

## **AT MARKET 1: *Selling Local***

LIVE INTRO

“Eat local, eat fresh” are words often heard in Asheville’s highly-developed farm-to-table food culture . . . and exemplified by the large and growing number of tailgate markets, where sellers make the process personal.

The Appalachian Sustainable Agriculture Project’s *Local Food Guide* has details about many of these entrepreneurs, and special correspondent Mare Carmody encounters some:

1	SFX: HOT 190501D_01_01:18 to end of 2	BIRDS CHIRPING, UNLOADING CLATTER
2	CARMODY	It’s early Saturday morning on North Market Street downtown between Woodfin and Walnut. Canopies and vendor tents are going up.
3	SFX: SEGUE TO 190501D_01_01:42 to end of 4	ENGINE IDLING, MAN TALKING
4	CARMODY	Vans, light trucks and pickups jockey for position. In less than an hour . . .
5	SFX: FADE TO 190501D_02_00:16 to end of 6; continue to use 02 as ambiance layer where needed through end	MARKET AMBIANCE
6	CARMODY	. . . Asheville City Market will be open for business.
7	AX: 190501D_03_06:07 then under to “...and it was very good.”	[MALE CUSTOMER] I like this one. What kind is it today? [JENSEN] It’s, uh, millet. It’s the small loaf.
8	CARMODY	Tara Jensen is the sole proprietor of Smoke Signals baked goods.

9	AX: 190501D_03_07:51	[JENSEN] I decided to do a Kickstarter this past year, so I raised the funds to purchase a oven, and I was able to get a small deck oven in the spring.
10	CARMODY	At another level are well-established vendors like apple grower Dawn Creasman.
11	AX: 190501D_07_08:36	[CREASMAN] My husband's, um, third generation, and then I married into it—and so we've been doing it together for about 28, 29 years. And then we've done tailgate markets for about ten years.
12	CARMODY	Some operations, like Flying Cloud Farm in Fairview, are connected to legacies that span a century or more. Here's Annie Perkinson.
13	AX: 190502D_01_25:13 layer ambiance with 02 (see #5)	[PERKINSON] We hope to just pass on an even better land than we inherited, you know, or that we're getting to use—stewarding, I guess.
14	CARMODY	Perkinson's great-grandparents founded Hickory Nut Gap Farm, a well-known provider of meats.
15	AX: 190502D_01_27:18 layer ambiance with 02 (see #5)	[PERKINSON] We're really passionate about what we do, and we really, we want to have a really high-quality product, and we want to feed our community.
16	SFX: FADE TO 190502D_02_28:43 fade out under 17b	BOLD STREAM
17a	CARMODY	Passion for feeding the community high-quality product is most evident "at the source."
18	SFX: OVERLAY 190502D_02_03:19 let play :08 into 19a	GOAT BLEATING
17b	CARMODY	This is Round Mountain Creamery between Black Mountain and Chimney Rock.
19a	AX: 190502D_02_10:33	[CREWS] We're the only Grade A goat dairy in the state of North Carolina. That's our claim to fame.
20	CARMODY	Scott Crews is the Round Mountain herdsman.

19b	AX: 190502D_02_04:48 backtime to play under 20	[CREWS] We're milking 181, so we're using two barns to house them in. And they have all-they-can-eat hay out there, and then they get grain twice a day when they get milked.
19c	AX: 190502D_02_09:06	[CREWS] It costs the same to feed a crappy goat as it does a good goat [LAUGHTER] and you ought as well feed a good one. And typically, your best show goats are also your best milkers.
21	SFX: 190502D_02_02:38	GOAT AMBIANCE
22	CARMODY	Animals, of course, figure prominently in nearly every farming operation. The focus at Vandele Farms on Cedar Creek is pork.
23	SFX: CROSSFADE 190502D_03_02:15 under 22 at "The focus..."	PIGLETS SQUEALING
24	AX: 190502D_03_04:41	[KELLY] That's Izzy and Dot.
25	SFX: 190502D_03_03:37	ROOM PRESENCE IF NEEDED
26	CARMODY	Aaron Kelly has been involved in Vandele Farms pork production for years.
27a	AX: 190502D_03_19:38	[KELLY] On the farm here, all the mammas and the daddy are, they're all on site.
28	SFX: 190502D_03_21:20 under 28b-28c	SPLASHING, GRUNTS
27b	AX: 190502D_03_19:54	[KELLY] These are all our sows. And the boar, he's in here somewhere.
27c	AX: 190502D_03_20:01	[KELLY] As you can see, they love the mud.
27d	AX: 190502D_03_06:59	[KELLY] What you would typically buy in the market, you know, they're fed slop, they're fed stuff with hormones in it, and they're generally kept up in a small, confined, what they call a crate. These here . . .
27e	AX: 190502D_03_07:16	[KELLY]. . . they're put out to pasture, and the food they're fed has no additives, no hormones . . .
27f	AX: 190502D_03_07:23	[KELLY]. . . it's all natural, it's a vegetarian diet.
29	SFX: FADE TO 190502D_01_09:04	EXT AMBIANCE
30	CARMODY	These days, Flying Cloud Farm is all about vegetables, too, as Annie Perkinson explains.

