

STOCKTON FARMERS
MARKET ASSOCIATION

Parks and Recreation Director DeBenedetti reported to the City Council that he had been approached by the Stockton Farmers Market Association indicating that a group of interested farmers would like to get a farmers market location in Lodi. Their needs and requests are as follows:

1. They have looked at and want Lawrence Park as a location
2. Use of parking on streets, as well as parking lots, adjacent to the Park on Washington and Lockeford and Stockton and Lockeford Streets, as well as the parking at Armory Park and the Stadium.
3. Use of restrooms at Lawrence Park and additional trash bins.
4. Permission to park trucks on Lawrence Park proper along Lockeford Street on park property and, depending on their needs, in other areas of the park.

other particulars:

1. They are non-profit
2. They charge the vendor \$10.00 per day. The money is used to pay their expenses plus two paid staff.
3. The day requested is each Thursday from 6:00 a.m. to 1:00 p.m. year-round or as long as weather permits.
4. The organization will furnish insurance up to \$1,000,000 naming the City as additional insured.
5. They will take care of cleanup to our satisfaction.
6. They will have concession privileges, with the City receiving 10% of gross.
7. A rental fee per se was not really discussed. At present this organization has three markets going in Stockton, Manteca and Tracy. If I am correct, Stockton and Manteca are located on State property and they pay \$1.00 a month. In Tracy they use a portion of a City park and a portion of a blocked-off street for \$1.00 per month.
8. They will get a business license and have agreed to, along with cleanup, furnish the City funds to purchase fertilizer to fertilize the area two times each year, plus cover any unforeseen damages.
9. It was agreed that if security is needed they would provide same.

Council discussion followed with questions being directed to Staff.

CITY COUNCIL

JAMES A. McCARTY, Mayor
ROBERT G. MURPHY, Mayor Pro Tem
RICHARD L. HUGHES
WALTER KATNICH
JAMES W. PINKERTON, Jr.

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
POST OFFICE BOX 120
LODI, CALIFORNIA 95241
(209) 334-5634

HENRY A. GLAVES, Jr.
City Manager
AUCI M. REIMCHE
City Clerk
RONALD M. STEIN
City Attorney

March 17, 1982

Ms. Holly Pyle
Assistant Market Manager
Stockton Farmers' Market Association
405 E. Lindsay Street
Stockton, CA 95202

Dear Ms. Pyle:

This letter is official confirmation of the actions of the Lodi City Council at its regular meeting of March 17, 1982 whereby the Council authorized the use of Lawrence Park (which park is bounded by Lockeford Street, Stadium Drive, and Washington Street in the City of Lodi) each Thursday from 6:00 a.m. to 1:00 p.m. year-around, or as long as weather permits, for a Farmers' Market under the following conditions:

- 1) Rental for the use of Lawrence Park as heretofore set forth will be \$1.00 per month.
- 2) The City of Lodi will allow on-street parking, in addition to parking in lots adjacent to the park on Washington Street, Lockeford Street, and Stockton Street, as well as the parking at Armory Park and the stadium.
- 3) The City of Lodi will allow for the parking of trucks inside the park area.
- 4) The City of Lodi will allow the use of the restroom facilities at Lawrence Park.
- 5) The City will provide additional trash bins at the site. The number of bins is to be mutually agreed upon by the City and the Stockton Farmers' Market Association.

- 6) The Stockton Farmers' Market Association agrees to operate in the City of Lodi at Lawrence Park at a non-profit status.
- 7) The Stockton Farmers' Market Association, while operating in the City of Lodi, agrees to charge vendors at a rate of \$10.00 per day, which fee is to be used for operational expenses.
- 8) The Stockton Farmers' Market Association agrees to provide for adequate cleanup, as determined by the City, of Lawrence Park during this operation.
- 9) The Stockton Farmers' Market Association agrees that the City of Lodi is to receive 10% of the gross receipts if food concession are operated in conjunction with the normal Farmers' Market operation. (By food concession this meaning relates to soft drinks, hot dogs, etc.--No beer without Council authorization.)
- 10) The Stockton Farmers' Market Association agrees to obtain the necessary business license pursuant to Chapter 12 of the City Code of the City of Lodi.
- 11) The Stockton Farmers' Market Association agrees to provide adequate security if the need arises. The need will be determined by the City of Lodi.
- 12) The Stockton Farmers' Market Association agrees to purchase fertilizer and to fertilize the grounds at Lawrence Park twice each year and to make all necessary repairs for unforeseen damages caused by this operation.
- 13) The Stockton Farmers' Market Association agrees to indemnify and hold the City of Lodi, its officers, agents and employees harmless for and defend against any and all claims and liabilities arising from damages or injury to persons and property during this operation. The City of Lodi shall be named as an additional insured on Lessee's comprehensive liability policy and a certificate evidencing the same shall be filed with the City Clerk of the City of Lodi in the following amounts:

- a) Bodily injuries or death in the amount of \$1,000,000 for one person
- b) \$1,000,000 for one occurrence
- c) \$50,000 for property damage

The term of this agreement shall be for one year and this agreement will expire on April 1, 1983.

We would ask that you indicate your acceptance of the terms of this agreement below and that this letter agreement will not become effective until it has been executed by representatives of the Stockton Farmers' Market Association and the City of Lodi.

Should you have any questions regarding this matter, please do not hesitate to call this office.

Very truly yours,

Alice M. Reimche
City Clerk

ACCEPTED:

STOCKTON FARMERS' MARKET ASSOCIATION

by Louis J. Salaris - Chairman Lodi Certified Farms Mkt. Committee

Date: March 26, 1982

CITY OF LODI

JAMES A. McCARTY
MAYOR

Attest:

ALICE M. REIMCHE
CITY CLERK

CITY COUNCIL

JAMES A. McCARTY, Mayor
ROBERT C. MURPHY, Mayor Pro Tem
RICHARD L. HUGHES
WALTER KATNICH
JAMES W. PINKERTON, Jr

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March 17, 1982

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Assistant Market Manager
Stockton Farmers' Market Association
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Stockton, CA 95202

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- 8) The Stockton Farmers' Market Association agrees to provide for adequate cleanup, as determined by the City, of Lawrence Park during this operation.
- 9) The Stockton Farmers' Market Association agrees that the City of Lodi is to receive 10% of the gross receipts of this operation, which amount is to be paid to the City of Lodi Finance Department on the first day of each month.
- 10) The Stockton Farmers' Market Association agrees to obtain the necessary business license pursuant to Chapter 12 of the City Code of the City of Lodi.
- 11) The Stockton Farmers' Market Association agrees to provide adequate security as determined by the City of Lodi for this operation.
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Should you have any questions regarding this matter, please do not hesitate to call this office.

