Hello! Thank you for your support of our local farmers and producers! We are building a stronger local food system together!

Hey friends! August 4th-10th is National Farmers Market Week which is a week long celebration that highlights the important role that markets play in the nation's food system as a whole and that includes online farmers' markets like the High Country Food Hub! You all probably already know how important it is to support the local economy, especially food production, when you can, but here’s a quick refresher.

None of these important things can happen without the hard work and dedication of the farmers, and the beautiful thing about farmers' markets and CSAs is that more of the money goes directly to the actual producers of food, rather than large third party distributors. It’s a win-win-win. Celebrate National Farmers Market Week by ordering from the Food Hub online market or dropping in on one of the local markets this week and/or downloading the Farm NC App on your smartphone to get linked up with the local food economy. We are fortunate to have so many market options in the High Country!

What a perfect time of year to support local (and your health)! Thank a farmer today!
WHY FARMERS MARKETS?
AN INFOGRAPHIC BY
FARMERS MARKET COALITION

Number of markets in the USDA Farmers Market Directory.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Markets</th>
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<tbody>
<tr>
<td>2000</td>
<td>2,863</td>
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<tr>
<td>2004</td>
<td>3,706</td>
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<tr>
<td>2008</td>
<td>4,685</td>
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<td>2012</td>
<td>7,854</td>
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<tr>
<td>2013</td>
<td>8,144</td>
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<td>2019</td>
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</table>

STIMULATE LOCAL ECONOMIES
Growers selling locally create 13 full time jobs per $1 million in revenue earned. Those not selling locally create 3.

Preserve Farmland + Rural Livelihoods
The U.S. loses an acre of farmland a minute to development.

Locally-owned retailers, such as farmers markets, return more than three times as much of their sales to the local economy compared to chain competitors.

The 7 Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support 9,491 acres of farmland in diversified production.

25% of vendors derive their sole source of income from the market.

INCREASE ACCESS TO FRESH FOOD
$24 million in SNAP benefits (food stamps) were spent at farmers markets in 2018. That's fresh food for low-income Americans and increased revenue for local farmers.

60% of farmers market shoppers in low-income neighborhoods say that their market had better prices than the grocery store.

Markets bring fresh food to the neighborhoods that need it most.

Support Healthy Communities
People who shop at farmers markets have 15-20 social interactions per visit.

They would have only 1-2 per visit to the grocery store.

Proximity to farmers markets is associated with lower body mass index.

Celebrate National Farmers Market Week
August 4-10, 2019! #WhyFarmersMarkets
Monday

High Country Food Hub online market closes at midnight

Tuesday

King Street Farmers Market - 4 pm - 7 pm
Todd’s Table Produce Market (Baldwin Community Church) - 2 pm - 5:30 pm

Wednesday

High Country Food Hub Pick Up Day - 11:30 am - 6 pm

Thursday

High Country Food Hub online market Opens
Blowing Rock Farmers’ Market - 3 - 6 pm

Saturday

Watauga Farmers’ Market - 8 am - 12 pm
Todd’s Table Produce Market - 10 am - 2 pm
Ashe County Farmers’ Market - 8 am - 12 pm
East Boone Farmers’ Market - 9 am - 1 pm

Pickup Hours Now Extended to 6 PM on Wednesdays.

Important Announcement - Road Open!
When you come to the Food Hub to pick up your order on Wednesday, please be aware that the section of Poplar Grove Rd is now OPEN where the driveway to the Food Hub parking lot is located. Some construction is still continuing in that area and at times the driveway itself has been closed temporarily and/or one lane of Poplar Grove road is closed. If that is happening when you stop by to pick up your order, please access the Food Hub parking lot from King Street instead of Poplar Grove Rd. Just turn into the driveway on the King Street side of the building and follow the gravel driveway around the side of the building to come into the lower paved parking lot.

Sorry for this inconvenience and thanks for your patience during this nearby construction.
This week, rather than welcome a new producer, we are saying farewell to a producer that we sure are sad to see go but wishing them the best of luck with their move!
Nomad Cookie Co. has made a great name for themselves while in Boone, and if you’ve had one of their cookies or brownies before, you know exactly why. Here is a message from them that we wanted to share with y’all:

“We have some bittersweet news for the Boone community. Nomad Cookie Co. is closing down - our family is moving to the Morehead City in two weeks. We will continue to take orders through the High Country Food Hub for this ordering period and that will finish our time in Boone.

