

Community Farmer's Market

News Release

1411 South Main Street
Blacksburg, VA 24063

FOR IMMEDIATE RELEASE

Upcoming Sustainability Week Reminds Blacksburg Citizens of Sustainable

Options

BLACKSBURG, Va., September [Insert date] —Sustainability Week is an annual event held reminding the Town of Blacksburg of eco-friendly options in their community, such as the Community Farmer's Market of Blacksburg. The program teaches sustainability through 18 events held throughout the week, including outdoor service events, green discussions at Frank's Bar and outdoor film screenings.

The annual event began in 2007 as a collaboration between Sustainable Blacksburg, the Town of Blacksburg and Virginia Tech's Office of Energy & Sustainability. "It was founded because the majority of Blacksburg citizens value being environmental stewards and translating that intention into action," said Carol Davis, the Town of Blacksburg's sustainability manager.

Sustainability is a prevalent topic for Blacksburg citizens in September, but sustainable options are available throughout the year through local farmers markets. Not only do farmers markets support local economies and small businesses, but they also lower fossil fuel emissions. "The average bite of food has traveled 1,500 miles to get there. Things that are grown more locally will have far less [environmental] impact than things flown in from Hawaii," said Davis.

The Community Farmer's Market is a local market in Blacksburg. It hosts a variety of local vendors who practice sustainable farming and permaculture. Those interested in continuing a sustainable lifestyle after Sustainability Week can visit the market at 1411 South Main Street and discuss sustainable options with the vendors and purchase locally grown produce and meat. The market is open on Tuesdays and Saturdays from 9 a.m. to 2 p.m. and practices sustainability all year.

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About the Community Farmer's Market

A group of native farmers market vendors opened the Community Farmer's Market in 2013 to expand access to local foods in the Blacksburg community. Its vision is to create a vibrant, community-supported market that supports local farms and connects community members and local farms together, sustaining nutrition.

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