

Start your holiday gift search on SMALL BUSINESS Saturday

As you begin filling stockings and preparing presents this holiday season, locally made artisan or farm products can be the meaningful and personal gift that your family and friends will love.

Small Business Saturday is Nov. 24, and many of the businesses showcased that day focus on products found on the farm. Independent shop owners across Tennessee will be looking for a bump in sales from consumers who support the retailers rooted in their own communities.

"Small Business Saturday provides a great opportunity to support local economies and to get to know your neighbors," Agriculture Commissioner Jai Templeton said. "Those who live and give locally will help more than just the storeowner. Their support can produce an economic ripple effect that benefits the entire community."



Typical independent businesses with local products include on-farm and farmers market retail stores, gift shops, florists, wineries, food co-ops, or regional diners and restaurants. Some of these small businesses spe-

cialize in gift baskets made with Tennessee products and can ship those baskets nationwide.

"Supporting the local farmer and producer is very important to me, and I am discovering more and

more that it is very important to others as well," Coffee County's Harvest Local Foods owner Ellen Fletcher said. "People are becoming more conscious of where their money is being spent. The act of supporting local

helps boost the local economy. It's important."

Rebecca Paschal with Cellar 53 Winery in Smith County encourages everyone to shop local on Small Business Saturday. "Strong local businesses help to cre-

ate strong communities," Paschal said. "We donate \$1 from the sale of each bottle of our Independence Red Tennessee Chambourcin to the Fisher House in Murfreesboro in support of veterans and their families."

Find farm-related businesses across the state through the Taste of Tennessee Online Store at www.PickTnProducts.org. Shoppers can connect directly to a business or producer website, and products can then be purchased from the producer.

Pick Tennessee Products is the Tennessee Department of Agriculture's program to connect customers to local farm products. Find farms and retail stores with local products, seasonal foods, wineries, and gift baskets at www.PickTnProducts.org or with the Pick TN mobile app. Follow Pick Tennessee on Facebook, Twitter, and Instagram.

HOLIDAY SAVINGS
Celebrating 46 Great Years
In West Tennessee!

5 SEASONS MEN'S SHOP
LAY-AWAY with
25% DOWN!
GIFT CERTIFICATES
FREE GIFT WRAP

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fiveseasonsonline.com • Hours: 10-5:30 Monday-Saturday

Experience the Joy of Giving!

POWER HOURS
5 SEASONS MARTIN LOCATION

**8-9AM SELECT GROUP TEES
BUY 3 GET 30% OFF**

**9-10AM ALL BOOTS & SHOES
25% OFF**

10-11AM FRIPP TEES 30% OFF

11-12PM GENTEAL 25% OFF

12-1PM SOUTHERN TIDE 25% OFF

1-6PM 25% OFF STOREWIDE

**MORE IN-STORE SPECIALS
THROUGHOUT THE DAY!**

Discounts are given during the listed times and are non-transferrable between the Martin and Union City Locations. Holds and Layaways excluded from sale.

ENTIRE STOCK
1:00 PM - 6:00 PM
Bonus Specials BEFORE
12 Noon Fri. & All Day Sat.
(Excludes Designer Fragrance Only)

25% OFF

**Exclusive Shipment of
Vineyard Vines & Southern Marsh**
Sportshirts • Knits • Caps • T's •
Sweaters • Belts • Sleep Pants & More

**BIG & TALL SIZES AVAILABLE
UP TO 4X & 56" WAIST**

**New Shipment of
Cashmere Overcoats!** (Union City Store Only)

Five Seasons wants to be your men's clothing store for the holidays!