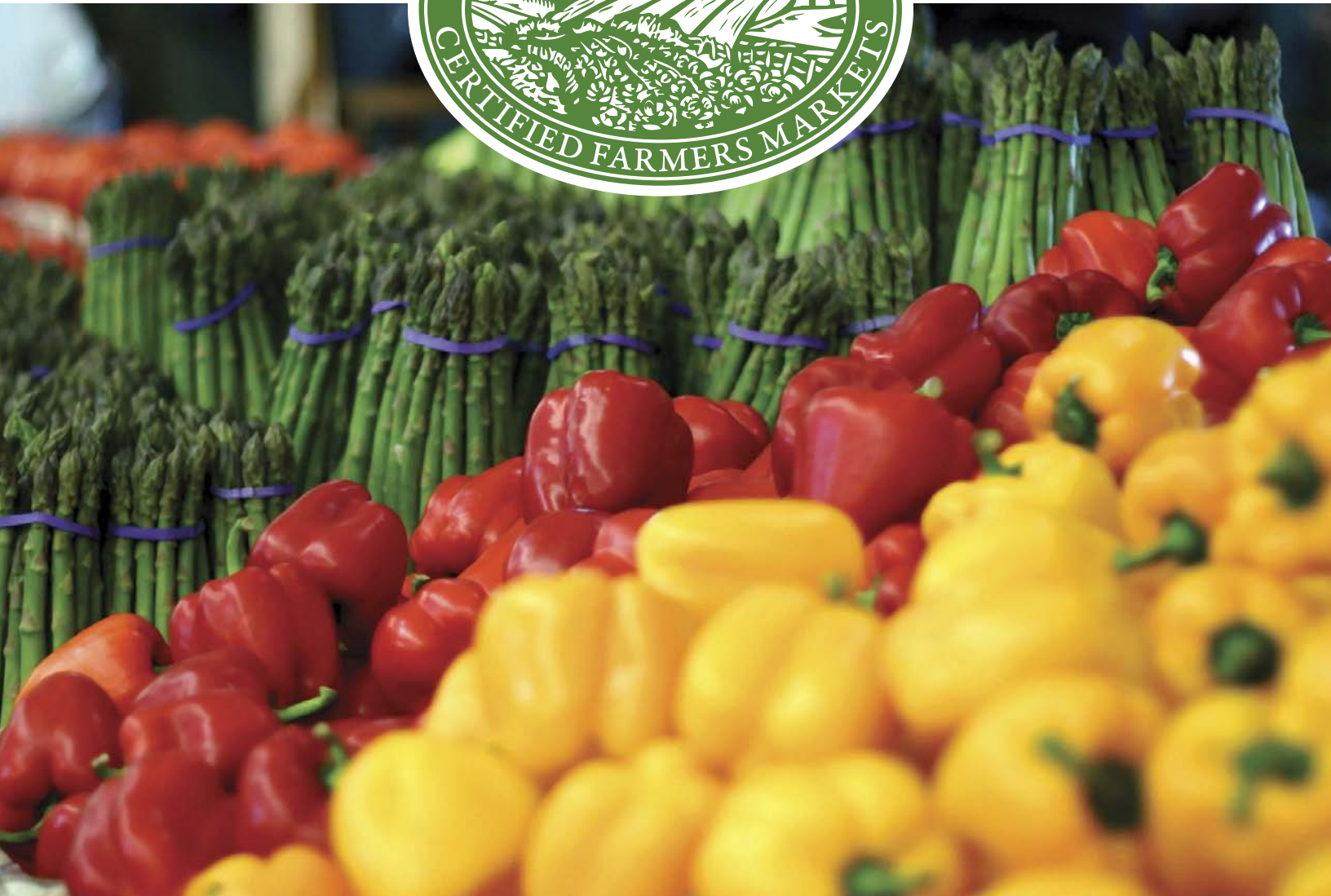


THE MONTEREY BAY CERTIFIED FARMERS MARKET

MBCFM MARKET BACKGROUNDER

The Premier Farmers Markets on the Central Coast



Founded in 1976, the Monterey Bay Certified Farmers Markets (MBCFM) is the oldest and largest farmers market organization on the Central Coast of California, with four market locations: Aptos, two in Monterey, and Carmel. Each market has its own style that reflects its community, and two of the four markets operate year-round. The Monterey Bay Certified Farmers Markets are ranked in the top ten farmers markets in California.