31a	AX: 190502D_01_24:11	[PERKINSON] We actually started—there was no vegetable farm. There was hayfields. So what we—we’re really the first generation that’s making our income from the land.
31b	AX: 190502D_01_11:25	[PERKINSON] So all of our fields are cover-cropped at least once a year. And those are crops that are grown just to improve the soil. We don’t take any, you know, we don’t harvest anything from those.
31c	AX: 190502D_01_20:24	[PERKINSON] We don’t want to spray, like, randomly all the time. But we do pay attention to insect issues and treat them with organic controls.
31d	AX: 190502D_01_14:16	[PERKINSON] So we grow all different varieties of everything we grow.
31e	AX: 190502D_01_25:51	[PERKINSON] Variety of product and variety of outlets is key.
32	SFX: 190501D_06_00:05 under	MARKET AMBIANCE
33	CARMODY	And that includes Asheville City Market. Mike McCreary is manager for ASAP.
34a	AX: 190501D_06_03:15	[MCCREARY] In the aggregate, when you start putting all these smaller farms together, and all the markets there are now in Western North Carolina, the impact is significant and continues to grow.
34b	AX: 190501D_06_01:41	[MCCREARY] It’s that connection to your food that’s so dir—it can’t get any more direct unless you grow it yourself.
35	CARMODY	. . . And maybe become a <u>next</u> generation tailgate market vendor. For BPR News, I’m Mare Carmody.

## AT MARKET 2: *Eating Fresh*

### LIVE INTRO

At Asheville’s tailgate markets, patrons immersed in the area’s thriving local food economy usually know what they like . . . but are also eager to find new favorites among the wide variety of growers and artisans.

Many use the latest edition of *ASAP’s Local Food Guide* as a valuable resource, and special correspondent Mare Carmody follows a few:

1	SFX: HOT 190501D_02_00:54 use 02 as ambiance layer where needed through end	MARKET AMBIANCE
2	CARMODY	Stroll through Asheville City Market with a microphone on Saturday morning . . . and let discerning customers speak for themselves.
3	SEGUE TO AX: 190501D_03_25:41  last :02 under CARMODY #2 continue under CARMODY #4  “a, uh...”	[KID] A peanut butter . . . . [DAD] So pick out some stuff for you and some stuff for Mom. [KID] A peanut butter ball . . . .
4	CARMODY	This young man is building his own hand-dipped candy assortment from The Chocolate Lab.
5a	AX: 190501D_03_26:41	[KID] An almond truffle—and do we have more room?
5b	AX: 190501D_03_26:47	[DAD] What else do you think she would like? [KID] A Zagnut. One Zagnut. [DAD] Okay.
6	CARMODY	Not every kid at market is the primary shopper, but there are plenty here with their families—some looking for produce . . . .
7	AX: 190501D_07_03:20	[MOM] We try and get all of our fruits and vegetables and stuff in season, and . . . .
8	AX: 190501D_07_03:46  lift presence from 03:47:52 to soften end cut	[MOM ASKS KID] What do you like about the market? [KID] Doughnuts. [MOM] Doughnuts.

9	CARMODY	Others are in the market for locally-raised meat.
10a	AX: 190501D_07_27:12	[KID] It's not processed, or going through factories, or anything. So it's just our food that we grow here.
10b	AX: 190501D_07_28:50	[KID] Animals that have a nice life, and then we eat 'em.
11	SFX: HOT 190502D_03_04:52 under	PIGLETS, SOW
12	CARMODY	This is the hog lot at Vandele Farms on Cedar Creek.
13	SFX: HOT 190502D_03_02:15	PIGLETS SQUEALING
14a	AX: 190502D_03_10:55 under; backtime to hit 11:05 after "...eat anything"	ADULTS AND KIDS
15	CARMODY	Some patrons with kids like to <u>verify</u> the idea of a "nice life" before they eat anything . . .
14b	AX: 190502D_03_11:05 then continue under	[MOM] I've never seen such tiny piglets . . . .
16	CARMODY	. . . and a great way to do that is by taking the annual self-guided Farm Tour sponsored by ASAP, the Appalachian Sustainable Agriculture Project.
14c	AX: 190502D_03_11:19	[MOM] Are they up and running like that on the very first day? They're just so energetic.
14d	AX: 190502D_03_11:57	[KID] Is there something different with the runt? [MOM] What do you notice that's different with the runt? [KID] He's small? [MOM] Yep. And do you remember how, in Wilbur, why he was called the runt? [KID] Because he was SO small? [MOM] Mm-hmm.
17	SFX: 190502D_03_13:37 under to end 16b "throughout their life"	FAMILY TALK AMBIANCE
18a	AX: 190503D_02_14:25	[SPARKS-MUSSULIN] Oftentimes as adults, we get very set in our ways and our habits and it's hard to change those . . . .
19	CARMODY	Jessica Sparks-Mussulin works with children through ASAP's Growing Minds at Market program.

