 7, 1st Sun., 12–3 p.m., 133 Livingston St.
- **Weaverville Tailgate Market:** April 5, Wed., 3–6 p.m., 60 Lakeshore Dr.
- **West Asheville Tailgate Market:** April 4, Tues., 3:30–6:30 p.m., 718 Haywood Rd.
- **WNC Farmers Market:** daily, 8 a.m.–5 p.m., Farmers Truck Shed #1, 570 Brevard Rd.

ASAP works to promote and support all markets in the region, but each market is managed separately. The exception is Asheville City Market, which ASAP founded in 2008 to provide more opportunities for farms and serve as a learning lab to pilot new programs.

“We’re excited to introduce Market Guides at Asheville City Market this season,” said Madeleine O’Toole, ASAP Market and Events Coordinator. “These are volunteers stationed at either end of the market to help customers find what they are looking for or answer questions about Double SNAP and Farm Fresh Bucks. Our goal is to establish a safe and welcoming environment from the moment customers enter the market, whether this is their first or hundredth time.”

Double SNAP for Fruits and Vegetables—an ASAP program offered at all markets in Buncombe County except WNC Farmers Market—supports access to fresh, healthy food in the community. The first \$20 spent by SNAP customers at markets is matched with tokens that can be used to buy fresh produce. For example, if a customer swipes their EBT card for \$30, they will receive \$30 in SNAP tokens as well as an additional \$20 in Farm Fresh Bucks. SNAP tokens may be used for produce, meat, cheese, eggs, dairy, bread, and plants, whereas Farm Fresh Bucks are limited to fresh fruits and vegetables. Learn more at [asapconnections.org/snap](http://asapconnections.org/snap).

Farm Fresh Bucks are also used for ASAP's Farm Fresh Produce Prescription, in which healthcare providers can prescribe patients more fresh fruits and vegetables to help treat or prevent diet-related illness. Patients redeem the prescription at a participating farmers market, which includes the Buncombe County markets above, except WNC Farmers Market, as well as Haywood's Historic Farmers Market, Hendersonville Farmers Market, Mars Hill Farmers Market, and Mills River Farm Market. Learn more about eligibility and participating providers at [asapconnections.org/prescription](https://asapconnections.org/prescription).

There are close to 100 farmers markets across the Appalachian Grown region, which includes Western North Carolina as well as surrounding counties in Virginia, Tennessee, Georgia, and South Carolina. Search for markets by location, SNAP access, and more in ASAP's online *Local Food Guide* at [appalachiangrown.org](https://appalachiangrown.org).

*[[High-resolution photos at this link](#). Contact Sarah Hart at [sarah@asapconnections.org](mailto:sarah@asapconnections.org) for more.]*

### **ABOUT ASAP (APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT)**

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To learn more, visit [asapconnections.org](https://asapconnections.org).

###