FIND US ONLINE

The Monterey Bay Certified Farmers Market maintains two web site resources for the community. The primary site is www.montereybayfarmers.org. The companion site, www.edibleparadise.com, is devoted to culinary education, food articles and seasonal recipes for cooking locally grown food.



The Monterey Bay region, from the North Coast of Santa Cruz County to the tip of Monterey, is an extremely rich agricultural area that is home to a remarkable number of outstanding farms, wineries and food purveyors. The region is also esteemed for being a leader in sustainable and organic agricultural practices. In fact, Santa Cruz is the cradle of the organic movement dating back to 1967 when Alan Chadwick and students transformed a rugged hillside at University of California Santa Cruz into an abundant garden using hand tools and organic amendments. The region is now home to more organic operations than any other area in California.

FARMERS AND VENDORS

With 80 + vendors, visitors to the markets find an unmatched selection of top quality produce and flowers from small regional farmers, many of whom are certified organic and use sustainable farming methods. In addition, local vendors offer a wide variety of specialty products, including artisan breads, organic grass fed meat, olive oil, honey, exotic mushrooms, artisan cheeses, sauerkraut, farm fresh eggs, preserves, sustainably-harvested fish, oysters, gourmet sauces and pasta, fresh-baked pastries, fair-trade coffee and specialty teas. The Aptos and Monterey Markets also offer an on-site, professional sharpening service for cutlery and gardening tools.

SO WHAT IS “CERTIFIED”?

The MBCFM is a “certified” organization, meaning the participating farmers are certified with the state and sell only products they grow themselves. To support the communities in which they operate, MBCFM donates up to three spaces per month to local non-profits to raise awareness of their programs.

WHO’S RUNNING THE SHOW

The farmers markets are a team effort of staff, volunteers, farmers and vendors, led by Executive Director, Catherine Barr. Catherine has devoted herself to the MBCFM since 1993, and she won the prestigious “Al Smith Friend of Agriculture Award” in 2010 from the Santa Cruz County Farm Bureau. From their humble beginnings, the family of four farmers markets has grown under her care into thriving and bountiful farmers markets that bring our communities together in appreciation of the rich bounty of our region. Current board members are: President Sam Lathrop, Prevedelli Farms; Vice President Judy Nagamine, Nagamine Nursery; Secretary Kay Gatanaga, Gatanaga Nursery; and Treasurer Bob Harris, Davis Poultry Farm.



CONTACT THE MARKETS

For more information about the Monterey Bay Certified Farmers Markets, email Catherine Barr at cbarr@montereybayfarmers.org or call 831-728-5060.



About the Markets

APTOS FARMERS MARKET

Open Year Round, Saturdays, 8am–12pm
Cabrillo College, 6500 Soquel Drive, Aptos

Locals, chefs and tourists love this market! Upbeat and relaxed, one can do their shopping while enjoying live bluegrass music by the Farmers Market String Band or lively accordion music by one of Santa Cruz’s favorite performing artists, The Great Morgani. You’ll be delighted by the wide variety of produce and specialty foods offered by 80 + vendors, including farm fresh eggs, organic pasture- raised meat, fresh oysters and seafood, artisan breads, honey, olive oil, fresh baked pastries, artisan cheeses, sauerkraut, dried fruits and nuts, fresh pasta and gourmet sauces, specialty teas and coffee, plants, seedlings, and exotic orchids. The market is located on the Cabrillo College campus, just a few blocks from Capitola Village and New Brighton beach. There’s plenty of free parking and easy access to the market. Be sure to check out our special events and popular programs – **From Market to Table** cooking demonstrations, and **Can You Dig It** gardening series and workshops by the Monterey Bay Master Gardeners. Of note, the Aptos Farmers Market was featured in National Geographic’s *Ten Best of Everything* — Families, published in March 2009 .

