

For Immediate Release

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**TOMATO SEASON IS HERE! THE CARRBORO FARMERS' MARKET SIGNATURE ANNUAL EVENT
"TOMATO DAY" RETURNS ON SATURDAY, JULY 15TH**

Shoppers can enjoy slices of freshly-sliced tomatoes from market farmers, live music, guest appearances by local chefs, recipes, a town-wide raffle, and more.

JULY 5, 2023 - CARRBORO, NC - On Saturday, July 15th the Carrboro Farmers' Market will be celebrating the bounty of local tomatoes with its biggest annual event of the year - Tomato Day! Starting at 8:30am at the Carrboro Farmers' Market (located at Carrboro Town Commons, 301 W Main St in downtown Carrboro), the Market will be celebrating the summer tomato season with samples of different varieties of locally-grown tomatoes, a huge Carrboro-wide raffle, samples of tomato dishes and recipes, live music from local duo Sugaree String Society, and much more. This event is free and open to the public.

From old favorites like Sun Gold, Cherokee Purple, Brandywine, and Big Beef, to lesser-known varieties like Black Krim, Chef's Choice, Mountain Magic, Super Sweet 100, and Tomimaru Mucho - farmers at the Carrboro Farmers' Market grow over 70 different types of tomatoes!

From 8:30am to noon on Tomato Day, shoppers can pick up tomato "flights" to try different varieties of freshly-sliced tomatoes from CFM farmers. There will also be lots of summer recipes to inspire summer cooking with farmers market tomatoes and ingredients. Have questions about tomatoes? Ask a tomato farmer - Alex and Betsy Hitt of Peregrine Farm will be there to answer all your tomato questions.

As shoppers walk around the market, there will be samples of tomato recipes including dishes from acclaimed Chef Garret Fleming of Bombolo and from the Transplanting Traditions Community Farm Youth Program. Visitors can also find tomato specials from CFM vendors, as well as bites of tomato products and tomato pairings at vendor stalls around the market.

Brochures will be available with information on all the tomato varieties at the CFM as well as which farms grow them at both the Saturday and Wednesday markets.

Don't miss the town-wide Tomato Day raffle: shoppers can enter for a chance to win over 25 prizes and gift certificates from local Carrboro businesses like Weaver Street Market, Pizzeria Mercato, Orange County Social Club, This & That, Tesoro, and more.

And don't forget the tomato swag - there will be special, limited-edition Tomato Day t-shirts designed by The Splinter Group in Carrboro and printed on ultra-soft, responsibly-sourced cotton by TS Designs in Burlington.

CFM sponsor Southern Environmental Law Center will be giving out reusable kraft totes for anyone signing up to receive their e-newsletter. By signing up you will be sure to have the latest environmental news delivered right to your inbox.

Tomato Day is additionally supported by Laser Image Printing & Marketing, the Splinter Group, and Visit Carrboro.

Plan ahead for parking at Tomato Day! A [map with free public parking in downtown Carrboro](#) is available online through the Town of Carrboro. There are several places, such as along Fidelity Street, where on-street parking is available only during the farmers market. Market go-ers should make sure to check the on-street parking signs to make sure parking is allowed, and to NOT to park on S Laurel Ave or S Bim St. The CFM also has ample bicycle parking at the market, and is convenient to the CW, J, and F bus routes (all free through Chapel Hill Transit).

About the Carrboro Farmers' Market - "Locally Grown, Nationally Known!"

Founded in 1979, the Carrboro Farmers' Market aims to create and sustain a vibrant, accessible, and innovative market that supports our local farmers and artisans, while extending the benefits of local food to the greater community. On Wednesday afternoons and Saturday mornings at the Carrboro Town Commons in downtown Carrboro, vendors sell a wide selection of the highest quality locally-grown produce, pasture-raised meats, eggs, cheeses, breads, pastries, artisan crafts, and much more. The CFM is a producer-only Market that requires vendors to reside and produce their goods within 50 miles of Carrboro. The CFM is open Saturdays year-round and operates from 7am-12pm April - October and 9am-12pm November - March. The Wednesday Market runs from 3-6pm April - mid-November.

About the Carrboro Farmers' Market's Sponsor, Southern Environmental Law Center

The [Southern Environmental Law Center](#) is one of the nation's most powerful defenders of the environment, rooted right here in the South. As lawyers, policy and issue experts, and community advocates and partners, they take on the toughest challenges to protect our air, water, land, wildlife, and the people who live here. Together, we can solve the most complex environmental challenges right here in the South.