



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

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The Knox County New Harvest Farmers' Market Kicks Off April 20

KNOXVILLE, Tenn.— The Knox County Mayor's Office and Nourish Knoxville are thrilled to announce the opening day of the 2023 New Harvest Farmers' Market on Thursday, April 20 at 3 p.m. at New Harvest Park. This year's opening day festivities will feature a park-wide scavenger hunt as part of Nourish Moves, a free walking program designed to encourage a more active lifestyle.

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

Visitors also will have the opportunity to peruse a wide variety of locally grown seasonal produce, meats, eggs, plants and garden starts, prepared foods, and artisan craft products from more than 15 East Tennessee vendors. Additionally, the market will offer range of programming for all ages, including:

- **Nourish Kids:** For ages two to 12 to engage in the local food system through fun and educational activities! Every participant gets a local fruit or vegetable sample and \$5 in Produce Bucks to spend on produce at the market! Every third Thursday, April through September.
- **Nourish Moves:** Incentive walking program designed to encourage a more active lifestyle. Anyone two and older can pick up pedometers from our Community Booth then explore the market and surrounding park. Each visit, participants earn \$3 in Produce Bucks to spend on produce at the market! Frequent walkers earn bonus prizes once they reach certain visits and step milestones. Every Thursday, April through September.
- **SNAP & SNAP DOUBLING:** Nourish Knoxville will continue to offer SNAP & P-EBT processing and doubling this season at the New Harvest Farmers' Market. SNAP & P-EBT transactions 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.

"The New Harvest Farmers' Market is a beloved community event that brings together local farmers, artisans, and consumers," said Daniel Aisenbrey, Nourish Knoxville Markets Manager. "We're excited to kick off the 2023 season with a range of fun programs and activities for the whole family to enjoy."

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

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