

For Immediate Release

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**THE CARRBORO FARMERS' MARKET CELEBRATES LOCAL ROOT VEGETABLES AND THE
MARKET'S WINTER SEASON WITH NEW EVENT "ROOT FEST"**

The Carrboro Farmers' Market starts its Saturday winter hours and celebrates the bounty of local winter root vegetables on Saturday, November 4th from 9:00am to noon.

OCTOBER 17, 2023 - CARRBORO, NC - This November, as the seasons begin to change and the produce at the Carrboro Farmers' Market shifts from summer favorites to winter bounty, the Market itself will shift its hours as well. Starting on Saturday, November 4th, the Market begins its Saturday winter hours (9:00am to noon). Additionally, there are some changes to the midweek Market: the last Wednesday market of the year will take place on Wednesday, November 15th, and there will be a special Market on the week of Thanksgiving on Tuesday, November 21st from 3:00-5:00pm.

The Carrboro Farmers' Market will herald the winter season with a new special event this year - Root Fest, which celebrates the humble root vegetables that are bountiful at the farmers market this time of year and throughout the Thanksgiving and holiday season.

Root vegetables hold a special place on holiday tables and in many favorite winter dishes. At Root Fest, the farmers market celebrates our local root vegetables - and of course, offers shoppers the opportunity to fill their market baskets with their favorite root vegetables, all grown and produced by local farmers within 50 miles - sweet potatoes, beets, carrots, onions, turnips, ginger, potatoes, radishes, and more. Carrboro farmers grow a wide range of root vegetables, including heritage and hard-to-find varieties like Murasaki and Bonita sweet potatoes, watermelon and daikon radishes, Hakurei turnips, and rainbow carrots, just to name a few.

In addition to the many farmers who grow root vegetables, shoppers can enjoy prepared foods that feature local root veggies - like sweet potato doughnuts, chocolate beet snack cake, potato onion rosemary bread, pasteles de yuca, and more. Shoppers will also be able to be inspired in their own cooking with samples around the market area of dishes that feature root vegetables as well as recipe cards to take home.

Did you know that North Carolina is the #1 producer of sweet potatoes in the United States? The sweet potato is also North Carolina's state vegetable! Market-goers at Root Fest will be able to enjoy an educational display about sweet potatoes. Answer trivia questions and enter to win prizes, like a copy of *Sweet Potatoes: a Savor the South Cookbook* by acclaimed local author and Market supporter April McGreger.

In the Market gazebo, shoppers will find a special kids art activity featuring potatoes and root vegetables. Big kids and little kids alike can make a unique piece of art to take home and remember the Market's first Root Fest event.

Good roots start with good soil. Our neighbors at Fifth Season Gardening in Carrboro will have a display with information on soil care and maintenance for your home garden as well as some complimentary root vegetable seeds. They will also be raffling off a home composter!

Market-goers will also have the opportunity to compost their Halloween pumpkin with CompostNow's Smash Don't Trash initiative during market hours on Saturday, November 4th. Bring your old Halloween pumpkins to the compost drop-off station at the Carrboro Farmers Market, and help us make rich composted soil - perfect for growing root vegetables and so much more.

The Carrboro Farmers' Market's Root Fest celebrations are supported by Laser Image Printing & Marketing.

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.