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**FOR IMMEDIATE RELEASE:**

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**Farmers Tailgate Markets Open for Spring**

*COVID-19 precautions still in effect; some markets offer Double SNAP incentives*

**ASHEVILLE, NC (March 22, 2021)**—Farmers tailgate markets are readying tents for the new season, with many openings scheduled in April and May. There are more than 100 markets located across the Appalachian Grown region, which includes Western North Carolina as well as surrounding counties in Virginia, Tennessee, Georgia, and South Carolina. Find a complete list of Appalachian Grown farmers markets, along with opening dates, at [asapconnections.org/farmersmarkets](http://asapconnections.org/farmersmarkets).

These early spring markets will offer an array of produce, including colorful root vegetables like carrots and radishes, tender lettuces and salad greens, cold-hardy greens like kale and spinach, mushrooms, spring alliums, and much more. Note that microclimates can vary greatly in the region and produce offerings will differ from market to market based on the location of vendor farms. In addition to produce, market vendors will have meats, cheese, eggs, bread, and prepared foods as well as a wide selection of plant starts.

COVID-19 precautions, including social distancing, limiting the number of shoppers, mask requirements, and fewer vendors, are still in effect at farmers markets. Check individual market websites and signage for details and updates.

SNAP/EBT is accepted by many farmers markets in the region. In addition, some markets also offer SNAP incentives. ASAP's Double SNAP program, offered at select markets in Buncombe, Henderson, and Transylvania counties, is a one-to-one match on dollars spent through the Supplemental Nutrition Assistance Program at farmers markets. For every dollar spent using SNAP/EBT, customers get twice that amount to buy fresh, healthy food from local farms and vendors. Find details about this and other farmers market SNAP incentive programs at [asapconnections.org/snap](http://asapconnections.org/snap).

ASAP's online *Local Food Guide* at [appalachiangrown.org](http://appalachiangrown.org) offers additional details about specific markets, including location, vendors, and whether SNAP/EBT is accepted. The 2021 print *Local Food Guide* will hit the stands in late April.

*[High-resolution photos available. Contact Sarah Hart at [sarah@asapconnections.org](mailto:sarah@asapconnections.org).]*

**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](http://asapconnections.org).

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