



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

www.PickTnProducts.org

MEDIA ADVISORY
September 8, 2014

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

On Your Mark, Get Set— and Slow Down for Fall

CHATTANOOGA -- It's September, and Christmas décor is lining store shelves. You'd think that the seasons are determined by which week school starts, and we'd all be wise to air out our winter coats now.

Amy Tavalin suggests that instead, we should stop the hands of time long enough to visit **Chattanooga's Main Street Farmers Market** on Wednesday, Sept. 10 from 4 p.m. until 6 p.m. when Pick Tennessee Products will host a fall produce media day.

Tavalin, farmers markets specialist with the Tennessee Department of Agriculture, says, "Don't skip the very best time of year to visit farmers markets. From now until the first hard freeze is easily the most abundant season of the year in Tennessee. We have a long growing season, so not only are all of summer's favorites enjoying a last hurrah, but everything from fresh apples to Indian corn will be elbowing into farmers market aisles across the state."

"This has been an especially mild, productive year for Tennessee farmers, and some crops that might in other years have wilted from excessive summer heat are still going strong. Fresh, local produce will be here until sometime in October."

Main Street market manager Laura Snell points out that "The Main Street Farmers Market is a producers-only market, in support of small family farms. We have an ongoing goal to strengthen Chattanooga's local food community, and promote cooperation and connection between farmers and chefs and consumers."

Wednesday's Pick Tennessee Products media day will showcase the best of the summer garden plus a first look at all the colorful crops of fall: pumpkins, leafy greens, sweet potatoes, butternut and other hard squash, chrysanthemums and more. 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.

-MORE-

On Your Mark, Get Set— and Slow Down for Fall 2 - 2 - 2 - 2 - 2

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

“Fall has it all,” says Tavalin, “so don’t rush it.”

Contact TDA marketing specialist Amy Tavalin at 615-837-5163 or amy.tavalin@tn.gov for more information.

###

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

When: Wednesday, Sept. 10. Media day activities will begin at 4:30 p.m. local time.

Where: Main Street Farmers Market, 325 E Main Street Chattanooga, 37408

Market Contact: Laura Snell, Market Manager

Market Manager Cell: (423) 280-1029

Email: mainstfarmersmarket@gmail.com