

*LAAK INC.'S
WATAUGA COUNTY
FARMERS MARKET
50TH ANNIVERSARY
CAMPAIGN*

*KEELEY BLACKWELL, ASHLEY
GOROSKI, ANNA JACOBSEN, LOLA
KEIFER*

CLIENT LETTER

To: The Watauga County Farmers Market

From: LAAK Inc.

Date: December 16, 2022

Re: COM 4318 - Public Relations Campaigns, Fall 2022

Project Expectations: LAAK Inc. has created a comprehensive Public Relations campaign plan for Watauga County Farmers Market (WCFM) to be implemented in early 2023. The deliverables are included in the campaign book.

To create this campaign, our student agency was responsible for:

1. Conducting research related to the primary client goal(s).
2. Developing clear, measurable campaign objectives.
3. Establishing a proposed campaign schedule.
4. Providing sample tactics and messages to support the proposed campaign.
5. Creating an evaluation plan to measure the success of the proposed tactics and campaign.

Objectives: Based upon the organization's current public relations needs and business goals communicated during the client briefing, our student agency developed the following objectives for this campaign:

1. To have an effect on the student publics of Appalachian State University to increase awareness of the 50 year legacy of WCFM by a 20% increase by the end of the 2023 season (Nov.).
2. To prompt an action on the Watauga area tourists and nonresidential visitors to increase attendance of the WCFM by a 20% increase by the end of the 2023 season (Nov.).

Strategy: Additionally, our student agency worked collaboratively on research conducted for this project. Key findings from our research indicated that 32% to 37% of respondents did not attend the market during any season, respondents believe parking to be their biggest issue and that only 15% have known the market has been around for 50 years. Therefore, we recommend that WCFM implement this campaign based on our research to accomplish your goals of bringing awareness to the market and seeing a 20% rise in attendance by the end of 2023.

This campaign plan follows a four-phase organizational model of campaign development starting with a report on the primary research conducted. The plan then describes the strategic approach of the campaign (based on our research) and provides examples of tactics and messages to use to reach and engage targeted publics. Finally, the campaign plan includes a project timeline, an estimated budget and a plan for evaluating the effectiveness of the campaign at the end.

LAAK Inc. believes that this campaign will help you meet your goals and we are happy to answer any follow up questions you may have as you begin implementation. We have enjoyed working with you during this semester and appreciate your willingness to partner with our PR Campaigns class!

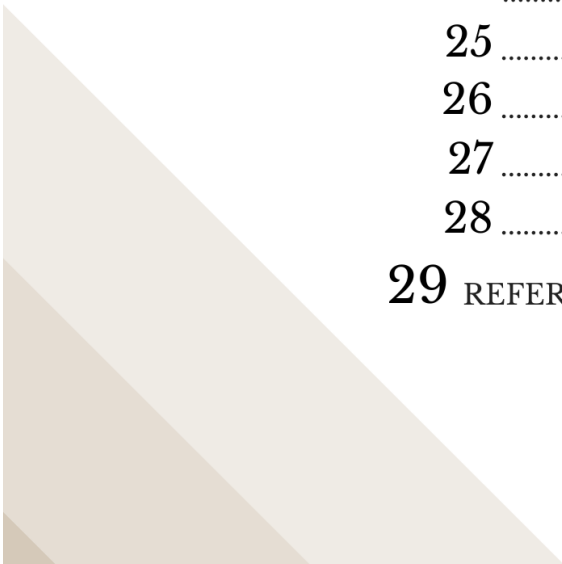
Regards,

Keeley Blackwell, Ashley Goroski, Anna Jacobsen, Lola Keifer



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*PHASE ONE:
FORMATIVE
RESEARCH*

Objectives:

- ❖ To affect the student public of Appalachian State University to increase awareness of the 50-year legacy of WCFM by a 20% increase by the end of the 2023 season (Nov).
- ❖ To prompt an action on the Watauga area tourists and nonresidential visitors to increase attendance of the WCFM by a 20% increase by the end of the 2023 season (Nov).

