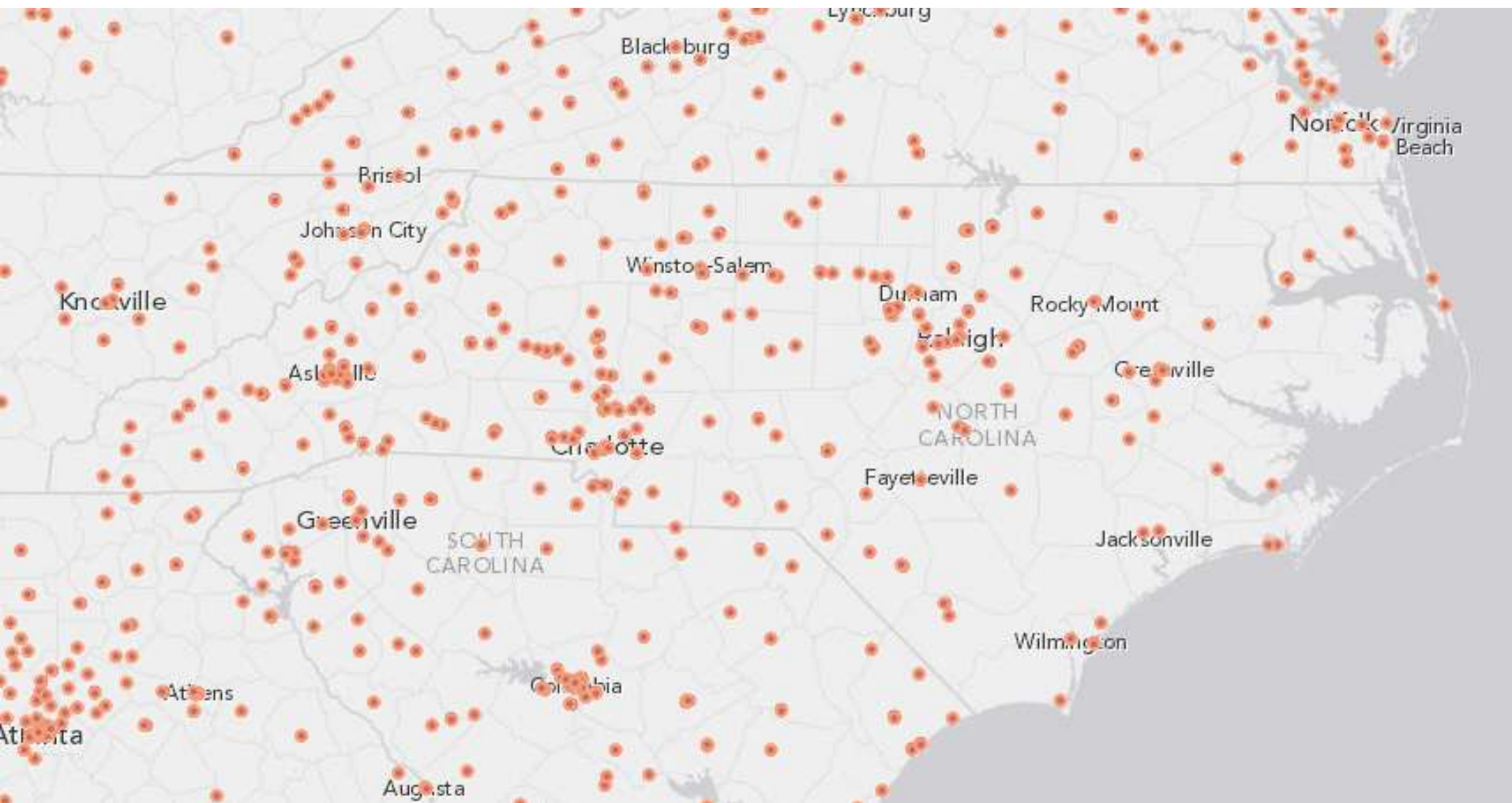


# Farmers Market in NC Opportunities & Barriers

Charlie Jackson  
Executive Director, ASAP



# North Carolina's Markets





# Starting and Operating a Farmers Market in North Carolina









# Barriers for North Carolina Farmers Markets





# Sharing the Harvest:

A Guide to Bridging the Divide Between  
Farmers Markets and Low-Income Shoppers

**Asap**  
Local Food  
Strong Farms  
Healthy Communities



# FAMILY FUN AT FARMERS MARKETS

This **June, July, and August**, bring the kids to one of three Asheville farmers markets to learn where their food comes from, discover the excitement of eating healthy fresh fruits and veggies, and get active.



It's time for the **FREE** summer activity series known as **Growing Minds @ Market** (formerly Kids Corner Market), created by **ASAP!**

Each week, different community partners and volunteers will offer activities ranging from local food tastings, to local food- and farm-based crafts, to physical activities and games.



## PARTICIPATING MARKETS

**Asheville City Market** Saturdays 8am-1pm  
Kid's activities: 9am-noon  
Public Works Building 161 South Charlotte Street

**North Asheville Tailgate Market** Saturdays 8am-noon  
Kid's activities: 9am-noon  
on the campus of UNC Asheville (commuter lot C)

**West Asheville Tailgate Market** Tuesdays 3:30-6:30pm  
Kid's activities: 3:30-6:30pm  
718 Haywood Road



**@market**

[growing-minds.org/market](http://growing-minds.org/market)

# FAMILY FUN

at Asheville City Market Downtown,  
North Asheville Tailgate Market, and West  
Asheville Tailgate Market also means **FREE**:

- Family-friendly entertainment, from live music to dance performances.
- Cooking demonstrations and take-home recipes.
- Educational opportunities like gardening advice from experts.
- And lots more!

In addition to being fun, these tailgate markets are the places to meet area farmers and shop for the freshest, best-tasting food around.



## Bring your EBT, credit, or debit card to market!

Cards can be swiped in exchange for tokens to spend with vendors.



## Taking the bus?

All markets are conveniently located on city bus routes.



Growing Minds @ Market is an extension of ASAP's Growing Minds Farm to School Program that brings Farm to School activities to area tailgates. Previously only offered at Asheville City Market, the series is expanding to North Asheville Tailgate Market and West Asheville Tailgate Market in 2013 thanks to funding from The Community Foundation of Western North Carolina. For more details about Farm to School in Western North Carolina, visit [growing-minds.org](http://growing-minds.org).

# Recommendations

- Exempt farmers market managers from the requirements of NCGS 66-255
- Examine NC regulations on processed foods and prepared foods at markets and make them more supportive of entrepreneurs producing safe products
- Support efforts to provide training and technical assistance to farmers and farmers market managers on how to make markets more welcoming to all customers and how to efficiently and sustainably manage SNAP at market program
- Support NC markets and community organizations efforts to access Farm Bill funds for matching programs
- Provide funds for community-based organizations and agencies for training and technical assistance and outreach





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