

Are you one of WNC's LOCAL FOOD HEROES?



Tell your story in this special multi-page Xpress advertising supplement devoted to WNC farmers, tailgate markets and farm/restaurant collaborations.

Here's what you get:

- a quarter-page advertorial with...
- a unique headline about your business
- 1-2 photos
- your story (up to 160-words) describing your products, your passion, how you got started, why you do what you do
- your basic business info (name, address, phone, website, email)

Price: \$125 for ASAP-certified or partner businesses

Qualifying farms, tailgate markets, and vendors pay only \$125, with the remainder of the basic \$250 price being paid by the Appalachian Agriculture Sustainable Project using cost-share matching funds from the Golden Leaf Foundation and the NC Tobacco Trust Fund Commission. **To qualify, advertisers must pre-apply** for cost-share funds and the "Appalachian Grown" logo must be included on the ad.



Thatchmore Farm

153 Dix Creek One Rd.
Leicester, NC
(828) 683-1180
thatchmore@main.nc.us

Farm fresh, family operated, certified organic

Karen Thatcher and Tom Elmore founded Thatchmore Farm in 1987 and have grown certified organic produce ever since. Their daughter Liz and an enthusiastic crew produce vegetables, fruit, mushrooms and ornamentals on 10 acres in Leicester.

Early season tomatoes in May are welcomed at the West Asheville and North Asheville tailgate markets. Salad mix, braising greens, squash, sweet peppers and blueberries are

among many crops enjoyed by Thatchmore customers. Regular patrons take advantage of their buyer club or their box-a-week service.

New crops and new farmers are important at Thatchmore Farm. Each year they train crew members who want to run their own farms. Experimental crops include figs, hardy kiwi, and Asian pears. To broaden their farmer-training program, Thatchmore is a member of the Organic Growers School CRAFT program that exposes owners and workers to other organic farms in the area with monthly farm tours.

DEVOTED TO

- WNC farmers
- Tailgate markets
- Farm/restaurant collaborations

**Tell 75,000
WNC readers
and eager-
eaters your
story in
the June 20
Mountain
Xpress!**

Publishes:

June 20, 2012

Deadline for cost-share matching funds:

May 14, 2012

To reserve your space please contact:

828-251-1333

advertise@mountainx.com