

South Carolina Department of Agriculture

Hugh Weathers, Commissioner

FOR IMMEDIATE RELEASE

BLT Day – Be Local Today with a FREE BLT

- celebrating the Certified SC program's 5th Anniversary during Fresh Fest at the State Farmers Market

COLUMBIA, S.C., May 25, 2012 – Hugh Weathers, S.C. Commissioner of Agriculture, invites one and all to attend BLT Day as part of Fresh Fest at the South Carolina State Farmers Market, 3483 Charleston Highway in West Columbia on Saturday, June 2. Enjoy a BLT and Be Local Today!

A thousand BLT (bacon, lettuce, and tomato) sandwiches will be offered to visitors first-come, first-served for as long as they last beginning at 11 a.m. at the farm stands near the farmers sheds. A thousand sandwiches mark the 5th Anniversary of Certified SC program which now has over 1,250 members strong.

The special event is sponsored by the South Carolina Department of Agriculture, South Carolina Pork Board, and South Carolina Fruit, Vegetable, and Specialty Crop Association to showcase South Carolina's bounty of agriculture. Each sandwich will be filled with an array of produce and products courtesy of South Carolina agribusiness, the state's #1 industry. Market wholesalers will provide the lettuce and vine-ripe tomatoes. The bread will be fresh-baked by Southern Baking Co. of Greer and topped with Dukes Mayonnaise, a product of C.F. Sauer Co. of Mauldin. And, Greenwood Packing Co. will supply the Carolina Pride Bacon. It's all about local. It's all about Certified SC.

"This is an opportunity to taste the goodness of a South Carolina summer while enjoying the food, fitness, and fun at Fresh Fest 2012. It's just about peak season for summer produce and nothing tickles the taste buds better than locally grown," said Commissioner Weathers. "It's all about BLT – Be Local Today!"

Fresh Fest 2012 is sponsored by Active Carolina, an initiative to get children, teens, and adults active in the community. The event is designed to bring a number of charities together to collectively increase visibility, reach a wider spectrum of participants, and partner throughout the year by forming mutually beneficial relationships. Fresh Fest will benefit American Diabetes Association, The Ronald McDonald House, Carolina Children's Home, The Walker Foundation, Special Olympics of South Carolina, and Foundation's For Life (Non-profit arm of Active Carolina).

Since it's about prime time for peaches, watermelons, cantaloupes, sweet corn, butter beans, peas, and other fresh fruits and vegetables, BLT Day is an effort to entice consumers and their families to stop by the farmers sheds and retail and wholesale facilities at State Farmers Market all season long and "Buy Certified South Carolina. Nothing's Fresher. Nothing's Finer."

The South Carolina State Farmers Market is located at 3483 Charleston Highway, W. Columbia, S.C., 29172. For market hours, a map, and other information about the new market, visit www.scstatefarmersmarket.com. For more information about Fresh Fest, visit www.scfreshfest.com.

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