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FOR IMMEDIATE RELEASE

Wild Food and Herb Market Coming to Carrboro Spring 2013

Carrboro, NC – One of the United States' first ever wild food markets is slated to launch in downtown Carrboro on March 10th, 2013. The Wild Food + Herb Market will run one Sunday afternoon each month on the Carrboro Commons from March through November from 1-4 PM. The Market is being launched with support from The Abundance Foundation, a sustainability-focused non-profit located in Pittsboro.

The Wild Food + Herb Market coming to Carrboro will be a "farmers" market featuring foragers, herbalists, wild food cultivators and local plant educators in the North Carolina Piedmont. The Wild Food + Herb Market will provide wild food and medicinal herb enthusiasts a place to buy, sell, trade and gather with others interested in wild foods and herbs.

Vendors will provide unusual wild foods for adventurous foodies and chefs alike, while educational organizations will also be on hand to offer information on wild foods and resources to learn more about wild food identification. The market will offer resources to learn more about wild plants of the Piedmont and their uses, how to identify and harvest wild foods and herbs sustainably, and have the opportunity to ask experts to identify edible and medicinal plants and mushrooms.

Co-Founders Josh Lev, community herbalist and founder of the Carrboro Herb Guild, and Jenny Schnaak, Development Director and Youth Program Manager for The Abundance Foundation, have been wanting to create a space for herbalists and foragers to meet and sell goods for quite some time. After word that Alan Muskat, well-known foraging expert, was launching a wild foods market this spring in West Asheville, they decided to build on that excitement and carry the momentum down into the Piedmont.

There is a conservation ethic behind the idea of gathering and using local wild plants. "Knowledge of the incredible resources that local plants offer both in terms of food and medicine serves to help people feel more connected to the land and other living things in their communities. We protect and care for what we value and feel connected to. We want the Wild Food + Herb Market to be not only a marketplace, but also place where people with similar interests can gather and learn from each other," says Lev.

The Carrboro area and the greater Piedmont is well known for its saturation of herbalists, farmers, and urban gardeners. "With a growing interest in self-sufficiency skills and knowledge of the natural world, including herbal medicine and wild foods, creating a place to share knowledge and wild crafted goods will serve to build stronger community and awareness around wild edibles," says Schnaak.

The market is currently seeking sponsorships and vendors for the market. For vendor applications, or to learn more information about the Wild Food + Herb Market, please contact wildfoodandherb@gmail.com. To stay up to date, please join Wild Food + Herb Market by "liking" our page on Facebook: <http://www.facebook.com/WildFoodAndHerb>