



MEDIA RELEASE

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Mayor Jacobs Business Series Features Nourish Knoxville

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews Charlotte Tolley, the executive director of Nourish Knoxville, as part of his small business series.

Throughout the past year, the Mayor has conducted interviews with small business owners, offering them the opportunity to talk about what they do; to highlight their work; and share any future plans. This month, the series focuses on agricultural-related businesses as farmers' markets begin opening across the county and East Tennessee. A new vignette runs each week on the county and Mayor's various social media platforms.

Nourish Knoxville is a non-profit organization that has been around since 2013 and is best known for starting and operating the Market Square Farmers' Market and now oversees the Farmers' Markets at New Harvest Park and the one at the Ag Institute.

These markets are producer-only markets meaning that everything sold must be produced and/or grown locally within 150 miles of Knoxville by the person selling it.

Mayor Jacobs noted that hunger is a big issue here in East Tennessee and around the country.

Tolley said, "We have some two separate but equal goals that can be hard to marry. You have the economic development part where you want farmers to make a living...but at the same time often produce is out of reach for some people. It can be more expensive for the calories you're getting and it doesn't last as long. We are the first Farmers' Market to accept SNAP and we are part of a SNAP doubling program which gets you an extra \$20 to spend on fruits and vegetables."

"Agriculture is the number one industry in the state of Tennessee. It is so vital it is incorporated in the state logo. This is a great way to get out and support local farmers," closed Mayor Jacobs.

To hear more of what was said, and see Mayor Jacobs plant some peanuts, check out the [video](#).

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