Very truly yours,

Alice M. Reimche
City Clerk

ACCEPTED:

STOCKTON FARMERS' MARKET ASSOCIATION

by _____

Date: _____

CITY OF LODI

JAMES A. McCARTY
MAYOR

Attest:

ALICE M. REIMCHE
CITY CLERK

draw-up

RESOLUTION NO. 82-28

RESOLUTION AUTHORIZING THE USE OF LAWRENCE PARK BY THE STOCKTON FARMERS' MARKET ASSOCIATION FOR A FARMERS' MARKET TO BE HELD EACH THURSDAY FROM 6:00 A.M. TO 1:00 P.M., WEATHER PERMITTING

RESOLVED that the City Council of the City of Lodi does hereby authorize the use of Lawrence Park by the Stockton Farmers' Market Association for a farmers' market to be held each Thursday from 6:00 a.m. to 1:00 p.m., weather permitting, pursuant to the terms and conditions set forth in letter agreement attached hereto, marked Exhibit "A", and thereby made a part hereof.

BE IT FURTHER RESOLVED that the Mayor and City Clerk are hereby authorized to execute the subject letter agreement on behalf of the City.

Dated: March 17, 1982

I hereby certify that Resolution No. 82-28 was passed and adopted by the City Council of the City of Lodi in a regular meeting held March 17, 1982 by the following vote:

Ayes: Councilmen - Hughes, Murphy, Pinkerton,
Katnich and McCarty

Noes: Councilmen - None

Absent: Councilmen - None


ALICE M. REIMCHE
City Clerk

M E M O R A N D U M

TO: Henry Graves, Jr., City Manager
FROM: Ed DeBenedetti, Director, Recreation and Parks
SUBJECT: Farmers Market
DATE: March 12, 1982

I recently met with Cecil Bonzo, President, and Indu Singh Batth, Manager, of a group of interested farmers who would like to get a farmers' market location in Lodi. Their needs and requests are as follows:

1. They have looked at and want Lawrence Park as a location.
2. Use of parking on streets, as well as parking lots, adjacent to the park on Washington and Lockeford and Stockton and Lockeford streets, as well as the parking at Armory Park and the Stadium.
3. Use of restrooms at Lawrence Park and additional trash bins.
4. Permission to park trucks on Lawrence Park proper along Lockeford Street on park property and, depending on their needs, in other areas of the park.

Other particulars:

1. They are non-profit.
2. They charge the vendor \$10.00 per day. The money is used to pay their expenses plus two paid staff.
3. The day requested is each Thursday from 6:00 a.m. to 1 p.m. year-round or as long as weather permits.
4. The organization will furnish insurance up to \$1,000,000, naming the City as additional insured.
5. They will take care of cleanup to our satisfaction.
6. They will have concession privileges, with the City receiving 10% of gross.
7. A rental fee per se was not really discussed. At present this organization has three markets going in Stockton, Manteca and Tracy. If I am correct, Stockton and Manteca are located on state property and they pay \$1.00 a month. In Tracy they use a portion of a City park and a portion of a blocked-off street for \$1.00 per month.

Henry Graves, Jr.

-2-

March 12, 1982

8. They will get a business license and have agreed to, along with cleanup, furnish the City funds to purchase fertilizer to fertilize the area two times each year, plus cover any unforeseen damages.
9. It was agreed that if security is needed they would provide same.

Regarding the use of the park, I cannot see any real conflicts or problems. I am sure that there are still some details to discuss. The group would appreciate an answer as soon as possible.

ED:jd



STOCKTON FARMERS MARKET ASSOCIATION

405 E. Lindsay Street
Stockton, California 95202
(209) 485-4265

CECIL P. BONZO
PRESIDENT

MACK WARNER
MARKET MANAGER

March 12, 1982

Alice Reimche
Lodi City Clerks Office
221 W. Pine St.
Lodi, Ca. 95240

Dear Ms. Reimche,

A committee of Lodi citizens has been formed from the community who wish to have a farmers market in Lodi one day a week. This Lodi committee has contacted our Association, The Stockton Farmers Market and asked that we help with the planning and running of a market. We have received Certification from the Dept. of Agriculture and obtained the other necessary permits. We also need a Lodi Business license to operate. It has been brought to our attention that we need to appear before the Lodi Planning Board. Please put us on the agenda of the next board meeting. If you have any further questions please do not hesitate to call (209) 943-1830 or write us. We will be glad to help in anyway. Please let us know the date and time. Thank you in advance for your kind attention.

Sincerely,

Holly Pyle

Holly Pyle
Assistant Market Manager

MAR 15 1982

STOCKTON FARMERS MARKET ASSOCIATION



**1981
ANNUAL REPORT**

WE ARE HAPPY TO PRESENT THE ANNUAL REPORT FOR 1981
COVERING THE ACTIVITIES OF THE FOUR CERTIFIED FARMERS MARKETS
OPERATED THIS PAST YEAR BY THE
STOCKTON FARMERS MARKET ASSOCIATION.
WE TRUST THAT YOU WILL READ THIS WITH THE
SAME DEGREE OF PRIDE AND ENTHUSIASM WE HAVE FELT IN GUIDING THE
WORK OF THE ASSOCIATION AS YOUR
BOARD OF DIRECTORS, STAFF AND
CONSULTING PERSONNEL
THROUGHOUT THE PAST YEAR.

Officers

Cecil P. Bonzo, Sr., President
Louie Solari, Vice President
Marie Barbagelata, Secretary
Lois Billigmeier, Treasurer

Board Members

1 Year Term:
Cecil P. Bonzo, Sr., Lathrop
Ted Alves, French Camp
Aaron Devencenzi, Stockton

2 Year Term:
Louie Solari, Linden
Marie Barbagelata, Linden
Don Aoyama, Lodi

3 Year Term:
Lois Billigmeier, Linden
John Solari, Stockton
Robert Agdoma, Manteca

Staff

Mack Warner, Market Manager
Kathi Emry, Market Assistant
Segranetta Moore, Bookkeeper & Office Manager

Consulting Personnel

Cheryl Lewis, Public Relations & Promotion

Stockton Farmers Market Association
405 E. Lindsay, Stockton, CA 95202

Acknowledgement

This report was prepared by Mack Warner and Cheryl Lewis

IN RETROSPECT

The Market Managers Report



Mack Warner assists wife, Nancy, in Solar Cooking Demonstration while Mene Jones asks questions at Manteca Farmers Market. Cheryl Lewis Photo

1981 was a year of remarkable progress. A quick look at the tables and graphs in this annual report will tell the story in graphic terms. We grew in every possible way: in total membership, in the number of sellers and consumers coming each week, in total pounds of produce offered and sold, in total dollars grossed, in the number of markets we sponsored and in our income as an Association. I know you will read the story of your success with the same degree of excitement we felt in preparing this report.

