



FOR IMMEDIATE RELEASE

**DAVIDSON FARMER'S MARKET HAS BUMPER CROP OF
FARMER INTEREST**

Town Approves Market Location of Green Space Next to Town Hall

With the signs of spring beginning to sprout, the organizers of the Davidson Farmer's Market are also experiencing growth as they sign up farmers to participate in the first season of the upcoming weekly event. On March 5th, organizers met with a large group of interested farmers in Davidson Town Hall to discuss their vision for the market, while securing commitments for involvement.

More than 20 diverse farmers, from Troutman to China Grove, met with DFM Vendor Coordinators Carol Mayes and Mary Jane Leach, to discuss market rules, site set-up and marketing strategies. Excitement was high when talk turned to the products that will be offered at the market.

The group felt positive that opening day would have an abundance of produce including salad greens, spinach, carrots, beets, shitake mushrooms, herbs, and greenhouse tomatoes and cucumbers. Meats including beef, pork, and ostrich will also be available. Other wares include eggs, soap, and baked goods. As the season progresses, strawberries, cantaloupe, cut flowers, and other products will be sold.

The farmers believe that Davidson is an ideal place for a new market. According to Suzanne Ballard of New Moon Farms Organic, "This is very exciting for us...this will finally be the market we've been dreaming of being a part of since we started the circuit in 1991." Tommy Barbee, of Barbee Farms, stressed the importance of consumer education about seasonal produce so people will know what kinds of products to expect throughout the season. All the farmers felt that building relationships with the consumer was essential to their success.

Farmers who have signed on for the inaugural season have been designated “Founding Farmers.” These farmers include Dave and Suzanne Ballard of New Moon Farm Organic; Natalie Veres and Cassie Parsons of Grateful Growers; Tommy Barbee of Barbee Farm; Lee Menius of Wild Turkey Farms; Pat Roberts of Bird Brain Ranch; Henry Imhoff of Henry’s Wholesome Foods; Rita Rodelli of Lavender Farm; Jim Arthurs of Big Jim’s Produce; Chris Arthurs of T & M Farm; Patrick Poitras and Trisha Raglin of Half Moon Gardens; Chris Goodrum of K.C. Farm; Dane and Maria Fisher of Fisher Farms; Greg Hartsell and Tim Sloop of Twin Oaks Farm; and Sarah Lomax. Additional Founding Farmer commitments are pending.

The Davidson Farmer’s Market, an initiative of Downtown Davidson, Inc., opens Saturday, May 3rd and will run every Saturday morning from 8 – noon through October. It will be located in the green space next to Town Hall between Main and Jackson Streets.

The support of the following sponsors make the Davidson Farmer’s Market possible: Market Properties, Inc, Davidson Lands Conservancy, DavidsonNews.net, Mayes Wilson & Associates, Baybridge Management, Knox Realty, Wellbeing Natural Health, Davidson Therapeutic Massage, Little Fish Marketing, Zimmerman Chiropractic, Lake Norman YMCA, Ginseng Junction Health Care, Réa Wright Counseling and Consulting, Summit Coffee, Pilates Studio at the Lake, Main Street Books, Davidson Family Medicine, and Vital Foods, LLC.

Farmer participation is almost double than projected, so volunteer support will be extremely important for help with market set-up on Friday evenings and Saturday mornings. If interested, please contact info@davidsonfarmersmarket.org.

Additional information about the Davidson Farmer’s Market will soon be available on www.davidsonfarmersmarket.org.

Co-Chairs of the Davidson Farmer’s Market

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