



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

www.PickTnProducts.org

MEDIA ADVISORY
August 14, 2014

CONTACT: Amy Tavalin
615-837-5163
Amy.Tavalin@TN.gov

Woodbury Market Proves That Schools May Be Open, But Summer's Still Here

NASHVILLE -- Calendars and story books are filled with quaint pictures of school buses matched with autumn leaves and campfire scenes, but on Saturday, Aug. 16 the Cannon County Farmers Market in Woodbury will prove what every Tennessean ought to know: school may be back in session, but summer is far from over. August is actually the peak month for all types of produce, and the market will host a Pick Tennessee Products media day to show off its booths running over with the best of the summer season.

"When people head back to school, they often have the mindset that fall is here and miss the very best produce of the year," Amy Tavalin, Pick Tennessee Products farmers market specialist with the Tennessee Department of Agriculture said. "This has been an especially mild, productive year for Tennessee farmers, and some crops that might in other years have wilted from excessive summer are still going strong. We're trying to remind people that fresh, local produce will be here until our first hard freeze sometime in October.

"Cannon County's market is a great example of the kind of variety now available from Tennessee's popular farmers markets. Besides the traditional tomatoes, sweet corn, peppers, melons and beans of every hue, visitors to the Woodbury market are likely to find shiitake mushrooms, maple syrup, herbs, nuts, honey, meat and eggs – all locally produced."

In addition to its usual market fare from 6 a.m. to 2 p.m. on Saturday, Pick Tennessee Products Media Day participating media can interview farmers and area officials in attendance, get footage and photographs of visitors and receive a "goody bag" including digital images and information about local foods and farms. Members of Tennessee's pork and beef associations will give away samples and recipes and The Blue Porch restaurant will have salsa for customers to try.

Contact TDA marketing specialist Amy Tavalin at 615-837-5163 for more information.

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ELLINGTON AGRICULTURAL CENTER
BOX 40627, NASHVILLE, TN 37204
www.picktnproducts.org

Who: All media are invited. Local officials are also encouraged to attend.

When: Saturday, Aug. 16. Media day activities will begin at 9 a.m. local time.

Where: Cannon County Farmers Market, Cannon County Arts Center, 1424 John Bragg Highway, Woodbury, TN 37190

Market Contact: Bruce Steelman, Market Manager

Office: 615-563-2554

Cell: 615-542-1364

Email: bsteelman@utk.edu

Web: <http://www.cannoncountyfarmersmarket.com>