Introduction to Phase One

Watauga County Farmers Market (WCFM) is a local event on Saturdays in Boone, North Carolina. It is in the heart of Boone, just off of Horn in the West Dr. and according to their website they have “been considered the town square of the High Country since 1974” (n.d. 2022). The season begins in April and ends in November which has been a recent change to elongate their season. The market focuses on small business vendors from the community. They pride themselves on being 100% a producer-only market. They have 63 vendors each season and are run by an overseeing manager, officers, and a board of directors. The organization wanted to focus on sincere shopping, capturing Boone’s community for all resources, not just part-time seasonal gifts and ingredients, but for weekly grocery shopping.

Situational Analysis

LAAC Inc.’s campaign focuses on the WCFM’s 50th season. The organization wants to emphasize the operation’s timeline and long-term performance. The organization has no posters or visual brand awareness, including merchandising. The company also wants to potentially host a 50th-season anniversary celebration which would dedicate its event to the deep-rooted Blue Ridge fair’s tradition. The client addressed conflicts with LAAC inc. such as accessibility due to Boone’s AppalCart bus system and a limited parking area.

Long-term goals

The long-term goals of the Watauga County Farmers Market include having a recognizable brand that highlights the 50th anniversary. In addition, they want to change

the community's habits to be more sustainable with their grocery shopping choices and encourage people to get all of their needs at the farmer's market.

Short-term goals

On the other hand, WCFM hopes to grow their audience and participation, especially during the shoulder seasons, have their vendors be more successful, and increase different ways to get to the farmers market through parking and an Appalcart stop as short-term goals that can be achieved every year.

Organizational Analysis

Watauga County Farmers Market has nine board of directors and they each serve two-year terms. The individuals are all representatives of the market and contribute as vendors. In addition to being a board member, Marketing Manager Michelle Denine is solely responsible for all the marketing and messaging for the farmer's market. She manages all the social media platforms and branding of the vendor's products. A limitation that she faces is generating new content every week without assistance.

It is also important to take into consideration the other Campaigns that are running concurrently with our campaign. Watauga County Farmers Market currently has radio advertisements and uses a little over half of its marketing budget for this specific outreach. It is essential to know what messaging is being used so that we have consistent messaging across all platforms to prevent miscommunication. In addition, there are several other markets in Boone such as the King St. Market, the Food Hub and Wildwood Community Market. It would be ideal to make sure messaging is different from these markets if there is not a direct association with them.

Publics Analysis

The audience analysis of WCFM's social media accounts shows 1.1k followers on WCFM's Facebook account page; 7,061 followers on Instagram; and 1,724 followers on Twitter. Based on our client briefing, senior citizens go to the market in the first hours it's open, typically with a list of fresh produce they are looking for. The local students who go to the market go for the fresh floral bouquets, the biscuit truck and fresh bread. For families, there is face painting and different activities in the kids' corner. Tourists who come during the fall come for the infamous peak week, but also local apple orchards and pumpkins, all of which are available at the farmers market as well. The summer tourists who come to visit the Blue Ridge Parkway, hiking, rivers and camping, who come to check out local goods. As previously stated, not all of the social media platforms are streamlined together due to an account being held hostage during a transition so messaging to their audiences has been disrupted.



*PHASE TWO:
RESEARCH
FINDINGS*

Introduction to Phase Two

In this section of our campaign proposal, LAAK Inc. will be discussing our campaign and message strategies for the Watauga County Farmers Market (WCFM). Our team wants to utilize data collected for future changes in the WCFM as the information the team has thus far allowed visualization of possibilities for the upcoming 50th anniversary.

Audience Research Results

The survey collected 59 responses after being open from Oct. 5th through Oct. 19th, 2022.

The first finding that LAAK Inc. discovered is that out of 59 respondents, 40 attendees attended in the spring, 38 respondents attended in the summer, and 37 people attended in the fall. In conclusion, an average of 38 out of 59 respondents attended each season (spring, summer and fall). According to team research findings, the market is open from April to November. During this time, according to the team's survey results (n=59), between 32% and 37% of respondents said they did not attend the WCFM in any season. The spring season (April-May) reported that 32.20% of the respondents did not attend; the summer season (June-Aug.), reported 35.59% of the respondents did not attend; and during the fall season (Sept.-Nov.), 37.29% of the respondents did not attend. Although most respondents are not attending during any season, the report still shows that more of the respondents are attending the WCFM, 32.20% visit 2-4 times during the opening portion of the season.

