



**FOR IMMEDIATE RELEASE**

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## **New Season Kicks off at the Davidson Farmer's Market**

*Market continues to grow and flourish with new vendors, chefs and programs*

(Davidson, NC) March 27, 2011 – The Davidson Farmer’s Market will return to its weekly schedule on Saturday, April 9<sup>th</sup>. Open every Saturday from 8 a.m. to 12 p.m., the Market has become a weekend destination for residents and visitors alike. With a longer season, new vendors and expanded offerings, this year’s Market will bring together more than 40 vendors selling a variety of fresh local produce, cheeses, meats, eggs, honey, baked goods, fresh flowers and herbs, pasta, prepared foods, farmer-made crafts and more.

“Our farmers and vendors have been working hard this winter to plan their offerings to meet the expanding customer demand at the Market,” said Mary Jane Leach, Davidson Farmer’s Market Manager. “We’re thrilled to see continued growth and interest in local food and the people who grow and produce it. After a very successful winter tailgate season, we are looking forward to an exciting new year.”

This year, the Market welcomes the following new vendors for the 2011 season:

- Ben & Justin Newman – “Growing Kids” blueberries and potatoes
- Caroline’s Chocolates – chocolate confections
- Laughing Llama Farm – microgreens, dried herbs, cat grass and bird seeds
- Peaches & Cream LLC – summer fruits
- The Happy Hound Bakery – pet treats
- Outdoor Feasts – mobile kitchen featuring ready-to-eat breakfast and lunch

Each week the market will feature a variety of live music, educational programs, children's activities and special events including the popular Strawberry Shortcake Day and the 2<sup>nd</sup> annual Salsa Showdown. Cooking demonstrations by local chefs such as Vera Samuels, Bradley Labarre as well as chefs from Davidson restaurants such as Flatiron Kitchen + Taphouse will give shoppers tips for cooking in season and using the freshest products available. In partnership with the Davidson Lands Conservancy, the World of Wonder will present a series of educational programs aimed at introducing children and their parents to different aspects of the natural world.

Returning farmers and vendors include: All Seasons Farm; Audrey's Produce; Barbee Farm; Betty's Blooms; Big Jim's Produce; Bird Brain Ranch; by Lucille, Artisan Baker; Big Oak Farm; Cackleberry Farm; Calico Farmstead Cheese; Chef Charles Catering; Coldwater Creek Farm; Correll Farms; Elliott Apiary; the Elma P. Lomax Incubator Farm; Essential Soap Co.; Farm at Weathers Creek; Gilcrest Natural Farm; Goforth's Garden; Grateful Growers Farm; Landis Gourmet Mushrooms; The Lavender Garden;; Half Moon Gardens; Henry's Wholesome Foods; Herr Fresh Flowers; Hippie Kitchen; Houston Produce; KC Farm; Mary Howard's Home Garden; Millstone Meadows Farm; Mood Indigo Soaps; New Moon Rising Farm; The Inspired Garden; The Pasta Wench; Twin Oaks Farm and Wild Turkey Farms.

For more information on the Market, farmers and upcoming events and to sign up for the weekly email newsletter, visit [www.davidsonfarmersmarket.org/newsletters](http://www.davidsonfarmersmarket.org/newsletters) or [www.facebook.com/davidsonfarmersmarket](http://www.facebook.com/davidsonfarmersmarket).

#### **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 April through October and bi-weekly in November through March. The support of the following sponsors make the 2011 season of the Davidson Farmer's Market possible: DavidsonNews.net, Wooden Stone Gallery, FlatIron Kitchen + Taphouse, MI-Connection, JJ Wade Agency, Davidson Lands Conservancy, Lake Norman Realty, John Marshall Custom Homes, Little fish Marketing, McIntosh Law Firm, Edmund Morgan Massage School, Mayes, Wilson and Associates, Campagna Café, Lake Norman Embroidery and Screen Printing, Cocoon Salon, Bragg Financial, Home Careolina, North Carolina Medical Specialists Prudential Carolinas/Mary Lib Richards and Julie Lopez, Lake Norman YMCA, Davidson Family Medicine, The Cycle Path, Main Street Books, Lake Norman Chamber of Commerce, 'Cats on Main, Baybridge Management, Ingersoll Rand, PostNet Davidson, Downtown Davidson, Inc., Davidson Village Inn, Davidson Chocolate Company, Our Town Cinemas, PiEs - Project for Innovation, Energy

and Sustainability, Sandy and Rex Kragh and Family, Know Your Farms, LLC, Triple Play Farm, The Stewart Group, Smarthinking PR and The Village Store. For more information, visit [www.davidsonfarmersmarket.org](http://www.davidsonfarmersmarket.org).