



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

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The New Harvest Farmers' Market Kicks Off on Thursday, April 25

KNOXVILLE, Tenn.— Knox County and Nourish Knoxville will kick off this season's New Harvest Park Farmers' Market at 3 p.m. on Thursday April 25, with Knox County Mayor Glenn Jacobs ringing the opening bell.

Visitors will have the opportunity to peruse a wide variety of locally grown seasonal produce, meats, eggs, plant and garden starts, prepared foods, and artisan craft products from more than 15 East Tennessee vendors.

"Farmers' Markets are a great way for people to get access to local, delicious, and nutritious homegrown food items," said Mayor Jacobs. "This is one of our longest running markets and I know this year will continue to be a hit."

The market, located at New Harvest Park (4775 New Harvest Lane), is free and open to the public. It runs every Thursday from 3 p.m. to 6 p.m. from May to September.

This year's opening day festivities will feature a park-wide scavenger hunt as part of Nourish Moves, a free walking program for all ages designed to encourage a more active lifestyle. Folks can pick up pedometers from the Nourish Knoxville Community Booth and explore the market and park. Participants earn \$3 in Produce Bucks per visit to spend at the market. Frequent walkers achieve bonus prizes upon reaching specific milestones.

Additionally, the market will continue offer SNAP & P-EBT processing & doubling this season, which means such transactions will be doubled this season up to \$20 per day, in Double Up Food Bucks tokens that are redeemable at the market for FREE fresh fruits and vegetables.

The 2024 New Harvest season will also host our popular Nourish Kids program engaging children ages 2 – 12 in the local food system through fun and educational activities every third Thursday.

For more information about the New Harvest Farmers' Market, visit their [website](#).

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