It has been such a joy to meet all of our customers and work with so many other small business owners. I’ve learned a lot here in Boone and hope to continue my work in Morehead, once we are settled.

Get your orders in while you can! Don’t forget, they freeze well.”

If you haven’t tried them before, add some of their goodies to your cart this week so you can try them out while they’re still here and support them on their move!
We would also like to say a big THANK YOU to Ahna for working with us at the Food Hub for the last couple months as our Z Smith Reynolds Local Food Systems Intern. Ahna has helped in so many ways including working on compiling the newsletter each week, organizing orders and greeting customers. We loved the female farmer posts she shared on the BRWIA Facebook page too! We truly appreciate all that she did to contribute to our work and hope to see her at the Hub as a volunteer and customer as she continues her studies!
Specials This Week at The Hub

WHOLE, PLUMP
ALL-NATURAL CHICKEN
NOW ON SALE!

BECAUSE THERE IS NO "WE" IN FRIED CHICKEN

Find us online at www.highcountryfoodhub.org
or come see us at the East Boone Market
Saturdays 9-1 | Hatchet Coffee | Boone

**Heartwood Farms Ltd** - .50/lb off for whole chickens. So that's $4.00 a lb for some delicious fried chicken for sure! Another continuing special from Heartwood - 15% off Pork Chops - normally $10.30/lb - Now $8.76/lb!

**Healing Springs Farm** - Sale continues on chicken broth pack - price has been reduced to $2.90/lb and they've reduced their ground sirloin this week too from $7.09/lb to $5.32/lb - 25% off! Healing Springs Farm ground sirloin is going to make excellent hamburgers due to it's very low fat content. Their beef is grass fed and grass finished - 85% lean. It is wonderful in spaghetti or chili and can be used to make a very
lean hamburger. The trick to using ground sirloin in hamburger is to make a thicker patty and cook it slowly! Here's a recipe from Bon Appétit to try!

**Moffitt-Toolan Family Farm's** Ground Beef is now on sale for $4.85/lb - Normally $6.06/lb so stock up now!

**CS Farm** - Brats and Garlic Beef Brats - 50% SALE! Plus 25% off on Kielbasa Polish Poppers! All moonshine jellies, sauces, and pickles are now 4.99!

**Mountain Flower Bakery** - Vanilla Cake Donuts 20% off! Normally $16.36/doz, now $13.09! Normally $10.91/half doz, now $8.73/half doz!

**BRG Farms** - 20% off Ground Beef Patties, Cubed Steak, and Filet Mignon! Continuing Specials - 10% off on Pork Ribs and Rib-eye, and T-bone steaks! Buy 10 lbs of mild or medium sausage for $3.03/lb or 25 lbs for $2.91/lb. Buy 10 lbs or more of Sliced Pork Tenderloin for $4.24/lb!

**Mountain Memories Farm** - Pork Chops have been reduced - Normally $10.30/lb - now $9.09/lb!

**Heritage Homestead Goat Dairy** - Duck eggs ON SALE - Now $4.24 for a 1/2 dozen - Normally $5.03! Great for eating and baking
Introducing **Haricots Verts** from Trebuchet Hill this week! This long, French heirloom is considered the ‘champagne of green beans’ - for good reason! It is stringless, sweet and delicious and beautiful on your plate! They will blanch and freeze well too!
Who's been missing the **Austrian Baguettes** from Owl Creek Breadworks? They are back! Delicious toasted and served with butter! Don't miss trying this predominantly white flour baguette built from a rye flour starter with flax seeds, sesame seeds, sunflower seeds, pumpkin seeds, and oatmeal added to the dough!
Stock your freezer with FARM FRESH, ANTIBIOTIC FREE pork! Whole, Half and Quarter pigs are now available from Sparks Hill Farm (make a deposit now, pick up August 28 for whole and half options). LIMITED AVAILABILITY, ORDER SOON TO RESERVE YOUR SPOT! Make a deposit by August 19 and choose how you want YOUR pig processed! Cut sheet will be provided. Ground pork (great in tacos and spaghetti!), chops, ribs, ham, sausage, BACON, and roasts seasoned, cut, and packaged exactly how YOU like it! Pickup on August 28. Your deposit will be applied to the final price (based on $4.00/lb for whole pig and $4.50/lb for half pig for the hanging weight of the pig and any processing fees. Quarters are available too - about 25 lbs of pork for $199.98!