When I began contacting some of you way back in the early part of 1979 as the director of the Rural Economic Alternatives Project (REAP) of the American Friends Service committee, none of us had any idea that the response to direct marketing would be of the magnitude we have experienced. Naturally, we wonder why, so let's take a look at some possible reasons. The key factor, in my opinion, has been the high quality, immense variety and fair prices of your produce. In other words, you, the growers (and the products you sell) have been the stars of our "show" each market day. In addition, you have given enthusiastic backing and support for the Association itself that operates our markets. Once we had progressed beyond our initial doubt that this whole effort would really take off, we have gathered strength week by week until today we stand as one of the most vigorous market associations in the state.

But let's not forget the other half of the equation — the customers themselves and the communities in which our markets are located. Naturally they come because of value received for their food dollars, but beyond that are other important reasons why hundreds, even thousands, return each week, rain or shine, to our markets: to have direct contact with the farmers who produce the food and all which that represents in the way of direct marketing, to experience the sights and sounds of a bustling market, to learn more about the unusual and exotic food on display at so many of your stands, to enjoy the special events we sponsor. And to keep all this happening is the quiet, often unrecognized support of key community people like Fern Costa and the merchants committee of downtown Tracy, like Ken Moore of the Manteca First Christian Church who was largely responsible for organizing the market in his city, and like many others who have joined "Friends of the Market" groups in each place and offered their volunteer support so many times.

Another reason contributing to our achievements has been the dedication of the team that makes up our staff and consulting personnel. Need I mention our debt to Cheryl Lewis as public relations specialist whose creative skills in the areas of promotion and special events are attracting attention far and wide? Or to Segranetta Moore who handles our funds with unquestioned integrity as well as the general office work so essential to every organization? Or to Kathi Emry who served as market assistant for a year and contributed much toward the successful launching of our new markets as well as sustaining our old ones (and also to her sister, Colleen, who sharpened up our accounting system in a crash course last summer)? Thanks to all of them as well as to Alfredo Orosco who helped us set up and clean up each Saturday at the Stockton market, and to Cecil Bonzo, Jr., George Queener and others who stepped in and helped out time and again when we were short handed.

But these do not tell the whole story, either. Central to the success of our endeavors have been the quality of leadership, the dedication and commitment of our board of directors. The time, energy and even out-of-pocket expenses they have invested in this enterprise cannot be measured. Let me cite just one example. Each year we gather for our Thanksgiving Party — and last year for our Annual Meeting as well — at the packing shed generously provided by Marie and John Paul Barbagelata of Linden. How can we assess what this has done for the morale and sense of unity of our Association? As we read this report, let's not forget the contribution the board makes to our success. Hats off to all of them!

Many organizations, agencies and individuals have helped us in various ways get where we are today. So many, in fact, that it would be difficult even to catalogue them — especially those who helped us get started in the beginning — like the CRLA (California Rural Legal Assistance), for instance, or the good people at Western Social Services who operate the Emergency Food Bank. Then, as well as now, the Direct Marketing Program had been a consistent resource and ally, and the County Agricultural Commissioner's Office has strengthened our hand many times as we seek to enforce the regulations under which we operate.

THE PRESIDENT'S MESSAGE

As each of you receives this year's annual report, the Stockton Farmers Market Association will be ready to start its fourth year of operation. I sincerely hope it will be another banner year.

Before sitting down to write, I reviewed the message I prepared for the annual report of 1980 which outlined the growth and expansion we made last year. In this report of 1981 our Association again showed vigorous growth and further expansion, as you will note from the graphs, tables and financial report contained herein. I would only like to mention that gross sales by our members totalled over \$610,000 in 1981 as compared to about \$340,000 in 1980! This is a growth of 80%. I would also like to point out that our members received over \$113,000 in food stamps last year as payment for our farm products. In 1980 the total for food stamps was \$25,000.

Obviously our Association is growing, and along with this growth there is a parallel increase in the costs of conducting your business through direct marketing at our certified farmers markets. Your board of directors has projected expenses for 1982 at over \$49,000. At our annual meeting this year, you will all have an opportunity to review this budget and share your comments.

In a departure from last year's message, I would like to look ahead and perhaps share with you some ideas on why we have had such success, how we can continue this trend, and how we can best serve those we are working for — our customers.

In contrast to the generally gloomy condition of the nation's economy, we are experiencing excellent results in our farmers markets. Food is a basic human need and unlike housing, clothing or entertainment, food expenditures cannot be put off for more than a few days. We know that we are highly competitive with other outlets for food. We also know that most of our customers are repeat customers and that they are obviously "well satisfied" with the products and services we offer.

In order to succeed and continue to grow in the future, we need to maintain and improve our service and relationship with our customers. As an Association of growers involved in operating certified farmers markets we need to do the following:

1. Offer quality products
2. Offer fair prices
3. Observe the direct marketing rules, as well as the concept of direct marketing.
4. Provide sufficient staff to accomplish the above, with adequate salaries and benefits to be competitive with area employees.
5. Recognize the social, economic and ethnic background of our customers and make special efforts to meet their needs.

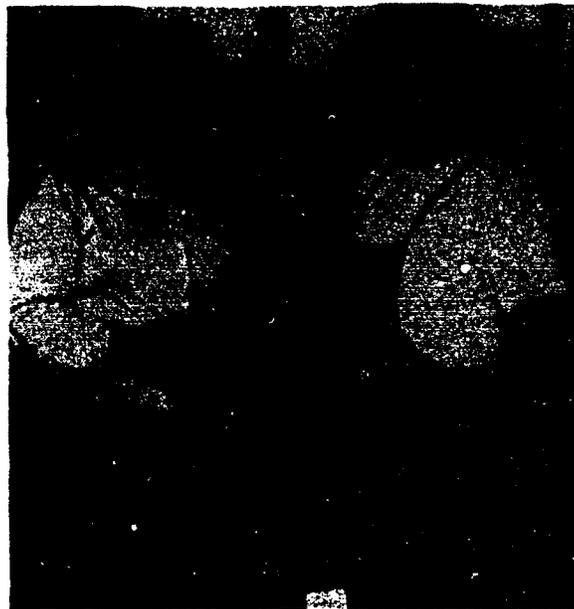
In respect to item #5 above, I wish to point out that a substantial number of our patrons are southeast Asian refugees, and that we now have two small farmer members from Vietnam selling at the Stockton Saturday Market. We will surely see more in the future.

The major source of food stamp spending (20% of our total gross sales in 1981) is also from the refugees. We need to recognize this, regardless of our individual feelings about this type of social program and government policy. To focus more on what our customers want and pay less attention to what we perceive as our own personal needs and desires is an important goal for the coming year.

