

For Immediate Release

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**THE CARRBORO FARMERS' MARKET CELEBRATES LOCAL LOVE FOR
NATIONAL FARMERS MARKET WEEK**

The Carrboro Farmers' Market highlights bountiful summer produce, artisan goods, heritage crafts, and more with National Farmers Market Week August 6th-12th.

JULY 28TH, 2023 - CARRBORO, NC - The Carrboro Farmers' Market (CFM), with its tagline "Locally Grown, Nationally Known," is at its fullest, brightest, and most bountiful at the height of summer - a perfect opportunity to celebrate National Farmers' Market Week, which runs nationwide from August 6th through August 12th this year. The CFM is currently open Wednesday afternoons from 3-6pm and Saturday mornings from 7am-12pm, giving shoppers two opportunities to show their favorite small-town farmers market some local love.

Farmers Market Week offers shoppers the opportunity to learn about the Carrboro Farmers' Market, which is one of North Carolina's most well-established and well-known local farmers markets. On our market days during this Farmers Market Week (Wednesday, August 9th and Saturday, August 12th) shoppers can enjoy a "Mini Museum" of the CFM's history in the gazebo, with banners highlighting the market's development and timeline since its founding in 1979. Shoppers can also enjoy trivia around the market area, with facts on the market's founding, rules, and governance.

On Wednesday, August 9th, kids and families can enjoy a craft activity, lawn games, and more through the CFM's Market Bunch kids programming as part of the Farmers Market Week celebrations.

On Saturday, August 12th, the CFM will round out its celebration of National Farmers Market Week with a big event to celebrate all things farmers market. In addition to the "Mini Museum" in the market's gazebo, shoppers can answer trivia questions about the CFM's history and be entered in a giant market-wide raffle to win a basket of goodies donated by CFM vendors. The event will feature live music from local musician Rob Gelblum.

Carrboro radio station WCOM will be joining the farmers market for a live broadcast. Shoppers and farmers alike will be invited to chat with them live on the air!

And of course, shoppers will get a taste of summer with samples of seasonal products and recipes. Enjoy samples of in-season fruit grown by CFM farmers, like different varieties of

melons and peaches that are perfect for the summer heat. Jenna D'Amore of Blackbird Cookbooks will be sampling a perfect late-summer recipe full of farmers market products.

Local farmers market friends and collaborators will be joining the festivities to help the CFM celebrate National Farmers Market Week as well. Peel Gallery and Super G Print Lab will be joining the market's festivities with live screenprinting of a surprise limited-edition farmers market item in the market's gazebo. The Visit NC Farms team from the Orange County Visitors Bureau will be joining to provide information on the Visit NC Farms app and hand out goodies to market-goers. And Fifth Season Gardening in Carrboro will have a display all about preserving, canning, and fermenting your summer farmers market produce.

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.

The Carrboro Farmers' Market's Farmers Market Week celebrations are sponsored by the Southern Environmental Law Center and by Laser Image Printing & Marketing.

The Carrboro Farmers Market is also participating in the 15th annual America's Farmers Market Celebration, which will recognize the most popular markets in the nation for 2023. This year's voting will run from June 19 – September 18, 2023. Cast your vote for the Carrboro Farmers' Market on the America's Farmers Market Celebration website, markets.farmland.org!

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](https://www.southernenvironmentallawcenter.org) 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.