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**FOR IMMEDIATE RELEASE:**

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### **Farmers Tailgate Markets Open for Spring in the Central Mountains**

*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 openings scheduled in April and May. 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. In addition to produce, market vendors will have meats, cheese, eggs, bread, and prepared foods as well as a wide selection of plant starts.

Opening dates for markets in the Central Mountains (Buncombe, Madison, and Yancey counties) are:

- **ASAP Farmers Market**, Asheville: April 3, Sat., 9 a.m.–noon, A-B Tech, 340 Victoria Rd.
- **Black Mountain Tailgate Market**: May 8, Sat., 9 a.m.–noon, 130 Montreat Rd.
- **East Asheville Tailgate Market**: April 9, Fri., 3–6 p.m., 954 Tunnel Rd.
- **Enka-Candler Tailgate Market**: May 6, Thurs., 3-6 p.m., 1465 Sand Hill Rd.
- **Mars Hill Farmers & Artisans Market**: April 3, Sat., 10 a.m.–1 p.m., Mars Hill University
- **North Asheville Tailgate Market**: April 3, Sat., 8 a.m.–noon, UNC Asheville
- **River Arts District Farmers Market**, Asheville: May 5, Wed., 3-6 p.m., 289 Lyman St.
- **Sundays on the Island**, Marshall: April 10, Sun., noon, Blanhasset Island
- **Weaverville Tailgate Market**: April 7, Wed., 2–5 p.m., 60 Monticello Rd.
- **West Asheville Tailgate Market**: April 6, Tues., 3:30–6:30 p.m., 718 Haywood Rd.
- **WNC Farmers Market**, Asheville: daily, 8 a.m.–5 p.m., Farmers Truck Shed #1, 570 Brevard Rd.
- **Yancey County Farmers Market**, Burnsville: April 24, Sat., 8:30 a.m.–12:30 p.m., Town Center

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

ASAP's Double SNAP initiative will continue in Buncombe Co. at the ASAP, East Asheville, Enka-Candler, North Asheville, and West Asheville markets. Double SNAP 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).

There are more than 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. For a complete list of markets, visit [asapconnections.org/farmersmarkets](http://asapconnections.org/farmersmarkets) or use ASAP's online *Local Food Guide* at [appalachiangrown.org](http://appalachiangrown.org). 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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