



NEWS RELEASE

March 7, 2019



NORCROSS COMMUNITY MARKET RECEIVES GRANT FROM AGSOUTH FARM CREDIT—AGAIN!

Norcross Community Market one of fifty markets throughout AgSouth's territory in Georgia and South Carolina to receive a portion of \$25,000 in total grant funds

NORCROSS (GWINNETT COUNTY), GA (March 7, 2019) – Norcross Community Market has announced that it was selected—AGAIN— to receive an AgSouth Farm Credit farmers market support grant in the amount of \$500. The market was one of fifty markets throughout AgSouth's territory in Georgia and South Carolina to receive a portion of \$25,000 in total grant funds. The grant will be used for advertising and promotion of the venue.

The Norcross Community Market plans to use the funds to continue with their winning marketing plan, featuring the popular "Know Your Farmer" series of articles which feature the farmers and ranchers behind the market. Series creators are locally famed *Biscuits and Burlap* bloggers, mother-daughter duo Pam and Sara Brand.

Farmers market coordinator Connie Weathers said of the occasion: "We are very thankful to have been selected for the third year to receive AgSouth's Think Outside the Store® farmers market grant. It is welcomed financial support as we promote the market and local farmers and encourage our community to think 'outside the store' when planning their meals."

According to AgSouth Farm Credit Marketing Director Christy Smith, "To be eligible to receive a grant, applicants had to provide a detailed marketing plan describing how they would use the grant funds to promote the market. We received many applications with some very creative marketing plans, and it was very hard for our selection committee to choose among the many excellent applications we received. Norcross Community Market was chosen because of its strategic and very specific marketing plan designed to increase public awareness of the market."

She further explained that, "Many farmers get their start selling to local markets. Our grant program was designed to support these young farmers by helping to create public awareness of how choosing to shop at your local farmers market benefits not only a community's health, but also its economy, much in the same way our own patronage program [the cooperative's profit sharing program] benefits not only our members, but the communities we serve. This year we were able to support farmers markets in 44 of the counties we serve. This is the eighth year we have been supporting our local markets, and we're proud continue that support."

For more information on Norcross Community Market, please visit norcrosscommunitymarket.com.

###

ABOUT THE CITY OF NORCROSS

Incorporated in 1870, the city of Norcross has been very busy securing a solid standing as both an eco-conscious community and world-class art district in the nearly century and a half since. Voted Gwinnett County's "Best Arts & Cultural Scene" by Gwinnett Magazine, Norcross has become well known for its unconventional public arts projects. Norcross was recognized by the Atlanta Regional Commission as one of only two Platinum-Certified Green Communities in the region and was named a "Best Green Government" by Gwinnett Clean & Beautiful and "Tree City USA" by The Arbor Day Foundation. The Sustainable Norcross Commission has earned regional applause for its efforts to spearhead the City's local pro-environment practices. The city's famed tree canopy, 13 parks and more than 31 acres of beautifully maintained public green space serve as popular gathering spaces for residents and visitors alike. A jam-packed calendar of events and eclectic collection of shops and restaurants serve to keep the historic downtown area bustling year-round. Creative souls from all walks of life are encouraged to "come unwind" and enjoy the positive energy that earns Norcross its reputation as "a place to imagine."

MEDIA CONTACT:

Pam Ledbetter, Communications & Marketing for the City of Norcross
pam.ledbetter@norcrossga.net
communication@norcrossga.net
[678-407-8820](tel:678-407-8820)