



The West Broad Farmers Market • 300 S. Rocksprings St, Athens, GA 30606 • 706-765-4020

## **February 28, 2023 (Athens, GA)**

In December of 2019, the West Broad Farmers Market packed all its supplies and years of memories into a 20-foot shipping container. The new market location would be 300 S. Rocksprings Street, in the parking lot of the Athens Housing Authority. Just two months later, the pandemic challenged Athens Land Trust to adapt again, with the development of an online ordering platform and drive thru pickup to facilitate social distancing, and the eventual introduction of monthly in-person markets.

This year, the West Broad Farmers Market is excited to announce its return to a full season of in-person markets, with Opening Day on Saturday, April 1<sup>st</sup>. Weekly markets will be held every Saturday through December 16<sup>th</sup>, excluding Thanksgiving weekend. Hours will be from 11 AM to 2 PM. This highly-anticipated return to a weekly schedule is made possible by our continued partnership with the Athens Housing Authority.

We are proud to be a SNAP/EBT eligible location, and thanks to our partnership with Wholesome Wave Georgia, the Fresh for Less program matches each EBT dollar spent on fresh produce.

"What gives this market power is our privilege to serve a diverse customer base and our ability to provide a low-barrier venue where a farmer/a maker/an artisan can start their dream for the cost of a tent and a table," says Javier Zavaleta, the West Broad Farmers Market Manager. "Athens local brands such as MEplusTEA, Mannaweenta, Ceylon Snack Hut, and many others got their start in our market and we are excited to see what passion project emerges next."



The West Broad Farmers Market is an operation of Athens Land Trust. Learn more at <https://athenslandtrust.org/our-work/wbfm/>.



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Our online sales will also continue, with the coming launch of an updated website.

Once in season, this will allow customers to order during the week and pick up pre-orders or special orders at the market on Saturdays.

To mark Opening Day – April 1st – the Market will also host a friendly competition for the neighborhood and greater Athens – the Athens Baked Cookie Contest. Amateur bakers are encouraged to bring their best-baked cookies to the market and be judged by a panel of local experts. The grand prize will be a market tote filled with market goodies from participating vendors that day. Judging and presentation will happen from 12:30 - 2 PM. For more information please, go to [linktr.ee/wbfm](http://linktr.ee/wbfm).

We look forward to seeing familiar and new faces at the West Broad Farmers Market's Opening Day on April 1st!

Contact:

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