18b	AX: 190503D_02_14:32	[SPARKS-MUSSULIN] . . . So starting with kids when they're really young and getting them excited about farmers and farms and local food sets them up to carry that throughout their life.
14e	AX: 190502D_03_17:54	[MOM] I just like 'em to know where their food comes from, and . . . .
14f	AX: 190502D_03_17:34	[DAD] It's good to know where it comes from .. sometimes it's good not to know all the particulars.
20	SFX: CROSS-FADE TO 190502D_01_09:05  under to "just customers..."	EXT FIELD AMBIANCE
21a	CARMODY	Not all farm visitors are just customers.
22a	AX: 190502D_01_28:45	[MAN] My family a couple of generations ago were farmers in central New York. And it's—I've been retired for two years, and I need something to do.
21b	CARMODY	A personal experience with local farming—like this one at Flying Cloud Farm in Fairview—may even inspire some to try it themselves.
22b	AX: 190502D_01_30:16  backtime to roll under CARMODY 21b	[MAN] We're brand new. We have everything to learn. We know that we want to get some animals. We know we want to have, you know, we're going to start out with a garden and see how well we can feed ourselves.
23	SFX: CROSS-FADE TO 190501D_02_00:54  under through end as needed	MARKET AMBIANCE
24	CARMODY	Aspirations like that are appreciated by Mike McCreary, who manages Asheville City Market for ASAP.
25a	AX: 190501D_06_04:16	[MCCREARY] Kind of the whole point is to create systems and to create opportunities for folks who want to take those chances to be a farmer to succeed.
25b	AX: 040501D_06_03:43	[MCCREARY] But direct sales at farmers markets is essential for small farms to survive and to be able to be sustained.
26	CARMODY	Those who <u>buy</u> direct are happy to cooperate.
27	AX: 190501D_07_34:20	[WOMAN] Well, just supporting the local market and the local farmers, and the cheeses are wonderful, and everybody's so friendly—it's just a wonderful place to come and get good food.

28	AX: 190501D_07_00:58	[YOUNG WOMAN] And we also use some of the organic vegetables here—we put them in our Vitamix for our dog, ‘cause he eats raw organic food, too.
29	AX: 190501D_07_23:28	[MAN] First time. We just stopped. We were just going by to go to the shops at Biltmore.
30	AX: 190501D_07_00:35	[YOUNG WOMAN] It’s one of the reasons we moved to Asheville.
31	AX: 190501D_07_01:30	[YOUNG WOMAN] And the farmers—you get to know them, and they really care about their food, and I think that makes a difference.
32	CARMODY	So does Mike McCreary.
33	AX: 190501D_06_02:02	[MCCREARY] There isn’t any better connection between the consumer—between the customer—and the farmer, vendor, grower, baker.
34	AX: 190501D_07_25:38	[OLDER WOMAN] It makes you healthy and live to be old, like I am. [GROUP LAUGHING]
35	CARMODY	For BPR News, I’m Mare Carmody.



### AT MARKET 3: *Growing Minds*

#### LIVE INTRO

Near the entrance to Asheville’s City/County Plaza, a sign proclaims “Bee City USA.” Not far away on a sunny Saturday, the area’s premier tailgate market creates plenty of Bee City buzz.