The second finding LAAK Inc. collected was that out of 59 respondents, we found that 61% of 59 respondents (31 people) said parking is the biggest issue regarding wanting to attend the market. The data represents a correlation to the changes the respondents want to see; public

transportation is a factor the public would like to solve. Our team expects to incorporate this change as a major focus for the upcoming season.

The third finding LAAK Inc. has is that out of 59 respondents, the team research presents that 15.3% of the respondents had chosen the correct age of WCFM. The farmer's market has been a staple in Boone for 50 years, which was the correct answer. Our team plans to implement change in the knowledge of the community and the WCFM's demographics knowing the history of how long the organization has been running. This would be achieved through adequate brand awareness for the 50th anniversary of WCFM which is a long-term goal of the client, Marketing Manager Michelle Dineen of WCFM.

Goals and Objectives

Watauga County Farmers Market's Manager Michelle Dineen approached LAAK Inc. to aid in promoting the 50th anniversary of the market and to increase the attendance of the market. In the client discovery meeting, Dineen expressed that the short-term goals of the market are to grow audience participation and for vendors to be successful. Her long-term goals are to be a recognizable brand, create sustainable habits within the community, and have consistent attendants. Our team will prepare a strategic plan to identify key audiences and cater messages toward them that fit the market's goals.

Objective 1

To have an effect on the student public of Appalachian State University to increase awareness of the 50-year legacy of WCFM by a 20% increase by the end of the 2023 season (Nov).

Public: *Appalachian State University Students*

Strategy #1: Recruit Interns and WCFM ambassadors for community engagement.

Message strategy: Logical appeal to students to get them to recognize that interning with the market is a career-building opportunity. For example, “Make your mark on Boone *and* your resume, apply for Student Intern of Community Engagement for the WCFM.”

Strategy #2: Work with AppalCart to provide better accessibility to the WCFM.

Message strategy: Logical appeal to students to demonstrate that getting to the market is accessible and readily available. For example, “save the Earth, ride along with us to the market.”

Strategy #3: Partner with Appalachian State Food Services for community engagement

Message strategy: Logical appeal to students as it shows a positive, tight-knit community in Boone between students, their school and the Boone community that supports the local economy and sharing of goods. For example, “A fruit stand a day keeps the health center away, shop at WCFM’s student market.”

Objective 2

To prompt an action on the Watauga area tourists and nonresidential visitors to increase attendance of the WCFM by a 20% increase by the end of the 2023 season (Nov).

Public: *The Watauga area tourists/ nonresidential visitors*

Strategy #1: Partake in community outreach with promotional materials

Message strategy: Emotional appeal to tourists as it demonstrates an inclusive environment for all. For example, “people grabbing flowers from the flower stand, grabbing a warm loaf of sourdough bread, young adults smelling the locally made candles.”

Strategy #2: Increase growth of media relations

Message strategy: Ethical appeal to gain awareness and social engagement with visitors about cool things to do/see in Boone from a credible and reliable source. For example, "people hiking, skiing, and walking around downtown King St. after visiting the market."

Strategy #3: Collaborate with the town of Boone to provide promotional materials

Message strategy: Logical appeal to promote awareness of where and what the farmers market is. For example, "a large 50 display on the front of Horn in the West, arrows pointing toward Horn in the West."

Methodology

LAAC Inc. created a survey on Oct. 5 through Oct. 19 to disperse to the Appalachian community. The survey audience includes Appalachian State University students, Watauga County residents, immediate family, and Appalachian State University Alumni. The goal is to learn how the two target publics, Appalachian State University students and Watauga County tourists, perceive the WCFM. In addition, the community would like to see results that create a more appealing outcome for the WCFM. To create and distribute the survey, we used a survey platform called Qualtrics. The platform allowed us to create the questionnaire, develop a shareable link to distribute to audience members and conceptualize and categorize the data collected by the server to understand the results best. The team gained responses to the survey by dispersing it to peers through the means of email, text, group messaging and posting on our personal social media accounts.



