



# California Farmers' Markets Association

Dear New Applicant:

Thank you for your interest in the California Farmers' Markets Association. We are committed to providing only the best quality, freshest California fruits, vegetables and gourmet food items. We are experiencing new growth due to many communities demand for only "the best".

All markets are expected to fill to capacity. You will be notified if you are confirmed or waitlisted for a market as soon as possible.

Thanks again for your interest and we look forward to seeing you at the market!

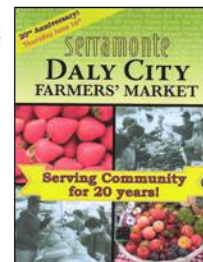
*Doug & Gail Hayden*

Doug & Gail Hayden, Directors

## The Best of 2011 - The year of festivals, awards & celebrations



The **Daly City Farmers' Market** has been a part of the community for 20 years. June 16, 2011 marked its anniversary. Over 20 out of 60 were the original farmers that were with the market 20 years. These farmers received special 20 year flags and anniversary aprons to celebrate their dedication over the years. Serramonte Mall manager, Jennifer Duarte, helped CFMA Director, Gail Hayden cut the anniversary cake for marketgoers. Everyone signed the anniversary card and admired the historical picture display.



**The Fort Mason Center Farmers' Market** celebrated its 1st year anniversary in San Francisco with carrot cake and a huge anniversary card. The market has over 45 farmers and food purveyors and is open year-round. Hailed as the "Best Little Farmers' Market" by San Francisco Weekly, it is a great new discovery to locals and tourists who visit the market on Sundays.



The market opened seasonally in Los Altos in the summer of 2011. The **Thursday evening Los Altos Farmers' Market** provided farmers and food purveyors outlets to sell their products in this gorgeous peninsula community. Sponsored by the Los Altos Village Association, the market was a hit for market goers seeking a casual dinner out in the downtown. Families with children also enjoyed the kid's Craft booth.



Los Altos mayor, Ron Packard and Assemblyman, Rich Gordon, are handed a bouquet of beets and leeks



In the summer of 2011 The American Farmland Trust held an online poll for the third year in a row. The community came out in full support awarding **Mountain View Farmers' Market #3 and Walnut Creek Diablo Valley Farmers' Market #4 in the state awards**. This recognition did not go unnoticed and led to press attention for the market driving more foot traffic for farmers and food producers to enjoy.

**Tara Hayden**, Doug and Gail's daughter, set out to raise funds for the Epilepsy Foundation of Northern California by hosting a raffle with the *California Farmers' Markets Association*.

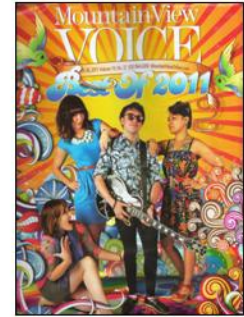
Barbara Gonce, with the **Enchanted Quilters** of Lopez Island, (San Juan Islands, Washington State near the Canadian border) joined to make a quilt. Named "**Healing Waters**". The quilt was made by 28 healing hands in over 300 hours. It was displayed at 14 different farmers' markets where over 800 tickets were sold.

A total of nearly \$2,900.00 was donated to **Epilepsy Foundation of Northern California**. One of our farmers, Mario Lopez of Hollister, won the quilt. Thank you to all those who donated.





The Mountain View Farmers' Market was awarded in the Best of Issue of Mountain View Voice as the **Best Fresh Produce in Mountain View** due to the excellent quality of produce offered. The market was also featured in the new book, **The New York Times, 36 Hours: 150 Weekends in the USA & Canada**, alongside Yosemite, and the Grand Canyon.



The **Halloween Parade in Moraga** and **Diablo Valley Farmers' Markets** were big hits for the Fall Harvest time. Parents brought their children dressed in costume and paraded them through the markets. Farmers' and Producers joined in on the fun bringing a true sense of community recognized by the customers.



A BIG Thank You to **Savanah Bruce**. Savanah is off to pursue her career dreams leaving her promotions coordinator position and returning to nursing school. Savanah did a fantastic job planning the cooking demonstrations, the parades, the anniversaries, the birthday celebrations, the comparative tastings, the apple festivals, grape escape, Easter, and more. Her contributions have been a huge addition to market promotions. Join us in thanking her and wishing her well.

**Dawna Larimer** served CFMA as office manager since 1990. Dawna developed the filing system and built the mailing lists of over 140,000 customer names with precision and accuracy. She organized the producer information and balanced the books down to 75 cents! Her dedicated work contributed greatly to CFMA success. She retired in August at the age of 81. CFMA thanks her for over 20 years of service.



## **The 2012 Season—Application Packets Due December 31st**

CFMA's team of marketers are gearing up with promotional programs designed to increase sales of the customer base. In addition to the popular cooking demonstrations, the market basket drawing, and comparative tastings, we'll be doing some new promotional projects including connecting with the "Move It" campaign. Watch for the market notices detailing these new projects. Thank you for bringing your best and for all the effort you do to make all these awards listed above possible. We look forward to another great year!

**Please return your application in three weeks, by December 31st (postmarked).**