

KING STREET WINTER MARKET

TITLE/SLUG: KING STREET WINTER MARKET
REPORTER: HOPE DAVIS

NAT SOUND 2.5 sec
Rain coming down + guitar

– STANDUP/OC –

BOONE IS NO STRANGER TO BAD WEATHER IN THE WINTER, BUT AT THE AGRICULTURAL CONFERENCE CENTER, THE KING STREET WINTER MARKET IS PROVIDING THE HIGH COUNTRY WITH FRESH LOCAL GOODS, RAIN OR SHINE.

– VO –

SINCE 2015, THE BLUE RIDGE WOMEN IN AGRICULTURE HAVE BEEN PUTTING ON THE WINTER FARMERS MARKET, JUST A FEW STEPS AWAY FROM THE APP STATE CAMPUS.

FOLLOWING THE DEVASTATION OF HURRICANE HELENE, THE WINTER MARKET HAS SERVED AS A VITAL RESOURCE FOR THE COMMUNITY.

BUT TO LOCAL FARMERS AND ARTISANS, IT IS NOT JUST A RESOURCE. IT'S BECOME A SYSTEM OF SUPPORT AND FAMILY.

– SOT –

(carringer farms)

Trt: 15 sec

“THE HURRICANE WAS TOUGH. WE’RE IN THAT WESTERN PART OF WATAUGA COUNTY AND IT WAS REALLY REALLY BAD. SO IT WAS GOOD TO JUST KIND OF MAINTAIN SOME KIND OF ROUTINE BECAUSE THE HURRICANE WAS SO DISRUPTIVE.”

Out: “the hurricane was so disruptive”

NAT SOUND: guitar playing

Trt: 2 sec

ONE OF THE FOUNDATIONAL PILLARS FOR BLUE RIDGE WOMEN IN AGRICULTURE IS FOOD EQUITY, AND THE DOUBLE UP FOOD BUCKS PROGRAM IS JUST ONE OF THE WAYS THAT THEY HOPE TO ACCOMPLISH THAT.

– SOT –

(sydney bloom, farmers market manager)

Trt: 24 sec

“IT’S JUST REALLY A GREAT PROGRAM WHERE PEOPLE WHO MIGHT NOT OTHERWISE BE ABLE TO SHOP AT THE FARMERS MARKET ARE ABLE TO MAKE IT MORE AFFORDABLE. AND WE JUST LOVE HAVING THEM HERE AND THE FARMERS ARE JUST GETTING MORE BUSINESS OUT OF THE DEAL. IT’S REALLY KIND OF WHAT WE LIKE TO CALL A WIN-WIN-WIN BECAUSE IT’S BENEFITING EVERYONE. IT’S KEEPING MONEY IN THE LOCAL FOOD ECONOMY SO WE’RE REALLY HAPPY TO HAVE THE PROGRAM.”

Out: “REALLY HAPPY TO HAVE THE PROGRAM”

IN WATAUGA COUNTY, 1 IN 7 ADULTS FACE FOOD INSECURITY.

FOR MANY COLLEGE STUDENTS, FRESH, LOCAL PRODUCE JUST SEEMS OUT OF REACH.

BEING ONLY A SHORT WALK AWAY FROM APP STATES MAIN CAMPUS AND PROVIDING FOOD EQUITY PROGRAMS, THE MARKET HOPES TO ENCOURAGE NOT JUST RESIDENTS, BUT STUDENTS TO COME AND SHOP LOCAL.

– SOT –

(app state student)

Trt: 21 sec

“THE PEOPLE WHO SAY ITS NOT ACCESSIBLE JUST DON’T KNOW ABOUT IT. THE PEOPLE WHO SET UP THE FARMERS MARKET AND EVERYTHING ARE PRACTICALLY BEGGING STUDENTS TO TAKE ADVANTAGE OF IT.

Out: “TO TAKE ADVANTAGE OF IT”

–STANDUP/OC–

THE KING STREET WINTER FARMERS MARKET IS HELD ON SATURDAY MORNINGS FROM 10 TO 1, RIGHT HERE AT THE AGRICULTURAL CONVENTION CENTER, DECEMBER THROUGH MARCH.