Crunchy red Radishes from Creeksong Farm are back y’all. Get ‘em while they’re here! Your salads will thank you. Yukon Gold Potatoes have been harvested too and are listed this week. These potatoes have a smooth, thin and eye-free skin, perfect for mashing and roasting due to their buttery flavor and consistency.
Green Zebra Tomatoes coming to you this week from New Life Farm! Probably one of the sweetest and more acidic tomato varieties on the market. Small to medium in size, but packed with flavor!

Walla Walla Onions are here from Against the Grain! Caramelize them, eat ‘em fresh, pickle them with other veggies. These sweet and delicious onions will kick your tasty summer cuisine up a notch!
Two types of lettuce now available from Blue Ridge Naturals including mixed varieties of non-hydroponic Head Lettuce grown naturally in soil and fresh and crunchy Bibb and Red Oakleaf Hydroponic Lettuce! Add some nutritious, delicious Fresh Parsley too - great for salads or as an herb or some Fresh Oregano for those Italian dishes!

So many beautiful flowers coming from Shady Grove Gardens this season and here's another new one - long lasting Lisianthus - 3-5 full stems of mixed color, whites, pinks or browns (shown in upper left of photo). All locally grown in Ashe County.
Summer is here and so are the peaches! So it's time for **Large Peach Jalapeno Muffins** from Anne's Garden Kitchen! A great addition to any meal! Frozen and ready to thaw and heat when needed!

Check out what's available **FARM Full Circle** this week! They’ve got lots of souper options to choose from including Veggie Minestrone, Cheesy Cauliflower, Creamy Tomato, and Pork & Greens soup, and so much more! Perfect for when you need a quick, nutritious meal!
How many of the more than a hundred apple varieties grown at Moretz Mountain Orchard have you tried? Two more options available this week - Chehalis and Spice Apples! The Chehalis apple has a slight golden delicious flavor and a sweet, pretty firm flesh! Spice apples are slightly tart and hold their shape for pies, but really stand out for sauteed apples too!

**Why Buy Local?**

YOUR PRODUCE IS GROWN WITH LOVE AND CARE, AND IT SHOWS!
It's almost that time! Join us on Saturday, August 17th at 8 AM for the BIG Sale in Legends at ASU! They have some really cool stuff to spruce up your residence hall or apartment (and maybe even your life) for super low prices! Did we mention that all the proceeds are going to Hospitality House, High Country Food Hub, F.A.R.M. Cafe, and Ashe County Sharing Center, Inc. for energy efficiency projects? We appreciate this effort to raise some money for these awesome High Country organizations including the Food Hub! These funds will help the High Country Food Hub install a new more energy efficient garage door! See ya there!
We are taking a little break this week from our Make it at Home! feature but we’d love to share some of your favorite recipes using in season local ingredients in this spot too! So bring us a copy of a favorite recipe on pickup day or even better email it with some photos to shannon@brwia.org and we’ll share it in a future newsletter!

What’s Happening in the High Country?

KING STREET MARKET
TUESDAYS 4 -7 PM. MAY - OCT.
POPLAR GROVE CONNECTOR
SNAP/EBT Accepted & Doubled
farmersmarkets.brwia.org
Music in the Valle: Kids Edition
Valle Crucis Community Park
August 4th, 3:00-6:00

Kids Environmental Education Series: Mysterious Mushrooms
Valle Crucis Community Park
August 8th, 11:00-12:00

Blue Ridge Conservancy Hike at Three Top Mountain
166 Furman Rd, Ste C, Boone, North Carolina 28607
August 10th, 9:00am-1:00pm

Summer NC Agritourism Farm Tour
Valle Crucis Conference Center
August 16, 7:30am-5:00pm

The BIG Sale
Legends, ASU Campus
Saturday, August 17th, 8:00am - 2:00pm

Honey Bee Festival
Linville Falls Winery
August 17th, 12:00pm-6:00pm

Designing With Dahlias Class
Shady Grove Gardens
904 Will Isaacs Road, Zionville NC 28698
August 26, 3:00-6:30 pm

Brushy Mountain Apple Festival
Main Street, North Wilkesboro, North Carolina 28659
October 5th, 11:00am
Where is the Food Hub?

Start Shopping!

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