As with any organization of this size there are occasional complaints about how things are done. To be specific, the market staff and management have been subjected to various criticisms regarding stall assignments, traffic and customer flow, various alleged misconduct by fellow members, etc.. These and other problems, however, are relatively minor in nature and together we can work them out. You are always welcome to attend meetings of the board of directors to discuss any problems or needs you feel regarding direct marketing.

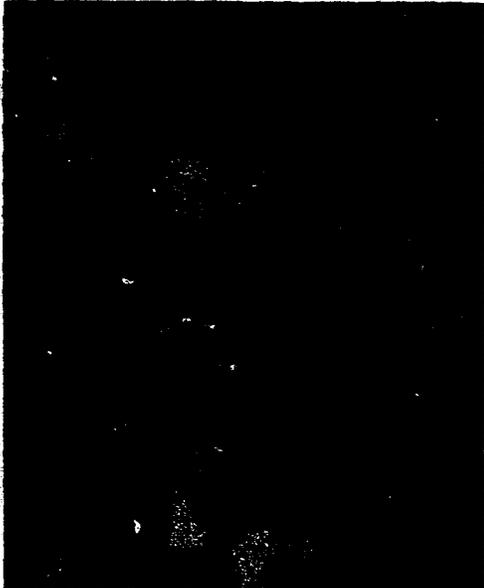
As you know, we lost Kathi Emry, our market assistant, some months ago. Recently we have spent several weeks in a recruiting program to find a well qualified person and after reviewing 20 applications and doing several interviews, we finally hired Holly Pyle as our new staff person for this position. We welcome Holly and look forward to her help in the coming year.

In closing, I see a continuing interest in farmer's markets and direct marketing. I forecast more growth for our markets and for all of our members. This growth will be a result of our continuing interest in our customers' needs and the progressive attitude of our staff and board. As we end one marketing year and start another, I wish all of you continued success in your direct marketing endeavors.



President, Cecil Bonzo shares lighter moment with Carol Rollins at Stockton F.M.
Cheryl Lewis Photo

MANTECA CERTIFIED FARMERS MARKET



The Rev. Ken Moore — "Committee of one" Manteca News Photo

Note: The bulk of the following story was written by the Reverend Kenneth Moore, Pastor of the Manteca First Christian Church and a "committee of one" to organize a market in his city. We present this as an excellent case study of how a local community representative and our market association worked together to establish a new certified farmer's market. We congratulate Kenneth Moore on the exceptional service he has rendered both to his community and to the farmers who sold at the Manteca Market.

The City of Manteca enthusiastically supported the coming of a certified farmer's market to the community in the summer of 1981. Very early, Mayor Trena Kelley was an important contact in preparing the way for final city approval. Before a proposal was made to the City Council the following organizations and agencies were contacted:

Chamber of Commerce and Merchants Association — to inform grocery store owners about the impact of a farmers market on their food sales (markets often have an overall favorable effect on their stores).

City Planning Department — to consider various locations, before settling on Library Park as the best site.

Public Works — to gain their approval of the site recommended by City Planning and to receive other advice.

Park Department — to fill out a "use form" permitting a market in Library Park and to discuss the impact of the market on that facility.

Police Department and Fire Department — for their technical evaluation of the market as it would affect their functioning.

In the meantime a petition was circulated with the heading, "I Want a Certified Farmers Market in Manteca." Support was also received from the Kiwanis Club and the Manteca Ministerial Association. The news media were contacted and agreed to do feature stories on the market and the city librarian was most helpful in offering access to the restrooms in the library for the farmers to use.

With this ground work completed, the proposal was submitted to the City Council. An excellent slide show issued by the Direct Marketing Program of the Department of Food and Agriculture was presented by Mack Warner of the Stockton Farmers Market Association to the Council as a means to inform them about the benefits certified farmer's markets have had on similar communities across the state. After some discussions concerning the day of the market, the City Council voted their unanimous support.

Throughout all this preparation regular communication was maintained with the Market Manager, Mack Warner, and board of directors of the Stockton Farmers Market Association. Their role was to provide technical information as needed, recruit the farmers, obtain the necessary health permit, business license and direct marketing certificate, provide funds for advertising and promotion and join in the presentation to the City Council.

After the opening date for the market was set, handbills were printed and distributed throughout the communities of Lathrop and Manteca. Advertising was purchased in local newspapers and a public service announcement was made available to the local radio station.

After much planning and preparation, the Manteca Farmers Market opened on Tuesday morning, June 16, 1981.

Kenneth W. Moore, Chairman
Friends of the Manteca Market

To continue the "success story" begun by Ken Moore, the Manteca Farmers Market was open through the summer, closing on October 27 after 20 weeks of operation under the management of the Stockton Farmers Market Association. As with the other markets sponsored by this organization, good farmers, great produce and experienced management make up a combination of factors that help insure success. Kathi Emry, Market Assistant, brought management expertise to the market every Tuesday morning throughout the growing season and was joined by Cheryl Lewis, Public Relations consultant from the Stockton Farmers Market Association to plan several special events that generated timely media coverage. Cheryl worked closely with community support people such as Ken Moore in planning these events.

The first week of August was a special one for area Farmers Markets. On August 4, during the height of the peach season, market shoppers learned first hand the more traditional methods of canning, freezing and drying peaches and other fruits. Manteca shoppers responded enthusiastically to Nancy Warner, of Acampo, who also demonstrated the newer techniques of solar food preservation. In addition, Nancy shared information, including assembly plans, on how to construct home solar dryers.

Our first Manteca Farmer's Market Harvest Festival was Tuesday, October 6. Festival activities included a pumpkin carving contest and apple dunking as well as free produce drawings held throughout the morning. Our warm thanks to members of the Manteca Senior Citizen's Kitchen Band who provided us with lively music throughout the morning. It was really heartwarming to see farmers and market goers, young and old alike, singing and dancing to many favorite old tunes while they shopped for fresh produce. We were also fortunate to have Ida Alves, wife of local yarn farmer, Ted Alves, do a Portuguese Green Soup cooking demonstration which featured fresh market greens. The soup was not only tasty but nutritious and inexpensive as well. All in all, a memorable harvest day morning with just the slightest hint of Autumn crispness in the air!

Mack Warner and Cheryl Lewis

MANTECA CERTIFIED FARMERS MARKET SUMMARY REPORT 1981

Year	Average No. of Farmers Per Week	Total Tons Offered	Total Tons Sold	Total Dollars Gross
1981	15	134	75	\$ 34,388.21



Young market goer at Stockton Saturday Farmers Market

Cheryl Lewis Photo

Recently I have done a "cost-benefit" analysis of some of the services that have come our way at little or no cost to our Association. I am thinking of the office and meeting room space provided by the First Christian Church of Stockton at a fraction of the rent we would normally have to pay. Or the Community Council of Stockton which made available to REAP several CETA workers under their contract with the City's "ETOD" and who were then assigned to work at our markets. Or the AFSC itself which funds REAP and thus makes my own time available to the Association. When I estimated the value of these administrative and staff services and compared the actual cost paid by the Association, I was amazed to find that we came out about \$40,000 ahead of the game over the past three years!

