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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 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 Smoky Mountain region (Cherokee, Clay, Graham, Haywood, Jackson, Macon, Swain counties) are:

- **The ‘Whee Market**, Cullowhee: year-round, Tuesdays, 3–6 p.m.
- **Brasstown’s Farmers Market**: April 14, Wednesdays, 9 a.m.–1 p.m.
- **Haywood’s Historic Farmers Market**, Waynesville: April 3, Saturdays, 9 a.m.–noon
- **Jackson County Farmers Market**, Sylva: April 3, Wednesdays, 3:30–6:30 p.m. and Saturdays, 9 a.m.–noon
- **Locally Grown on the Green**, Cashiers: 2021 dates TBD, Wednesdays, 3–6 p.m.
- **Swain County Farmers Market**, Bryson City: May 7, Fridays, 9 a.m.–1 p.m.
- **Franklin Farmers Tailgate Market**: year-round, Saturdays, 8 a.m.–noon
- **Graham County Farmers Market**, Robbinsville: July 10, Saturdays, 8 a.m.–noon
- **Murphy Farmers Market**: April 4, Saturdays, 9 a.m.–1 p.m., April 3–Oct. 30

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.

SNAP/EBT is accepted by many farmers markets in the region. In addition, some markets also offer SNAP incentives, such as Double SNAP, a one-to-one match on dollars spent through the Supplemental Nutrition Assistance Program at farmers markets. Find details about this and other farmers market SNAP programs at 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 or use ASAP’s online *Local Food Guide* at 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.]

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.

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