*PHASE THREE:
TACTICS &
IMPLEMENTATION*

Introduction

The tactics focus on providing the local Boone community with access to public transportation to and from the farmers' market, allowing more people access to the goods found at the market. A student internship would serve as a direct relationship with Appalachian State University and its students. The goal is to build a better relationship with the university and maintaining that relationship will only further participation and attendance at the market. LAAK Inc. believes that there should be coordination with AppalCart, creating a route to and from the market for those living on and off campus. Having a market on campus would further the mission of sustainability, reducing food waste and food insecurity in the Boone community. Selling food products leftover from the previous Saturday will ensure sustainability and that community members with food insecurities are included.

LAAK Inc.'s second objective focuses on outreach to tourists and non-residential visitors and increasing their attendance, engagement and overall knowledge of the existence of the market. We recommend having a student intern produce flyers and brochures to post around Boone's most influential and high-traction locations, King St., hotels, restaurants, bars, etc. Establishing relationships with local media publications and specialists will boost conversation around the community and with visitors. Conducting a press release using various media outlets throughout the campaign will increase community awareness and engagement.

Objective 1

Strategy #1: Recruit Interns and WCFM ambassadors for community engagement.

Tactic: To reach Appalachian State University students it is best to post the job description on Handshake, the Career Center, and distribute the job description to the internship coordinators of

each college at Appalachian State University. Appalachian State University utilizes Handshake for on-campus and off-campus jobs and internships the most compared to Indeed and LinkedIn. Appalachian State University also has weekly emails that go out to students from Handshake that market the different job opportunities that are available at that time.

**Reference Appendix for Internship Description*

Strategy #2: Work with AppalCart to provide better accessibility to the WCFM.

Tactic: Through partnering with AppalCart to create a route to the WCFM, the local community members can access the market. LAAK Inc. recommends adding a stop to the Purple Route to the top of Horn in the West to not only provide better ADA accessibility to those who need it but to provide easy access to WCFM due to the parking shortage. This stop would be a special route that is offered only Saturdays, this has proven to be possible through AppalCart providing a special route for the holiday seasons and Appalachian State University football games. You can best contact the AppalCart Route Supervisor, Chris Shook, by email (routesupervisor@appalcart.com) because there is no official place on their website to put in a request for an additional stop. In addition to making this route accessible, there would be a visual sign on the outside of the bus saying, “50 years of riding together to WCFM, SAT 8-1 through November.”

Strategy #3: Partner with Appalachian State Food Services for community engagement

Tactic: Having an on-campus market once a week, every Monday during the school year – sharing a sense of community by not contributing to food waste while boosting the local economy and building relationships between students and the farmers' goods; further giving support to students and the crisis of food insecurity on campus by providing discounted produce on campus. An on-campus market would not only raise awareness of the market to students, but

WCFM can brand the market to emphasize how they've been a part of Watauga County for 50 years. LAAK Inc. recommends purchasing a custom-branded tent to bring on campus to host the campus farmers' market; other necessary supplies would be a pop-up table and coolers.

**Custom branded tent is hyperlinked in description of the tactic*

**Reference appendix for WCCFM promotional material*

Objective 2

Strategy #1: Partake in community outreach with promotional materials

Tactic: Create brochures every season updating what vendors are attending the WCFM.

Distribute the brochures to popular tourist attractions such as Mast General Store, Tweetsie Railroad, Hawksnest, the admissions center at Appalachian State University, Boone and Blowing Rock hotels, restaurants in Boone and Blowing Rock, and willing Airbnb's.

**Reference brochure in the appendix to use as inspiration to distribute to businesses.*

Strategy #2: Increase growth of media relations

Tactic: Establish relationships with local reporters and specialty reporters. Share the mission of WCFM, and what WCFM offers through their various vendors to different lifestyle accounts WCFM through a press release. This will give the media outlets the opportunity to make posts or create a story and this will provide information to reach tourists more efficiently.

**Reference Appendix for Media Contact Sheet*

**Reference the Appendix for Press Release*

Strategy #3: Collaborate with the town of Boone to provide promotional materials

Tactic: Have Watauga County Farmers Market added to the established signage around Boone.

