

FOR IMMEDIATE RELEASE

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NEW LOCAL GROCERY STORE OPENING IN SPRUCE PINE

The TRACTOR Store will bring fresh local food and everyday grocery staples back to downtown Spruce Pine this fall.

Spruce Pine, NC – June, 15, 2026 – TRACTOR Food & Farms, a nonprofit food hub serving Western North Carolina, will open The TRACTOR Store this fall at 207 Locust (Lower) Street in downtown Spruce Pine. The new store will offer fresh produce, meat, dairy, baked goods, and pantry staples sourced from farms and producers throughout the region.

The store will occupy a building renovated following extensive damage caused by Hurricane Helene in 2024, contributing to the continued revitalization of downtown Spruce Pine.

"Since Hurricane Helene, our community has been without a local grocery store offering fresh produce and locally sourced foods," says Sierra Bryant, Director of Operations.

"The TRACTOR Store will help meet that need while creating new opportunities for local farmers. When we invest in local food, we strengthen our economy, support our neighbors, and build a more resilient community."

The 1,000sq ft grocery store will offer fresh, seasonal produce, milk, eggs, cheese, meat, bakery and pantry staples, all sourced from within 300 miles. The TRACTOR Store will be open 6 days a week, Tuesday-Saturday 11 am-7 pm, Sunday 12 pm- 4 pm, and will accept SNAP/EBT benefits.

TRACTOR's mission is to increase access to community-grown food by empowering farmers and consumers alike, reconnecting people with agriculture for a healthier community, environment and economy. In 2025, TRACTOR created \$1.2 million of new income for farmers and producers throughout Western North Carolina, and distributed 151 tons of fresh food through partnerships with food pantries, community organizations, and direct-to-consumer programs. Through its farmer-first model, TRACTOR returns a significantly larger share of food dollars to local producers than conventional grocery supply chains.

"As a farmer in Mitchell County we have no farmers markets to set up at anymore so we are either going to Johnson City or Asheville to sell our produce. So TRACTOR is

another option for a market and TRACTOR opening up a retail store for more people to buy and learn what Mitchell county and the surrounding counties have to offer in the agricultural sector is a great thing since we don't have many options for grocery shopping in the county at the moment.” - George Moffitt, Tater Hill Farm



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For more information, please visit <https://tractorfoodandfarms.com/> or stop by The TRACTOR Store currently located at their warehouse located at 10992 NC 226 HWY, Spruce Pine NC 28777 (next to SECU) during opening hours Thursday 12-5pm and Friday 9-5 or follow our socials for updates.

TRACTOR Food & Farms is a nonprofit food hub food hub that buys food from over 75 local farms at a fair price, then distributes it within our community in a variety of ways. We offer a multi-farm CSA, and we work with over twenty food pantries.
