



FOR IMMEDIATE RELEASE

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Calling All Sweet Peas!

Davidson Farmer's Market Campaign Kicks Off

(Davidson, NC) June 18, 2010 – A large pick-up truck filled with bright green pea pods caught the eye of many visitors to the Davidson Farmer's Market this past weekend. Now running through July 3rd, the Friends of the Market Pea Pod Fundraising Campaign kicked off with a goal of raising \$2,000 to help support the Market.

Now in its third year, the Davidson Farmer's Market has become a mainstay of Saturday mornings in town – offering residents and visitors access to the freshest local food and direct communication with the people who grow and make it. Unlike the majority of markets which are funded by municipalities or the North Carolina Department of Agriculture, the Davidson Farmer's Market is a wholly community-supported farmer's market. It costs about \$625 to run each of the 40 markets held year-round.

“We are thrilled to be operating as a year-round market and as an independent 501(c)(3) non-profit organization,” said Mary Jane Leach, Market Manager. “However, this increases our need to raise funds to cover our costs to purchase and maintain tents and cooking equipment as well as daily organizational expenses. We are very thankful to our corporate sponsors who have supported us so generously and hope that individual patrons will also offer their financial support so we may keep growing this amazing Market.”

“The Davidson Farmers Market has been a huge step in the right direction for Barbee Farms,” said Tommy Barbee of Barbee Farms in Concord, North Carolina. “The

folks in charge of this market have done things very right. They have created the right mix of vendors to supply most any item that can be grown locally in an amount that will be consumed. They have made this market very sustainable from both a farmer and a consumer standpoint. These folks believe in what they do and have the utmost respect from Barbee Farms!”

“We really can't say it enough- thank you [to DFM patrons] for supporting local farmers," added Mike Smith, owner of Big Oak Farm in Denver, North Carolina. "From an administrative point of view, it costs a lot of money to keep a market going. There is a lot of overhead for private markets and it is important for folks to remember the market as well as the farmers. The market is just like any other business and has fixed costs in order to operate only the market itself has no real way to generate income to cover these costs."

As a thank you, the Market is offering donors incentives including a new t-shirt designed by local Davidson artist, Dione Goyette, as well as aprons and bumper magnets. To make a donation, please visit the Friends of the Market Pea Pod table on Saturday or send an email to info@davidsonfarmersmarket.org.

ABOUT DAVIDSON FARMER'S MARKET

The Davidson Farmer's Market, Inc. is a year-round, producer-only market located next to Davidson Town Hall between Main and Jackson Streets. The Market operates every Saturday from 8:00 am - Noon in May through October and bi-weekly in November through April. The support of the following sponsors make the 2010 season of the Davidson Farmer's Market possible: Davidson Lands Conservancy, DavidsonNews.net, MI-Connection, Chef Charles Catering, JJ Wade Insurance Agency, Knox Realty, Littlefish Marketing, Mayes Wilson & Associates, McIntosh Law Firm, Wooden Stone Gallery, Baybridge Management, Bragg Financial Advisors, 'Cats on Main, Cocoon Salon, Farm Bureau Insurance of North Mecklenburg, Fifi's Fine Resale, John Marshall Custom Homes, Jorel Association Management, Lake Norman Embroidery and Screen Printing, Wellbeing Natural Health, Lake Norman YMCA, Zimmerman Family Wellness, Brenda Pressley, CPA, PA, The Cycle Path, Davidson Chocolate Co., Davidson Family Medicine, Davidson Village Inn, Fifth/Third Bank, Know Your Farms, Sandy and Rex Kragh and Family, Lake Norman Chamber of Commerce, Main Street Books, Lake Norman Realty, Inc., Money with a Mission/FAFN, Nucentric Solutions, Town of Davidson, Our Town Cinemas Davidson, PiES (Project for Innovation, Energy & Sustainability), Pilates Studio at the Lake, Smarthinking PR, Snap Fitness and WDAV. For more information, visit www.davidsonfarmersmarket.org.