

For Immediate Release

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**CELEBRATE STRAWBERRY SEASON WITH STRAWBERRY JAMBOREE
AT THE CARRBORO FARMERS' MARKET ON SATURDAY, MAY 4TH**

Market shoppers of all ages can taste the sweetness of strawberry season with Strawberry Jamboree at the Carrboro Farmers' Market.

APRIL 19, 2024 - CARRBORO, NC - That long-awaited and sweet time of year is finally here: strawberry season! The Carrboro Farmers' Market (CFM) celebrates this year's strawberry harvest with Strawberry Jamboree on Saturday, May 4th with fun activities dedicated to all things strawberry. The Market is open from 7:00am to 12:00pm, and shoppers can enjoy strawberry recipes, get information about our local strawberry farms, sample special strawberry treats around the Market, and much more. Event activities may take place during part of Market hours. The event features live music from local musician Process Group. This event is free and open to the public.

North Carolina ranks third in the US for strawberry production. North Carolina also has a strong tradition of selling strawberries directly to customers with pick-your-own farms and farmers' market stands. Shoppers can find popular local strawberry varieties like Ruby June, Sweet Charlie, Camarosa, and Chandler at the Market throughout strawberry season. Shoppers are encouraged to visit the Market's many strawberry farmers and stock up their freezer and pantry for the year.

Three CFM farmers offer pick-your-own opportunities: Brooks Farm (Timberlake, NC), Lyon Farms (Creedmoor, NC), and McAdams Farm (Efland, NC). Check their websites or social media accounts for more details about when their farms are open for pick-your-own.

Many of the prepared food vendors at the CFM have Strawberry Jamboree specials like strawberry glazed doughnuts, strawberry cornmeal biscuits, strawberry gazpacho, and strawberry lemonade.

Strawberry recipes authored by Market supporters, farmers, and volunteers are available to inspire shoppers.

Event attendees also make strawberry smoothies with a bike blender, made possible by Carrboro's Back Alley Bikes. Smoothies feature NC strawberries provided by Seal The Seasons.

Jenna D'Amore of Little Ace Ice Cream provides samples of a honey butter cornbread cookie with strawberries and cream ice cream, made with Market ingredients.

The Transplanting Traditions Community Farm Youth Program provides samples of two different kinds of traditional sauces to eat with strawberries.

Peel Gallery and Super G Print Lab join Strawberry Jamboree festivities with special strawberry art activities, including live screenprinting of a special Strawberry Jamboree poster. Join them in the Market's gazebo to make a unique piece of strawberry art to take home and remember Strawberry Jamboree.

Strawberry Jamboree is supported by the Carrboro Farmers' Market's Big Beef Sponsor, Laser Image Printing & Marketing.

Plan ahead for parking at Strawberry Jamboree! A [map with free public parking in downtown Carrboro](#) is available online through the Town of Carrboro. There are several places, such as along Fidelity Street, where on-street parking is available only during the farmers market. Market go-ers should make sure to check the on-street parking signs to make sure parking is allowed, and to NOT to park on S Laurel Ave or S Bim St. The CFM also has ample bicycle parking at the market, and is convenient to the CW, J, and F bus routes (all free through Chapel Hill Transit).

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About the Carrboro Farmers' Market - "Locally Grown, Nationally Known!"

Founded in 1979, the Carrboro Farmers' Market aims to create and sustain a vibrant, accessible, and innovative market that supports our local farmers and artisans, while extending the benefits of local food to the greater community. On Wednesday afternoons and Saturday mornings at the Carrboro Town Commons in downtown Carrboro, vendors sell a wide selection of the highest quality locally-grown produce, pasture-raised meats, eggs, cheeses, breads, pastries, artisan crafts, and much more. The CFM is a producer-only Market that requires vendors to reside and produce their goods within 50 miles of Carrboro. The CFM is open Saturdays year-round and operates from 7am-12pm April - October and 9am-12pm November - March. The Wednesday Market runs from 3-6pm April - mid-November.