

South Carolina Department of Agriculture

Hugh Weathers, Commissioner

FOR IMMEDIATE RELEASE – June 28, 2012

Peach Day at the State Farmers Market

COLUMBIA, S.C. - To celebrate the 5th Anniversary of the Certified SC Grown program, the South Carolina Department of Agriculture has been hosting a series of Summer Celebrations featuring local produce and products at the State Farmers Market, 3483 Charleston Highway in West Columbia.

Peach Day at the Market, sponsored by the S.C. Peach Council and the S.C. Department of Agriculture, will be held Saturday, July 14, 2012. For a designated time during the day, every visitor at the Farmers Shed will get a free peach to enjoy.

Remember, buying Certified SC Grown peaches not only are the best tasting peaches available, but buying local also helps support our SC farmers.

Hugh Weathers, Commissioner of Agriculture, says, ““Be sure to visit the State Farmers Market all summer long to taste the best of South Carolina. Stop by the farmers sheds and retail and wholesale facilities at State Farmers Market and Buy Certified South Carolina. Nothing’s Fresher. Nothing’s Finer.”

The S.C. Peach Council reminds consumers that peaches are temperature-sensitive so be sure to keep them on a counter top at room temperature for them to ripen. Remember that the beautiful red blush on SC peaches does not indicate ripeness. Look for a fragrant aroma and no green around the stem when judging their ripeness.

SC Peaches are more than just tasty though; they are full of nutrition! They are a good source of vitamin C and also contain fiber and vitamin A. Our certified peaches are fat-free and sodium-free as well.

Certified South Carolina Grown Peaches will be available throughout the state all summer long. Locate the nearest roadside market that offers Certified SC Peaches online at www.certifiedscgrown.com.

Be sure to follow the South Carolina Peach Council on Facebook (facebook.com/SCPeachCouncil) and Twitter (@SCPeachCouncil) to get the latest peachy news and recipes all summer long! Find updates on everything from where to find Certified SC Grown peaches to how to bring the best SC dishes to your summer get-togethers.

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.

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