



Augusta County

Office of Economic Development

FOR IMMEDIATE RELEASE

August 4, 2016

Augusta County Economic Development
Contact: Amanda Glover, Director
Phone: (540) 245-5619 (office) | (540) 487-2482 (mobile)
E-mail: aglover@co.augusta.va.us

Valley Pike Farm Market
Contact: Katie Yount, Director of Engagement
Phone: (540) 234-1500
Email: katie.vpfm@gmail.com

Valley Pike Farm Market Opening in September

Vintage Local Barn Repurposed

WEYERS CAVE VA – Located along Route 11 in the Weyers Cave community, a vintage barn is being brought back to life as the Valley Pike Farm Market. This innovative space is the result of a complete reassembly of a local barn and is due to open the first weekend of September. The Market will be home to several local shops and include festival and event space.

The Valley Pike Farm Market is the vision of Dr. Gardner. Owner of local business Maple Lane Veterinary Clinic, Dr. Gardner believes in the importance of community support and the preservation of this area's history. Dr. Gardner stated, "This has been a unique opportunity to breathe new life into a historic Valley treasure and also provide locals with access to local food and a community space to gather." "We are truly excited for the public to experience this beautiful barn's second life," said Gardner. Beginning in September, the Market will be open seven days each week.

Valley Pike Farm Market has been a year-and-a-half in the making with over \$1,000,000 invested. "Every penny of the investment has been spent with local businesses," said David Gardner, owner of the Market. "So, that money has been put back into the local economy, helping small businesses keep employees and supporting families. When small businesses flourish, the local economy wins," added Gardner. Eventually, there will be 8-10 full time positions and up to 75 part-time people staffing the Market.

The Market will feature an overall focus on local items and produce as well as a deli counter with Boars Head products and The Rumor Mill Coffee Company offering locally-ground beans. Virginia craft beers, cider, and wines will be served as well as Virginia's Finest products. The 13,500-square-foot, repurposed barn will also be home to The Granary, an event venue for community festivals and private gatherings.

Adjacent to the Market, there are future plans to include a food truck court and an open-air vegetable stand. Valley Pike BBQ is currently serving food alongside the in-construction Market, and there are plans to partner with additional food trucks going forward.

"Augusta County entrepreneurship is strong," said Carolyn Bragg, Chair of the Augusta County Board of Supervisors. "The Market is a great vision, and it provides additional opportunities for our local producers and consumers," Bragg added.

Marshall Pattie, member of the Augusta County Board of Supervisors and representative of the North River District where Valley Pike Farm Market is located said, "Weyers Cave and Augusta County are fortunate to be home to the Market. Members of the Gardner family are established small business owners in Augusta County, and we are excited that they are starting another business for our community."

For information about the Valley Pike Farm Market, please visit www.ValleyPikeFarmMarket.com and join in the Grand Opening Celebration on September 3rd!

###

Augusta County, Virginia: Where Industrial Growth Meets Exceptionally Beautiful Living
Located in the center of Virginia's Shenandoah Valley and at the intersection of I-64 and I-81, Augusta County offers a premiere Virginia location, a business-friendly environment, and affordable tax rates. Touted for our hospitality and can-do attitude, several of America's most well-known companies have located and expanded here. Pair that with our vibrant small cities and our breath-taking natural attractions, and you'll find the limitless opportunities we provide. More information at www.AugustaVABusiness.com.