To sum it all up, we as a farmers market association can feel justifiably proud of our own part in the story of our success, but let's never forget the enormous amount of help that has come our way, much of which we, as an Association, have not had to pay for.

As you know, I have tendered my resignation to the board of directors as your market manager. In my letter to all of you in December I outlined the reasons for this decision: to devote more time to helping the marketing co-op through some difficult months ahead until it, too, is able to stand on its own feet; then, to explore other ways (with your help) to make smaller scale farming more viable in this part of the Central Valley.

Even though I will be letting go of the day-to-day management function of our various markets, I want to keep in close touch with you as individual growers, and as an association, so that, together, we can plow new ground in rural economic alternatives. I feel sure that this will be a time of growth under new staff leadership for the Association and an exciting challenge for us all as we continue to work together for the common good.

Mack Warner, Market Manager

TRACY CERTIFIED FARMERS MARKET

Note: The following report was prepared by Fran Costa of the Downtown Improvement District, the local sponsor of the Tracy Certified Farmers Market. The table below will show the splendid growth experienced by this market in its third year of operation, much of which can be attributed to excellent support given by leadership from the Tracy community (including Fran Costa, of course!).



Fran Costa, D.I.D., and Evelyn Costa, County Supervisor, at Tracy Farmers Market

Tracy Press Photo

This was my first experience with the Tracy Certified Farmers Market, and it was most interesting to see all the great produce brought in by the farmers. They always had some wonderful buys, very fresh, good quality and in abundant supply.

The first task we faced at the beginning of the market's third season was to re-inform the public so that our people here in Tracy would again be aware of this opportunity. Although many of our people had shopped at the Farmers Market before,

there is always need for more in the way of publicity. The number one thing to do, it seemed, was call the Tracy Press to get plenty of coverage. The Press was very cooperative; they really got behind the market and the success of our publicity was due, in large part, to their help. In addition, we put out several flyers all over town and outside the city limits as well.

As the weeks and months went by we could see what a successful Market we were having, so it became evident by the early part of September that our public was doing a great job of advertising for us also. By the last week of October we had so many customers wanting the Market that it was extended until the end of November.

The success of our Market involved many people who gave much in the way of volunteer effort and services: **A BIG THANK YOU TO ALL OF THEM:**

- to **Art Sasser**, owner of the parking lot which was used for the Farmers Market. The location was ideal.
- to **Eric Potter**, chairman of the Farmers Market committee, who put up the banner every week, on Wednesday morning, and took it down after all the farmers left;
- to **Byron Alvarez**, chairman of the Downtown Improvement District, for his help;
- to **Jim Glotfelty**, our Promotional Chairman, for his fine support;
- to **the Fire Department, the Town and Country Store and Conservation Enterprises** for letting the farmers use their restroom facilities;
- to **all the employees** who work in the area near the Farmers Market who gave up their parking space each Wednesday from June through November;
- and to **all other individuals** who, by their strong encouragement and support made this market the success it was.

To me, it was very educational and exciting to have been a part of the Farmers Market in Tracy. We hope it will be back next year, bigger and even better yet!

Fran Costa
Downtown Improvement District

Stockton Farmers Market Association personnel worked with Fran Costa and other community supporters in planning fun and informative special events at the Market for farmers and consumers alike.

One example was our October 7 **Harvest Festival**. None of us allowed threatening skies to dampen spirits that day. The highlights included apple dunking, pumpkin carving, free produce drawings, **Friends of the Market** sign-up, and an **East Indian Pepper Stir-Fry** cooking demonstration by Manjeet Rai, of Lodi, who also sells live plants at the Market. Manjeet's curry dish was a big hit with market goers. Possibly the most suspenseful moment of the day occurred during the raw egg tossing contest. The two contestants, Frank Serrano and Dorothy Hill (a truck and bus driver respectively) appeared to have been in serious training for this event for quite some time! Skeptics in the crowd kept egging them on by yelling "low! play" when after twenty or so tosses the reportedly raw egg was still whole. Alas, the egg was not hard boiled and the "yolk" was finally over — all over one of the contestants! Even so, both contestants were declared winners and each received a bag of farm fresh produce.

It was rewarding working with the Tracy Market this past year and we all look forward to more good times during the next season.

Cheryl Lewis

Year	Average No. of Farmers Per Week	Total Tons Offered	Total Tons Sold	Total Dollars Grossed
1980	12	112 Tons	72 Tons	\$ 29,525.15
1981	16	186 Tons	108 Tons	\$ 58,118.73

TRACY CERTIFIED FARMERS MARKET SUMMARY REPORT 1980 — 1981

CHUNG WAH LANE

CERTIFIED FARMERS MARKET



Rosalina Solari sells Braided Garlic with Mero Bandoni at Chung Wah Lane F.M.

Cheryl Lewis Photo

GOOD FORTUNE



The idea for this market in the heart of Stockton's "Chinatown" was two-fold: to provide an opportunity for office workers in the central business district to pick up farm-fresh produce on their way home after work, and to open up a mid-week market for our regular Saturday clientele who live near the downtown area.

The Market got off to a great start on June 10 when we received possibly our most comprehensive media coverage ever for a Stockton Farmers Market event (including the Saturday Market). Since it is very difficult to get weekend television coverage due to a shortage of film crew, we were delighted to have three television networks do live coverage of our new mid-week market. Also on hand for opening day activities were two newspapers and three radio stations. Many of the Chung Wah Lane market goers expressed a real desire for a mid-week downtown market. Those of us who had worked so hard to open the new market felt extremely gratified by the responsive chord we'd struck in the community!

Cheryl Lewis, special events and public relations consultant for our markets, also took personal pride in coming up with one of her more ingenuous promotional ideas for our new Chinatown market. Since certified farmers markets are considered by many of us to **Bring Good Fortune** to those who buy and sell at them, fortune cookies containing the new market's name, and opening date, were made and handed out to workers and shoppers in the downtown area. In addition several Chinese Restaurants gave out hundreds of our complimentary cookies to the delight of their patrons.

Open from two until six p.m. each Wednesday, the market was fairly well attended for the first few weeks in June. Then came the "long hot summer" of scorching weather that wilted our customers as well as our produce and the patronage began to decline. Even so, a total of 36,000 pounds of fruit and vegetables were sold during the four months we were open (June 10 to October 14) and many new people became familiar with direct marketing for the first time.

We learned several things from this experiment: (1) an afternoon market without shade in summertime Stockton is exceedingly difficult (2) office workers prefer to shop at noon rather than after work as they leave for home, and (3) a mostly non-resident clientele does not have the time or interest to provide the kind of sustained support needed to make a mid-week farmers market work. These were important lessons.