Kid-oriented activities are featured at markets listed in the latest edition of ASAP’s *Local Food Guide*, and special correspondent Bill Lenz checks this one out:

1a	AX: HOT 190504D_01_07:30	ESTABLISH AMBIANCE
1b	AX: CONT'D let roll under	[KID] I’m a bee, I’m a bee.
2a	LENZ	Bee City USA staff and volunteers . . .
1c	AX: CONT'D let roll under; out before “they pollinate...”	[VOLUNTEER] You’re a bee . . . .
2b	LENZ	. . . are hosting this week’s “Growing Minds at Market,” a space set aside for children where they can engage in fun projects focused on local food and farms.
3	SFX: 190503D_02_24:00 INT office room presence	AMBIANCE
4a	AX: 190503D_02_04:40	[SPARKS-MUSSULIN] Bee City USA was invited to join us at Growing Minds at Market because they are doing lots of work that is directly tied to farming and to plants . . . .
5	LENZ	Jessica Sparks-Mussulin of ASAP, the Appalachian Sustainable Agriculture Project, is coordinator for the entire program.
4b	AX: 190503D_02_04:51	[SPARKS-MUSSULIN] . . . and you can’t have farms, and pollination and plants happening, for the most part, unless you have bees.

6	SFX: 190504D_01_26:08 2:00+ of EXT ambiance	AMBIANCE
7	AX: 190504D_01_25:05	[VOLUNTEER] You can make antennas, and wear wings, and go on a scavenger hunt. And you can make some bee crafts. [DAD] You want to do the wing thing? [STILES] You want to do the wing thing? [DAD] Everybody wants wings.
8	AX: 190504D_01_11:35	[STILES] What about you two? Would you like wings and antennae?
9	SFX: 190504D_01_11:32 under	AMBIANCE
10	LENZ	Phyllis Stiles is Bee City USA Director.
11a	AX: 190504D_01_03:21	[STILES] We want kids to love bees and pollinators. And so we are convinced that whatever you love as a child, you'll love for the rest of your life . . . .
12	SFX: see #6	AMBIANCE
13	LENZ	And that wherever you end up as an adult, you'll help create habitats that sustain pollinators, like native plants, undeveloped areas for nesting, and no pesticides.
11b	AX: 190504D_01_03:31	[STILES] We want people to get past the stingers, and to recognize that 85 percent of the world's flowering plants cannot reproduce without the help of an insect—usually a bee . . . .
14	SFX: see #3	AMBIANCE
15a	AX: 190504D_01_08:25 let roll under; out before "are they sharpened..."	[VOLUNTEER] All right, you all can go practice pollinating. Let's give you a, let's give you a pencil.
16	LENZ	In this case, pollinating is actually a scavenger hunt.
15b	AX: 190504D_01_08:07	[VOLUNTEER] And so you look for all of these different fruits and vegetables, and cross them off as you find one, and bring it back to us . . . .
17	SFX: TIME-LAPSE TO	TIME-LAPSE AMBIANCE
18	AX: 190504D_01_18:51	[STILES] You found beets, blackberries, eggplant, figs, peppers, zucchini, tomato and squash—you found a lot.

19a	AX: FADE UP 190504D_01_00:06 (approx) backtime from 19b under	AMBIANCE
20	LENZ	Happily, the reward for successful pollination is sweet.
19b	AX: 190504D_01_00:09	[STILES] Would you like a sticker and a honey stick? [KID] Yeah.
21	SFX: see #3	AMBIANCE
22	AX: 190503D_02_06:54 [EDIT] remove BG interviewer voice at approx 07:09:12	[SPARKS-MUSSULIN] Just learning about how honey is made, and the amount of flowers that it takes, and the amount of bees that it takes to produce the stuff that we take for granted when we're at the farmers market is always a great educational experience for all ages.
23	AX: 190504D_01_04:13	[STILES] Can you write your name, or do you want me to write it? [KID] I know how to write my name. [STILES] Okay.
24	AX: 190504D_01_04:39 after "are a little bee" SEGUE UNDER TO	[KID] B-E-E-A. [KID 2] Her name is Bea. [ADULTS] Her name is Bea? Are you kidding me? [KID] B-E-A. [ADULTS] Oh my goodness. You <u>are</u> a little bee.
25	SFX: see #3 under through 29b	AMBIANCE
26	AX: 190503D_02_16:31	[SPARKS-MUSSULIN] There are lots of markets in our area that offer kids' activities, and ways to connect with the farmers that are vending there, even though they maybe aren't going by the name Growing Minds at Market.
28	LENZ	Sparks-Mussulin knows that, for ASAP, it's not about the name—it's about the results.
29a	AX: 190503D_02_17:00	[SPARKS-MUSSULIN] We offer trainings every year to farmers market managers.
29b	AX: 190503D_02_17:10	[SPARKS-MUSSULIN] Any market that you go to in Western North Carolina, it's very likely that you'd be able to see some sort of kids' activities.
30	AX: 190504D_01_28:22 laughing under; out before interviewer "thanks"	[EVERYBODY] Happy pollinating!
31	LENZ	For BPR News, I'm Bill Lenz.