The signage shows you which direction and how many miles it is to that landmark. Tourists often

look at directions to help them navigate a new environment. By including that there is a farmer's market in the area it informs a foreign public to look further into that opportunity and attraction. The Town of Boone recently had the Wayfinder Installation to promote tourism, LAAK Inc. recommends communicating both with the Town of Boon and Destination by Design to incorporate WCFM into the established signage. Additionally, LAAK Inc. advises WCFM to add signage to the sign by McDonald's on Blowing Rock Rd.

Implementation Timeline

**Subject to change as needed*

Date	Project	Notes
11/30/2022	Client Pitch	
12/12/2022	WCFM receives LAAK Inc. Campaign Proposal	
01/09/2023	WCFM collects 2022 season's statistics: attendance & awareness	
01/17/2023	Post the internship job description to Handshake & distribute description to Appalachian State University Internship Coordinators	
01/23/2023	Work with AppalCart to establish a route to the top of Horn in the West	
Late February, Early March (final date TBD)	Internship Interviews & Offer	
Mid-March (final date TBD)	Create & distribute promotional items to community	This responsibility belongs to the intern
Last week of March (final date TBD)	Send a press release to media contacts	This responsibility belongs to the Marketing Manager, but the intern can create the press release

Date	Project	Notes
04/01/2023	Soft launch WCFM mascot	
05/31/2023-06/01/2023	Spring progress report of tactics for WCFM	
06/03/2023	Hard launch WCFM mascot	
08/14/2023	Distribute promotional items for the Appalachian State University campus market on campus	This responsibility belongs to the intern
08/21/2023	FDOC & First day of Watauga County Campus Farmers Market (WCCFM)	
08/28/2023	WCCFM	
08/31/2023-09/01/2023	Summer progress report of tactics for WCFM	
09/04/2023	WCCFM	
09/11/2023	WCCFM	
09/18/2023	WCCFM	
09/25/2023	WCCFM	
10/02/2023	WCCFM	
10/09/2023	WCCFM	
10/16/2023	WCCFM	
10/23/2023	WCCFM	
10/30/2023	WCCFM	
Mid November (final date TBD)	Fall progress report of tactics for WCFM	
11/30/2023	Campaign Evaluation	Compare 2022 season results with 2023 season

Budget

2023 Watauga County Farmers Market Budget				
What	Why	Price	Total	
Print Materials	Including flyers, brochures, coupons. Used for community outreach and awareness of WCFM. Order more as needed.	Flyers = 250 for \$119.99 Brochures = 2500 for \$409.99	\$529.98	
Mascot	Photo opportunity, engagement, brand awareness	Can source from multiple places. Allow up to \$300 as mascot budget.	\$300	
AppalCart Ad	Not only shows what bus to use but tells you the day and time to get to WCFM. Informational.	\$160 per month. Would use it for the duration of the season April-Nov.	\$1,280	
WCCFM Supplies	Easy-up Canopy, folding table, coolers	Canopy = \$919 Table = \$50 Coolers = \$25 x3	\$1,071	
Signage for Town of Boone Landmarks with Destination By Design	Destination by Design is the firm that was contracted by the Town of Boone for the Wayfinding signage installation. Use them again to have consistent branding and to add WCFM to the already established signs.	Budget for \$600 but need to talk to Destination by Design for an exact quote for one arrow on the sign by the McDonalds on Blowing Rock Rd.	\$600	
Intern	Receive class credit	\$0	\$0	
			Total Used w/o tax: \$3,780.98	Total Amount Available: \$5000



*PHASE FOUR:
EVALUATION*

Overview

The goal of LAAK Inc. evaluation phase focuses on measuring results that evaluate attendance and engagement for the client. Incorporating an evaluation timeline within the strategies ensures that the objectives are coordinated with the tactic phase's 2023 Implementation calendar timeline.

Evaluation's Timeline

The first objective targets Appalachian State University students to find interns. LAAK Inc. suggests WCFM look at how many students applied for the internship. Next, we recommend evaluating the interns' work in mid-July and at the end of the internship. The goal of this is to see the progress of the interns and their effectiveness on the market.

Jan. 30, 2023

WCFM cooperates with AppalCart to enable weekend event transportation, and attendance throughout the usage of the bus route will be evaluated at the end of the season (Dec. 2023).