We also drew upon the staff of the Direct Marketing Program of the Department of Food and Agriculture to help us evaluate this enterprise and learn ways to survey consumer needs and interests before launching a new market.

We appreciate the support people did give this venture. While the market never attained the size of our other area certified farmer's markets, the Chung Wah Lane Market did provide fresh and reasonably priced farm produce to a loyal, albeit small clientele each market day during the summer and fall. As we plan for the coming year, we welcome ideas from all sources as to what course we should take in Chinatown in the Year of the Dog.

Mack Warner
Cheryl Lewis

CHUNG WAH LANE CERTIFIED FARMERS MARKET SUMMARY REPORT 1981

Year	Average No. of Farmers Per Week	Total Tons Offered	Total Tons Sold	Total Dollars Gross
1981	9	45	18	\$ 7,881.49

THE STOCKTON CERTIFIED FARMERS MARKET

The Stockton Farmers Market continues to be among the pace setters in direct marketing for the entire state. Graphs on the next page indicate the dramatic growth this market has experienced over the past three years. We were especially proud when we reached a total of 90 sellers one day last summer and an estimated 8 to 10 thousand customers who lugged 20+ tons of produce home with them.



B.B.C. television crew film Stockton author, Maxine Hong Kingston at Kay Mettler's stand Stockton Farmers Market Cheryl Lewis Photo

Two other facts stand out for those of us who see direct marketing as a way to address the urban hunger problem in our core cities: (1) the Stockton Certified Farmers Market received well over \$110,000 in food stamps last year (about 1/5 of our total sales), and (2) our customers saved an estimated \$350,000 last year by purchasing their produce directly from the farmers (based on data provided by the Center for Consumer Research, U.C. Davis). For thousands of senior citizens, new immigrants from southeast

Asia and others on fixed or limited incomes, this market is an indispensable source of food at a price they can afford. One elderly gentleman even rode the Greyhound bus down from Lodi each Saturday morning to buy fresh produce for the week, returning on the next bus north at noon. (Hopefully, we will open a new market in Lodi this coming year, so he can do his shopping closer to home.)

We would like to mention a few highlights of our 1981 market season in the areas of community support, promotion, media coverage and special events.

COMMUNITY SUPPORT — Another important achievement this year was the formation of the **Friends of the Market** support group comprised of community members who wish to help the market in areas of promotion, special events and market operations. With over 80 members at present, we look forward to a good working relationship with this community group in the future.

PROMOTION — In 1981, some income and considerable publicity were generated through market sales of our own shopping bags, jackets and caps. Also, we opened the Market Association's Hungry Farmer concession stand in mid-summer to meet the needs of our hungry and thirsty farmers and shoppers.

MEDIA COVERAGE — We were pleased to receive good media coverage of our market again this year. In early spring, Market Association President, Cecil Bonzo, Sr. appeared as a guest on Channel 13's, **Good Morning California** talk show and discussed the benefits of direct marketing with the program's Co-Anchor, Kathi Diamant.

In mid-summer, we were thrilled to have **Sunset Magazine** photograph our market for an upcoming feature story on Certified Farmers Markets in California.

Finally, for the big news. The Stockton Farmers Market will be shown on **British Public Television** some time in 1982! A film crew, from the **B.B.C. (British Broadcasting Company)** was in Stockton in early August to shoot a documentary film about the early life of Stockton's internationally renowned author, Maxine Hong Kingston. One of the documentary's most important sequences was filmed at the Stockton Farmers Market under the Crosstown Freeway — the location of much of Stockton's original Chinatown, long ago torn down but remembered so movingly by Kingston in her books. Out of these ashes we see today the continued and important presence of Stockton's Oriental community reflected in an excitingly alive and culturally diverse market place.

SPECIAL EVENTS — Our July 11, **Second Anniversary Celebration** was another big success with ethnic music and dancing enjoyed by all with foods from many different cultures offered for sale. This year's "**Golden Arty Award**" went to Farmer, George Eto, of Lathrop, for his top quality produce and eye pleasing displays at the market. A special "**Golden Goose Award**" was given to Egg Man, Elmer Merkel (Merk), of Galt, who has truly "laid so many golden eggs" for our market, from the beginning to the present.

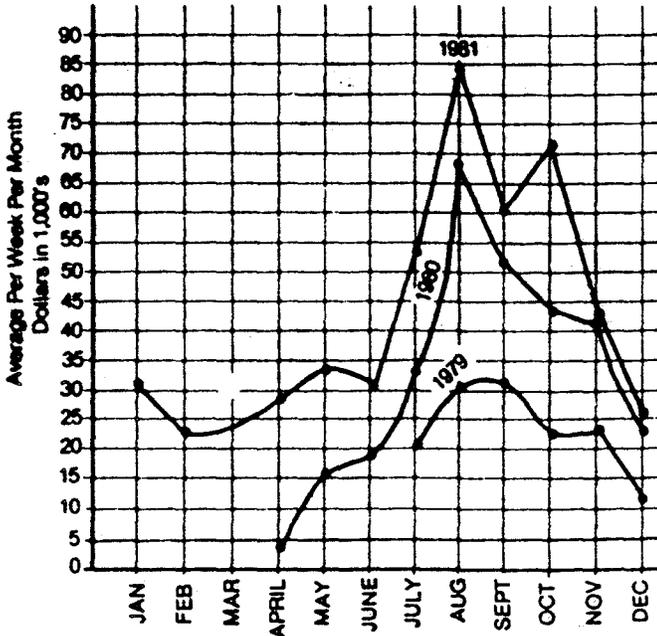
Mack Warner and Cheryl Lewis

Year	Average No. of Farmers Per Week	Total Tons Offered	Total Tons Sold	Total Dollars Gross
1979	28	386	295(est)	\$140,458
1980	40	809	610	\$309,967
1981	51	1,191	931	\$510,279

