



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Karl F. Dean
Mayor

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METROPOLITAN COURTHOUSE
NASHVILLE, TENNESSEE 37201

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New Director at Nashville Farmers' Market Selected *Mayor Announces Tasha Kennard Will Begin on Jan. 20*

NASHVILLE, Tenn. –Mayor Karl Dean today announced that Tasha Kennard has been named director of the Nashville Farmers' Market. Kennard has served as vice president of marketing and communications at Second Harvest Food Bank of Middle Tennessee.

At a meeting earlier today, the Nashville Farmers' Market Board voted unanimously to name Kennard to the post. She will assume her duties on Jan. 20.

“The Farmers' Market is a gem in our city and seeing it become a major attraction and gathering place is important to me,” Mayor Dean said. “Tasha comes to us with the ability and energy to further develop the Farmers' Market into a premier destination where local residents and visitors have access to fresh, local produce, diverse dining options and workshops that educate on choosing and preparing healthy food. I appreciate the Farmers' Market Board for sharing this vision with me and bringing Tasha on board to help us realize it.”

At Second Harvest, Kennard developed and executed awareness and fundraising campaigns that helped increase revenues, developed a successful volunteer services program, and initiated the launch of Together We Grow, a children's container garden and nutrition program, impacting at-risk youth in Davidson County. She had been with Second Harvest since 2008, including three years in the vice president position. She previously worked as marketing manager at Krispy Kreme Doughnuts Inc. and as a public relations and government relations specialist at The Ingram Group. She received her Bachelor of Science degree from Middle Tennessee State University.

“I look forward to developing the Nashville Farmers' Market into a year-round destination for the community to enjoy,” Kennard said. “Food brings people together in a special way, and the Farmers' Market plays an important role in doing that in Nashville through the relationships it has with farmers, merchants, consumers and the community. I appreciate the support of the Farmers' Market Board and Mayor Dean, and I look forward to meeting with the staff and the merchants in the coming weeks.”

Metro General Services has been managing the Nashville Farmers' Market in an interim role for the past 18 months.

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“After an extensive search, we have found a new director who we think can take the Nashville Farmers’ Market to the next level,” said Margot McCormack, chair of the Nashville Farmers’ Market Board. “Tasha has the experience, education and enthusiasm to lead a successful team in transforming our market. I look forward to working closely with Tasha in making great strides as we implement our three-year plan to make the market self-sustaining and a place for Nashville to treasure.”

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