



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

www.PickTnProducts.org

MEDIA ADVISORY
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It's a Fall Fest – But East Nashville Farmers Market Summer Shows Off Summer's Best

NASHVILLE - "Don't skip the very best time of year to visit farmers markets," says Amy Tavalin, farmers markets specialist with the Tennessee Department of Agriculture.

"From now until the first hard freeze is easily the most abundant season of the year in Tennessee," Tavalin said. "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 is elbowing into farmers market aisles across the state. Fresh, local "summer" produce will be here right along with everybody's fall favorites until sometime in October."

This Wednesday, Sept. 24, Pick Tennessee Products will host a fall produce media day at the East Nashville Farmers Market's new location in Shelby Park from 3:30 p.m. until 7 p.m. 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.

The East Nashville market is a producer-only market with more than 30 vendors. On Wednesday, the market will hold its annual fall fest and feature cooking demonstrations by City Pasta Nashville, a petting zoo provided by Loving Touch Petting Zoo from Columbia, live music, storytelling by Magda, plus children's activities including face painting and fall themed crafts by The Workroom.

"The East Nashville Farmers Market is the first market in Middle Tennessee to accept SNAP/EBT market-wide, meaning that all vendors accepted SNAP," Tavalin said. "That paved the way for four other markets in the Nashville area to accept SNAP/EBT, allowing their markets to have affordable, accessible fruits and vegetables for everyone."

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“Fall has it all,” says Tavalin, “and this Wednesday afternoon, there’s no better spot than the East Nashville Farmers Market to appreciate all the great things that come from our farmers this best time of year.”

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

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

When: Wednesday, Sept. 24, 3:30 p.m. to 7 p.m. Media day activities will begin at 4 p.m. local time.

Where: Shelby Park, 1500 Davidson Street, by the baseball field.

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