

**FOR IMMEDIATE RELEASE**

## **TOYOTA HYBRID FARM TO TABLE TOUR**

### ***National Tour Arrives at Red Stick Farmers Market in Baton Rouge on Saturday, October 17***

SEATTLE – September 24, 2009 – The Toyota Hybrid Farm to Table Tour continues with a single-day event in Baton Rouge at the Red Stick Farmers Market on Saturday, October 17, beginning at 8:00 a.m. and ending at 12:00 p.m. Toyota created the Farm to Table Tour to highlight farmers markets around the country and the benefits they offer their communities, and to celebrate the food produced by each market’s farmers and vendors.

During the Baton Rouge event, in booths throughout the market located on Fifth Street at Main Street in downtown Baton Rouge, 12 local beloved chefs and farmers will be paired together for a day that highlights the Red Stick Farmers Market’s offerings. The chefs will prepare special tastings showcasing their partner farm’s fresh ingredients and visitors will have the opportunity to sample the chefs’ creations while also learning more about the market vendors, their products, and how to buy and eat seasonally. In addition, to further support the market, Toyota is making a financial donation to the Big River Economic & Agricultural Development Alliance (BREADA), the organization that brings the Red Stick Farmers Market to life each week.

In addition to free tastings, visitors will have the opportunity to select potted culinary herb plant starts at the Mobile Garden Highlander Hybrid, and can also enter for a chance to win a unique culinary prize package. Toyota will also provide interested market goers with the opportunity to take a ride in the 3rd Generation Prius or a 2009 Highlander Hybrid and take home a John Boos cutting board as a thank you gift.

Toyota is dedicated to using eco-friendly materials throughout the tour and will be purchasing carbon credits through TerraPass to offset the impact of the tour’s carbon footprint.

“We’re excited about hosting the Toyota Farm to Table event in downtown Baton Rouge at Red Stick Farmers Market,” said Copper Alvarez, Market Coordinator of Red Stick Farmers Market. “What a wonderful opportunity to connect our Louisiana farmers with local chefs as well as showcase for the public the importance of a strong local food system. I know everyone will want to enjoy the experience of tasting what Louisiana’s chefs and farmers have to offer that is fresh and seasonal!”

After Baton Rouge, the Toyota Hybrid Farm to Table Tour continues through the end of October. To learn more, visit [www.farmtotabletour.com](http://www.farmtotabletour.com).

For more information on the Toyota Hybrid Farm to Table Tour or to schedule an interview with participating chefs and/or farmers, please contact Kirsten Graham at (206) 890-3435 or [kirsten@kirstengrahampr.com](mailto:kirsten@kirstengrahampr.com).

#### ABOUT RED STICK FARMERS MARKET

The Red Stick Farmers Market is dedicated to building a sense of community among farmers and consumers and contributing to the cultural and economic well being of surrounding rural areas. Open since November of 1996, this producer-only market creates a direct sales marketplace and provides a sustainable livelihood for small Louisiana agribusinesses. The success of the market has created a connection between urban customers and locally owned family farms and food businesses in the Baton Rouge area. The Saturday market operates from 8:00 a.m. to 12:00 noon, rain or shine.

To learn more, visit [www.redstickfarmersmarket.org](http://www.redstickfarmersmarket.org).

#### ABOUT TOYOTA MOTOR SALES, U.S.A., INC.

Toyota (NYSE:TM) established operations in North America in 1957 and currently operates 14 manufacturing plants. There are more than 1,800 Toyota, Lexus, and Scion dealerships in North America that sold more than 2.4 million vehicles in 2008. Toyota directly employs over 43,000 in North America and its investment here is currently valued at more than \$21 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota's annual purchasing of parts, materials, goods and services from North American suppliers totals more than \$30 billion.

For more information about Toyota, visit [www.toyota.com](http://www.toyota.com) or [www.toyotaneewsroom.com](http://www.toyotaneewsroom.com).

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