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South Carolina State Farmers Market [press kit]

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Download date	2024-09-19 11:17:32
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SOUTH CAROLINASM
STATE FARMERS MARKET

321 Lexington Associates, LLC

Location

3483 Charleston Highway
West Columbia, SC 29172

Hours of Operation

6:00 a.m. to 9:00 p.m.
Monday through Saturday
12:00- 6:00 p.m. Sunday

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Facts and Features of the new South Carolina State Farmers Market

Location:

The new market is located on Highway 321 (Charleston Highway) within 1.5 miles of both I-26 and I-77, making it more convenient both to local residents and to tourists heading to or from the coast or passing through South Carolina. The street address is 3483 Charleston Highway, West Columbia, SC 29172.

Hours of Operation:

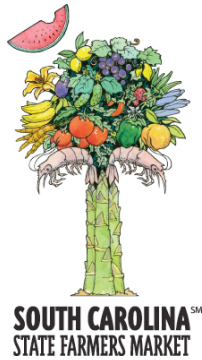
The SC State Farmers Market is currently open from 6:00 a.m. to 9:00 p.m. Monday through Saturday and from 12:00 to 6:00 p.m. on Sundays.

Description:

The new South Carolina State Farmers Market is a state-of-the-art facility that provides the agricultural community of South Carolina with a one-of-a-kind venue in which to showcase South Carolina products. The new market design is based upon a clearly defined plan that provides separate and distinct areas for the major wholesale vendors, the retail sale of South Carolina agricultural products (with a section specifically designed for this purpose) and also a farmers' shed section, which is owned and operated by the South Carolina Department of Agriculture and provides an environment for South Carolina farmers to rent space on a daily or seasonal basis in order to offer their products.

Key Features:

- 150-seat exhibition kitchen where chefs and health experts will demonstrate healthy recipes and cooking styles (Phase I)
- 400-seat outdoor amphitheater for demonstrations, education and entertainment (Phase II)
- School bus drop-off area for visiting students (Phase II)
- RV park (Phase II)
- "Judy's at the Market" restaurant serving food made from local produce (Phase I)
- Full-service bakery (Phase I)
- The site is also home to the South Carolina Department of Agriculture laboratories, a 200-seat conference center and offices (Phase I)
- Quality assurance with an on-site inspector



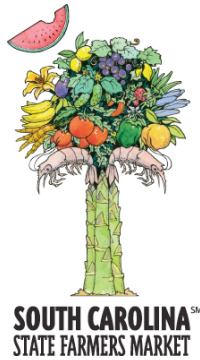
Why the new South Carolina State Farmers Market is a “destination”

Family-Friendly

- Trucks are routed away from family areas. Wholesale vendors occupy their own section of the market, keeping truck traffic separate from pedestrian areas
- Parking at the pedestrian areas
- Twelve-foot wraparound sidewalks at shopping areas
- Some heated and cooled shopping areas
- Heavily-landscaped

Family Resources

- 400-seat amphitheater for concerts, entertainment and education
- 150-seat demonstration kitchen for cooking demonstrations
- Specialty store where more than 100 South Carolina artisans will sell their wares
- Meat market
- South Carolina seafood market
- Full-service bakery
- RV park with hookups
- Program of Certified South Carolina Artists
- Several restaurants that utilize produce from the market



Timeline for Completion

The market will have a phased-in opening schedule.

Open Now:

- Farmers sheds
- Several large wholesalers (Senn Brothers, Severt & Sons Produce Co., V.B. Hook & Co., L&N Produce, Ayer & Price Fruit Co. and Raybon Tomato) are open in new, modern facilities.
- The South Carolina Department of Agriculture's Consumer Services Facility.
- The SCDA Market Center which houses The Market News Service, Grading and Inspection Services and contains a kitchen designed to teach Department of Education food service staff. The center also contains a meeting facility.
- The Fall Plant and Flower Show was held at the new market in October 2010.

Expected to be completed by April of 2011:

- The first indoor facility, The Corbett Building, which will have adjacent parking and a 10-foot wraparound sidewalk. This building will be heated and air conditioned. It will contain an exhibition kitchen, a bakery, a restaurant (Judy's at the Market) featuring fresh farmers market products and retail space for produce and prepared food products from around the state

Expected to be completed by the end of 2011:

- Two additional buildings for the sale of South Carolina produce and other premium South Carolina products. These buildings will also house facilities for the sale of South Carolina seafood and South Carolina meat and poultry products.
- The 400-seat amphitheater which will accommodate guests for demonstrations, entertainment and education
- A school bus drop-off area
- Two additional farmers sheds
- Three large greenhouses
- The 28-space RV park

To learn more:

Visit www.scstatefarmersmarket.com or E-mail info@scstatefarmersmarket.com