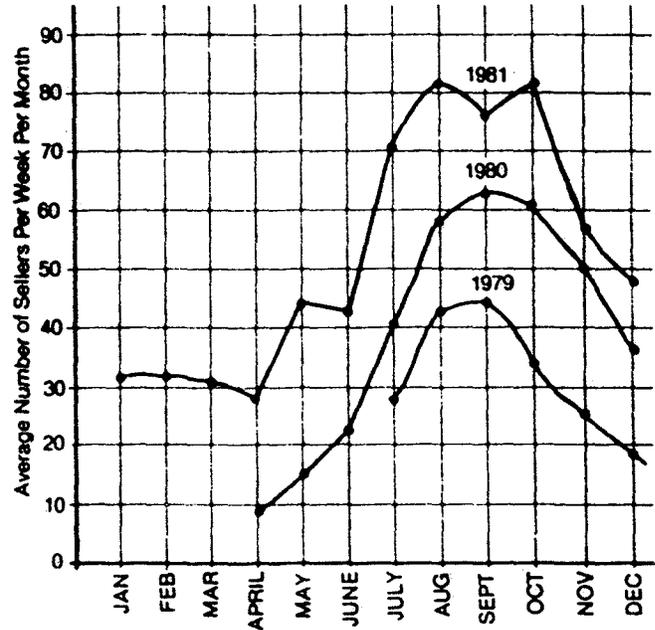
**STOCKTON
CERTIFIED FARMERS MARKET
SUMMARY REPORT 1979 — 1981**

1979 — 1981 ANNUAL PROGRESS

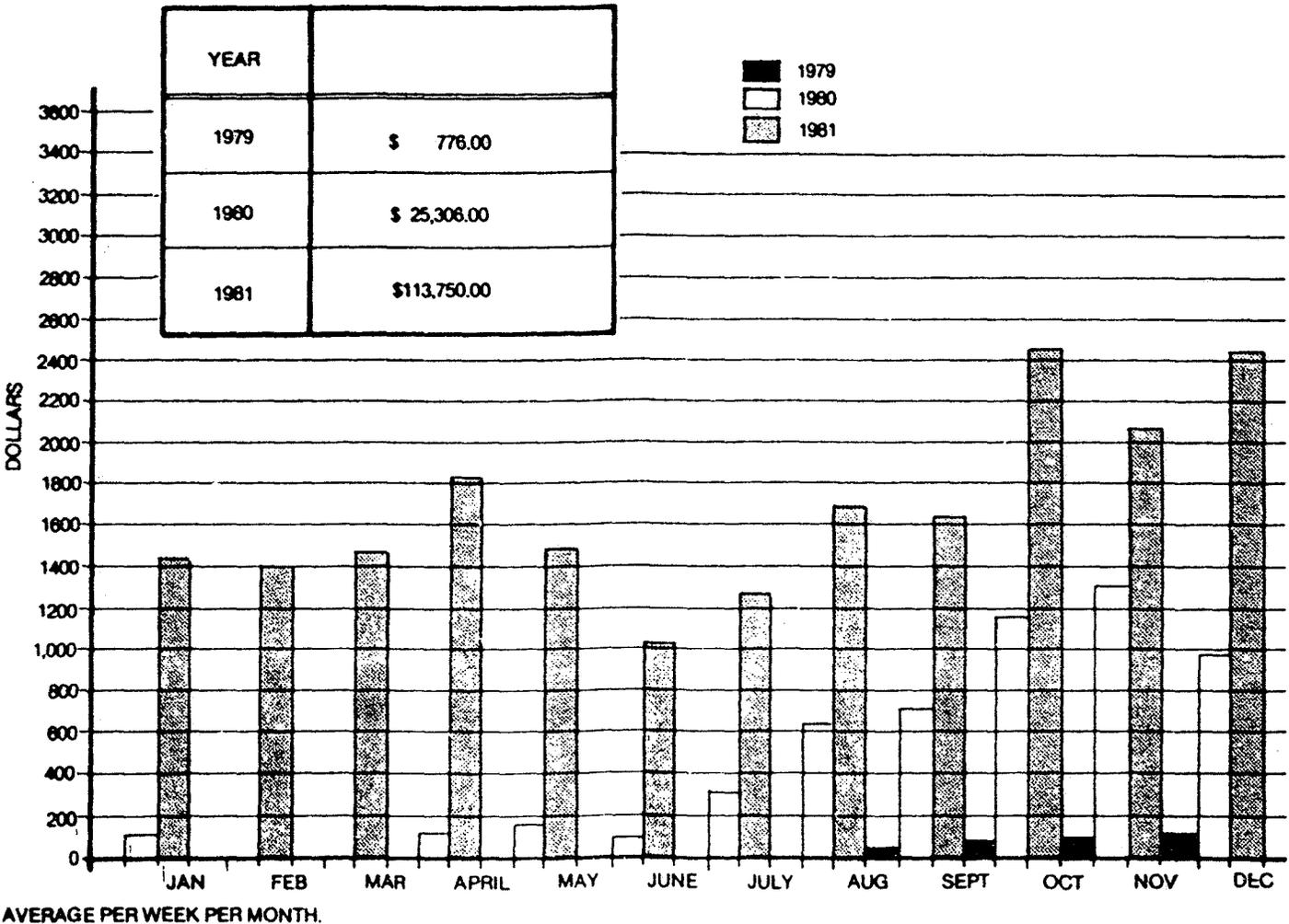
**STOCKTON FARMERS MARKET
GROSS SALES 1979 — 1981**



**STOCKTON FARMERS MARKET SELLERS
1979 — 1981**

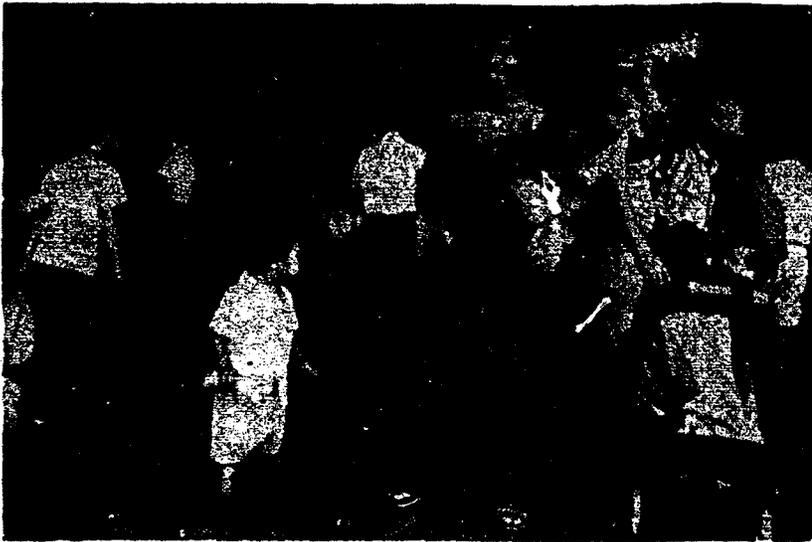


WEEKLY AVERAGE FOOD STAMP INTAKE — ALL MARKETS



REACHING OUT

To Each Other —



Family Shopping can be fun at Stockton Saturday F.M.

Cheryl Lewis Photo

Recently one of our year around growers-sellers was asked why he didn't take a weekend off from the markets during the slow season. He answered, "I can't, these markets have become a social thing for me... I look forward to market day and my friends... besides, I might miss something!" John Solari did a good job of summing up what many of us feel.

The sense of friendship we have shared as a result of working together as growers, board members and staff has been one of the biggest "rewards" of direct marketing.

