

FOR IMMEDIATE RELEASE



A Fresh Approach and New Management at the Nashville Farmers' Market

Nashville Farmers' Market Now Accepting Applications for 2014 Season

March 19, 2014, NASHVILLE, TENN. - Just as broccoli, sweet peas and radish sprouts peek out in gardens and on farms throughout Middle Tennessee, the Nashville Farmers' Market is sprouting with a fresh approach and new management. In addition to the return of Nashville's only Night Market occurring the third Friday of each month May through October, the Nashville Farmers' Market will offer additional activities including expansion of the neighborhood market program, culinary boot camp classes, family-friendly weekend activities, shed-side chef demos featuring seasonal produce from local farms and a monthly program for multi-generational learning.

"We are working hard to prepare the Market for peak season and collaborating with many organizations to offer new and exciting programs to the community," said Tasha Kennard, Executive Director of the Nashville Farmers' Market. "We're cleaning up the sheds and putting new management practices in place to create a better Market for the merchants and community while recruiting new, local and regional farmers, crafters, chefs and artisans."

Under the strategic direction of the Nashville Farmers' Market board and management, space allocation for those who "grow it, bake it or make it" increased from 40 percent to 80 percent of the total market property over the past year. With an exciting line-up of new and returning local farmers, culinary classes and events this season, the Nashville Farmers' Market and the neighborhood markets will offer activities to help shoppers of all ages build skills in the kitchen, in the garden and at the table by celebrating the bounty of our local and regional farms.

The Nashville Farmers' Market continues to accept applications from local and regional farmers, crafters, chefs and artisans for the 2014 season at the Nashville Farmers' Market, Nashville Farmers' Market at Richland Park (formerly known as West Nashville Farmers' Market) and Nashville Farmers' Market at Vanderbilt.

"The Nashville Farmers' Market and our neighborhood markets offer each community a unique opportunity to get to know their local farmers and enjoy shopping in their neighborhood or close to work," said Kennard.

Additionally, the Board and the management invite the community to celebrate the season with opening day activities at each market throughout the month of May. The Nashville Farmers' Market at Richland Park will open on Saturday, May 3rd from 9:00 am until 12:00 pm and the Nashville Farmers' Market at Vanderbilt will open on Thursday, June 5th from 3:00 pm until 6:00 pm. The return of the Night Market at the Nashville Farmers' Market will take place on Friday, May 16th followed by a weekend of fun for all ages at the Nashville Farmers' Market on Saturday, May 17th through Sunday, May 18th.

To learn more about becoming a merchant, neighborhood markets or happenings at the Nashville Farmers' Market, visit nashvillefarmersmarket.org.

About Nashville Farmers' Market: Founded in 1828, Nashville Farmers' Market (NFM) provides retail space to local and regional farmers, ranchers, artisans, restaurateurs and merchants. Located in the heart of downtown Nashville, NFM serves as a center for food and community throughout all seasons and offers culinary programming to inspire, delight and engage the Nashville community. For more information, visit nashvillefarmersmarket.org or follow us on Facebook or Twitter.

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