



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

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New Harvest Park Farmers' Market Season Kicks off April 22

KNOXVILLE, Tenn.— The New Harvest Farmers' Market kicks off its 2021 season on Thursday, April 22 at 3 p.m. (with safe-shopping protocols in place) featuring 15 small, locally-owned businesses and a new walking program.

“Spring is here and I’m excited about the opening of the farmers’ market,” said Mayor Glenn Jacobs, who will kick off the annual event by ringing the official bell. “This market is a great way for members of community to showcase their unique goods and special talents and for others to get outside and shop local. I can’t think of anything better.”

The farmers’ market, which is free and open to the public and located at 4775 New Harvest Lane, will showcase a wide variety of locally grown seasonal produce, meats, eggs, plants, prepared foods, and artisan crafts. A new community booth will house our Nourish Moves walking program in which market patrons can track their steps and redeem them for Produce Bucks to be spent at market on fresh fruits and vegetables!

“We are so excited about the Nourish Moves walking program at the New Harvest Farmers' Market this season!” says Ellie Moore, Nourish Knoxville Markets Manager. “In addition to our farmers' market, New Harvest Park boasts scenic walking loops, a splash pad, and a playground, making it the perfect place to get outdoors and get active while also picking up some local food!”

Nourish Knoxville will continue to offer SNAP & P-EBT processing & doubling at the market through the Double Up Food Bucks Program. SNAP & P-EBT purchases will be doubled, up to \$20 per day in Double Up Food Bucks tokens that are redeemable at the market for free fresh fruits and vegetables.

Free Nourish Kids take-home activities take place on the third Thursday of the month at the New Harvest Farmers' Market for children ages 2-12. Kids receive a unique activity, a fruit or vegetable sample, and \$5 in Produce Bucks to spend on fresh fruits and vegetables at market!

The New Harvest Farmers' Market will be open every Thursday—rain or shine—through Sept. 30 from 3 to 6 p.m.

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