March 1, 2023

The interns will distribute the promotional materials throughout the period of this contract. By creating the WCFM's community information pamphlets and graphics, the interns will focus on planning ahead of when the market begins.

March 29, 2023

The interns will help with the press release towards media contracts by this date.

The team believes that the second strategy will best evaluate the campaign by getting monthly numbers of people who utilized the farmers' market route. AppalCart counts

every person who gets on the bus. The route runs from April to November only on Saturdays.

Aug. 14, 2023

The promotional materials for this event will go out by the interns. Using this strategy allows for the market to be able to see what sells on campus and if it's effective enough to continue with for the following seasons.

Nov. 30, 2023

Evaluate attendance results per month to strategize what months are best for engagement.

Dec. 15, 2023

Compare attendance and engagement statistics with the 2022 season to incorporate significant strategies. LAAK Inc. recommends keeping track of how many people stop by the WCCFM table and how many sales are made to evaluate the third strategy.

Objective 2

For the first strategy of objective two, our team recommends keeping track of how many times promotional print materials need to be refilled in specific destinations to evaluate how effective their placement is. The second strategy involves media relations, for this, we recommend monitoring how often news outlets and reporters mention the market. A press release will go out in mid-March. From here, WCFM will be able to track engagement from the news site in relation to WCFM. By reaching out to the media above, WCFM can use these connections to evaluate how many people are coming from these sources. Strategy three starts by estimating how many come to the market from the new signs around Boone can be difficult, but by measuring how often people look up the farmers market with attendance can help WCFM measure the success of the signs.

Aug. 30, 2023

Measuring results of the summer progress report will ensure the tactics' outcome and know what plans are beneficial for the next season and year.

Tools:

<https://analytics.google.com/analytics/web/provision/#/provision>



APPENDIX

Internship Description:

Internship Title: *Community Engagement Student Internship, unpaid position with class credit*

Organization: *Watauga County Farmers Market (WCFM)*

Hiring Manager: *Michelle Dineen*

Job Description:

- Manages social media accounts for the Watauga County Farmers Market
 - Emphasize the 50-year legacy of WCFM
- Assists with planning and executing events for the 50th Anniversary
- Manages Watauga County Farmers Market email
- Responsible for distributing promotional materials around Appalachian State University
- Assists Michelle Dineen when needed
- Partake as WCFM mascot for community outreach and brand awareness

Internship coordinators:

Dr. Heather Paige Preston, *Department of Communication*

- prestonhp@appstate.edu

Dr. Mark Nunes, *Department of Interdisciplinary Studies*

- nunesm@appstate.edu

Dr. Dana Clark, *Department of Hospitality & Tourism Management*

- clarkjd@appstate.edu

Dr. David Shows, *Department of Marketing & Supply Chain Management*

- showsgd@appstate.edu

Dr. Jennifer Westerman, *Department of Sustainable Development*

- westermanjh@appstate.edu

Flyer Handout:

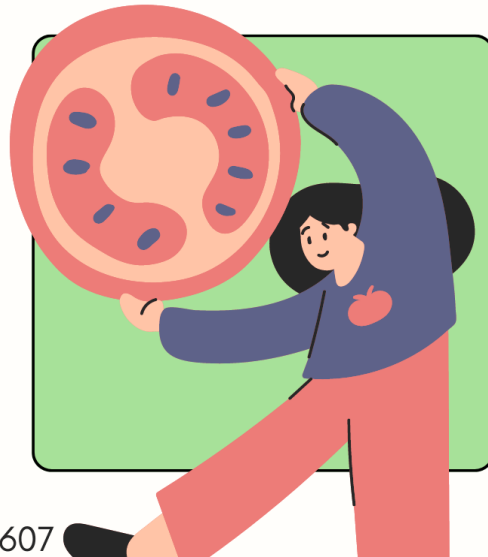


WATAUGA COUNTY FARMERS MARKET

With over 60 vendors,
providing a variety of
fresh produce, baked
goods and locally made
art.