CARMEL FARMERS MARKET

Open May–September, Tuesdays, 9am - 1pm
The Barnyard Shopping Village, Carmel

This intimate market that features 25 vendors is nestled in the charming Barnyard Shopping Village, conveniently located at the intersection of Route 1 and Carmel Valley Road. The center offers 50 unique shops, galleries and restaurants, and is surrounded by lush gardens. Carmel-by-the-Sea, with its scenic coast with white sand beaches, hidden garden courtyards, European charm, performing arts and hundreds of shops, galleries and restaurants, attracts people from all over the world. Called California’s jewel, Carmel-by-the-Sea was rated as a top-ten destination in the US by Conde Nast. Traveler.



MONTEREY FARMERS MARKET

Open Year Round, Fridays, 10am–2pm
Monterey Peninsula College, 930 Fremont Street, Monterey

You’ll find a bountiful selection of produce, specialty items and beautiful plants and flowers at this bustling, fast-paced market. The market is located on the campus of Monterey Peninsula College, with plenty of parking and easy access to the market. This bustling market offers a wide selection of locally grown produce and specialty items including farm fresh organic eggs, honey, fresh pasta and gourmet sauces, artisan cheeses, dried fruit and nuts, grass fed meat, potted plants, seedlings, fresh cut flowers, and fresh baked goods.

Monterey has been called the greatest meeting of land, sea and sky, and boasts a rich history. Monterey is the home to the Monterey Bay Aquarium, historic Cannery Row made famous by John Steinbeck’s novel by that name, 20 world-class golf courses, and many special events such as the annual Monterey Jazz Festival.

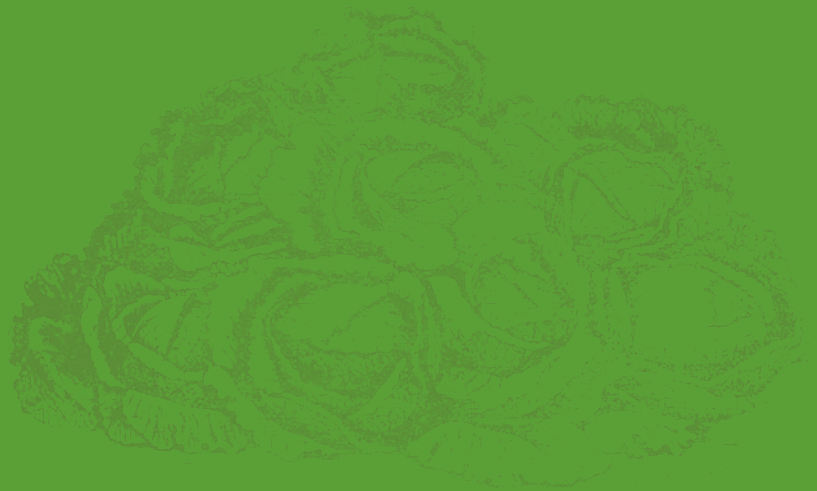
DEL MONTE FARMERS MARKET

Open May–October, Sundays, 8am - 12pm
The Del Monte Shopping Center, 1410 Del Monte Center, Monterey

Our newest farmers market, the Del Monte Farmers Market, opened in June 2009 and is located in the open-air Del Monte Shopping Center, next to Whole Foods Market, just off of Highway 1 and Munras Avenue in Monterey. Customers enjoy the relaxed pace and friendly atmosphere of this convenient Sunday morning farmers market. With over 30 farmers and vendors, this market offers a bountiful variety of locally grown produce and specialty items including farm fresh organic eggs, honey, potted plants, seedlings, fresh cut flowers, and fresh baked goods.

Monterey offers a vast array of fun things to do and see. Renowned for its moderate Mediterranean climate, 75 world-class wineries, 40 beaches on the picturesque California coast, it is no wonder Monterey is a popular destination for both world travelers as well as Californians! The Del Monte Farmers Market is just minutes from Monterey Bay Aquarium, the nation’s largest marine sanctuary.

www.montereybayfarmers.org



FOR MORE INFORMATION ABOUT THE MONTEREY BAY CERTIFIED FARMERS MARKETS,
EMAIL CATHERINE BARR AT CBARR@MONTEREYBAYFARMERS.ORG OR CALL 831-728-5060.