



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

www.PickTnProducts.org

FOR IMMEDIATE RELEASE

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CONTACT

Linda Shelton

615-837-5345

linda.shelton@tn.gov

SMALL BUSINESSES HAVE BIG LOVE FOR LOCAL

NASHVILLE—Going local in a big way for the holidays? Then think small.

Small Business Saturday is November 28, and independent shop owners across Tennessee will be looking for a bump in sales from consumers who support the retailers rooted in their own communities.

Support from those who live and give locally can produce an economic ripple effect. Tennessee's farm direct and artisan food makers often depend on other small businesses to sell their products to the public.

Typical independent businesses with local products include on-farm and farmers market retail stores, gift shops, florists, wineries, food co-ops, or regional diners and restaurants. Some of these small businesses specialize in gift baskets made with Tennessee products and can ship those baskets to recipients.

Another easy way to find local products without pounding the local pavement is to visit the Taste of Tennessee Online Store at www.PickTnProducts.org. Shoppers can click links and connect directly to a business or producer website. The products can then be purchased from the producer.

Find farms and retail stores with local products, seasonal foods, wineries and gift baskets at www.PickTnProducts.org. Follow Pick Tennessee on Pinterest, Facebook, Twitter, and Instagram.

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