**EVERY
SATURDAY
8a.m. - 1p.m.**

**SERVING THE
SURROUNDING
WATAUGA
COMMUNITY FOR
50 YEARS.**



591 Horn in the West Dr., Boone, NC 28607

Brochure:



EVERY SATURDAY
APRIL-NOVEMBER


8:00am – 1:00pm

WHERE TO FIND


591 Horn in the West Dr, Boone, NC
28607

WATAUGA COUNTY FARMERS MARKET

CELEBRATING 50 YEARS

LOCAL APPALACHIAN PRODUCE, BAKED GOODS AND ART





CELEBRATING 50 YEARS OF FARM TO TABLE EXCELLENCE

TALK ABOUT WHAT FAMILIES/ FARMERS HAVE BEEN HERE FOR GENERATIONS AND WHAT THE MARKET IS ALL ABOUT
-->fake words fake words fake words
fake words fake words fake words
fake words words words words fake
fake words fak words words words
words fake words words fake words.

WHAT WE OFFER

produce, baked goods and local artists

TALK ABOUT WHAT KIND OF GOODS THEY CAN FIND HERE

- veggies
- fruits
- community events
- flowers
- crafts
- baked goods
- etc

EVENTS

To get lost on purpose

TALK ABOUT HOW THEY HAVE KIDS CORNER AND LIVE MUSIC AT THE MARKET AND WORDS WORDS WORDS WORDS WORDS FAKE WORDS

POTENTIALLY HOW THEY ARE WORKING WITH APPALACHIAN STATE UNIVERSITY / STUDENTS TO BRING EXCELLENCE




Stay in touch:

instagram:
@wataugacountyfarmersmarket

phone:
828-355-4918

website:
www.wataugacountyfarmersmarket.org

Media Contact Sheet:

Media Contact Sheet

Visit NC

- Boone Area Visitors Bureau
 - Hope Thingelstad
 - hope@exploreboone.com

The Watauga Democrat Newspaper Inc.

- Advertising Manager
 - Tim Walker
 - tim.walker@mountaintimes.com

The Appalachian

- Enterprise Editor
 - Will Hoffmann
 - hoffmanwe@appstate.edu

Axios Charlotte

- Reporter, Photographer
 - Symphony Webber
 - symphony.webber@axios.com

Hickory Daily Record

- Regional Editor
 - Eric Millsaps
 - emillsaps@hickoryrecord.com

The Avery Journal Times

- Staff Writer
 - Lily Kincaid
 - lily.kincaid@averyjournal.com

The Taylorsville Times

- People & Culture
 - news@taylorsvilletimes.com

Press Release:

Michelle Dineen
Market Manager of the Watauga County Farmers' Market
wataugacountyfarmersmarket@gmail.com

Michelle is the head of communication for the Watauga County Farmers' market. She specializes in marketing for the Farmers' Market. Additionally, she is a vendor.

Watauga County Celebrates 50 years of local Farmers and Vendors bringing the Community together

BOONE N.C. – Bringing the community together since 1973, Watauga County Farmers' Market (WCFM) has grown to 60 vendors who sell products produced and created 100% by themselves. WCFM will celebrate 50 years with a party at the market on June 6 from 8 a.m. until 1 p.m., joining you for the first time by their new mascot and have several photo opportunities. You can find the market at 591 Horn in the West Dr., Boone, NC.

Attendees will find food trucks, fresh produce, locally farmed meats, eggs, artisan chocolate, fine pastries and breads, fresh flowers, plants, jewelry, craft goods and seasonal items during their visit. Additionally, entertainment is an essential part of the farmers' market experience. While walking through the aisles you will hear local bands playing music, laughter from the kids' corner, cultural groups performing during holidays and cooking demonstrations.

Michelle Dineen, WCFM Market Manager, expresses that "We aim to bring our community together. Before becoming Market Manager, I was a part of the market just as a vendor. Talking with the locals and tourists about my passion always left me feeling fulfilled. I couldn't pick a better market to experience an intentional community who cares to see us succeed."

WCFM's season is April through Nov. Vendors receive payment in various ways, cash, some in card; if you don't have cash, you can purchase tokens at the Watauga County Farmers' Market's tent. All vendors accept tokens.

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References

M. Dineen, personal communication, Sept 21, 2022.

Watauga County Farmers' Market 'Watauga County Farmers Market.' (n.d.) Sept 30, 2022.

<https://www.wataugacountyfarmersmarket.org/>