It has been extremely gratifying to see this warmth spill out into other areas of our lives away from the market place. One good example is our traditional Thanksgiving Party at the Barbagelata packing shed in Linden. We come together each November in the best spirit of friendship after the completion of another long harvest season to celebrate with food, drink and music.

Let us all hope that we can continue to reach out as friends to one another across cultural, economic and political barriers as we work together through the years. Let us continue building bridges of friendship and not walls.

To The Community —

One of the most important ways we can reach out to the communities in which our markets are located is through active Friends of the Market support groups. It is not surprising that a growing number of markets and associations around the state are now working on developing strong Friends of the Market groups. Members of these groups work as volunteers, with market staff and coordinators in areas of promotion, special events and market operations, and also provide our markets with valuable community input.

To Other Markets —

Because we have a large group of highly productive farmers in our Association (a total of 180 members this past year), a competent board of directors and an experienced management team, we are often asked to help other markets in various ways. Last year our growers provided much of the produce for the Sacramento Certified Farmers Market and have also taken an active part in the leadership of their Association, (with one of our members, John Paul Barbagelata, serving as their board president). Mack Warner and Cheryl Lewis were also involved in helpful ways with the growth and development of the Sacramento Market this past year. In particular, Cheryl's expertise in promotion and special events had a significant bearing on the increased consumer and farmer participation there.

In response to a request from the Direct Marketing Program of the Department of Food and Agriculture, our board of directors entered into an arrangement with the West Oakland Food Project and the Sacramento Certified Farmers Market Association to form the Tri County Farmers Market Association as sponsor of the West Oakland Farmers Market. This took an enormous amount of time for our board's representative, Louie Solari, our market manager, Mack Warner, and especially for our public relations consultant, Cheryl Lewis. Working through the Tri-County Association, we assisted in planning, publicity, special events and farmer recruitment for the West Oakland Market.

Our market manager was also asked to provide assistance in the development of the Berkeley Farmers Market and several of our growers sold there each week until its premature closing due to the Medfly crisis.

Again, with the Heart of the City Farmers Market in San Francisco, which was sponsored by the American Friends Service Committee, our market manager and board were able to provide support in the development of this new outlet and a sizeable number of our farmers sold there each week after the market opened.

To Other Organizations —

Stockton Farmers Market Cooperative. Most of us are aware that our Association worked with REAP of the AFSC to organize the Stockton Farmers Market Co-op in the fall of 1980 (with invaluable help from the Direct Marketing Program, CDFR). Since then we have continued to work closely with the Co-op, viewing its development as an additional marketing alternative with great potential value for many of our members. As with most new ventures of this nature, the Co-op has faced its share of financial difficulties and was forced to lay off its manager in late August 1981. From that time to the end of the calendar year, our market manager devoted the majority of his time to serving as interim manager of the Co-op. To relieve him of at least a part of the excessive work load he carried during the last quarter of the year, our board of directors voted to lend the Co-op \$1,000 to be used for the employment of additional staff at their warehouse. It has been good to see the possibility of brighter days ahead for the Co-op in recent weeks.

California Direct Marketing Association. Following the annual Direct Marketing Conference last February in Fresno, we joined with others to form an independent direct marketing group free to engage in various kinds of mutual aid and advocacy work statewide. We were pleased to serve as host market for the organizing meeting of the Direct Marketing Association March 28-29 at our headquarters in Stockton. Our market assistant, Kathi Emry, was chosen as one of the interim board members pending the formal constitution of the new organization.

The Direct Marketing Association quickly proved its value when, a few months after this organizing meeting, it arranged for a single group insurance plan that offered three times more liability coverage for our four markets at less than half the premium costs we had previously been paying. We look forward to a continued close working relationship with the California Direct Marketing Association.

FINANCIAL REPORT

Stockton Farmers Market Association

Year Ended December 31, 1981, and Comparison, 1980

INCOME:	1980	1981	EXPENSES:	1980	1981
STALL FEES			MANAGEMENT & ADMINISTRATION		
Stockton	\$ 11,203.50	\$ 26,618.25	Wages & Salaries	---	9,899.81
Manteca	---	2,316.50	Payroll Taxes	---	1,055.53
Tracy	989.00	2,992.50	Public Relations	697.20	3,000.00
Chung Wah	---	871.50	AFSC Office Staff & Supplies	3,050.00	3,950.00
Total	<u>\$ 12,192.50</u>	<u>\$ 30,798.75</u>	Misc.	34.00	---
			Total Expenses	<u>\$ 3,781.20</u>	<u>\$ 17,895.34</u>
SCALE RENTAL			TRAVEL	875.47	1,321.91
Stockton	92.00	246.00	OFFICE OPERATIONS		
Manteca	---	30.00	Rent	---	300.00
Tracy	---	24.00	Supplies	232.96	632.48
Chung Wah	---	5.00	Postage	181.99	245.20
Total	<u>\$ 92.00</u>	<u>\$ 305.00</u>	Telephone	43.42	467.73
Membership	2,206.00	3,895.00	Bank Service Charges	---	53.61
Donations	353.00	7.00	Misc.	189.05	423.13
Cart Sales & Rental	25.00	33.00	Printing -- Copying	1,326.41	937.53
Scale Sales	80.00	20.00	Total Expenses	<u>\$ 1,595.73</u>	<u>\$ 2,213.42</u>
Promotional Sales	923.00	3,305.65	PROMOTION		
Hungry Farmer Income	---	2,981.78	Public Relations Expenses	---	562.21
Advance for Brochures	---	200.00	Friends of the Market	---	21.62
Salary Reimbursement -- ETOD	---	4,017.40	Annual Celebration	1,261.50	788.22
Annual Celebrations Donations	---	110.00	Christmas Party	---	401.82
Thanksgiving Party	338.43	738.30	Other Special Events	243.11	---
Misc.	144.50	714.89	Advertising	977.02	655.35
Total Income -- All Markets	<u>\$ 16,338.43</u>	<u>\$ 47,128.77</u>	Misc.	109.00	---
			Total Expenses	<u>\$ 2,590.63</u>	<u>\$ 2,427.22</u>
			INSURANCE & FEES		
			Liability Insurance	580.00	425.00
			Business Licenses	77.50	300.00
			Health Permits	150.00	225.00
			Lease Fees	12.00	12.00
			Total Expenses	<u>\$ 819.50</u>	<u>\$ 962.00</u>
			MARKET OPERATIONS		
			Clean-up	190.00	725.00
			Security	---	421.88
			Staff Operations Assistant	215.00	115.00
			Sanitation (Trash Bins, Toilets)	1,079.01	1,183.80
			Tracy	---	295.00
			Manteca	---	453.55
			Chung Wah	---	478.36
			Misc.	174.43	---
			Total Expenses	<u>\$ 1,658.44</u>	<u>\$ 3,672.59</u>
			FUND RAISING		
			Cost of goods	1,459.80	3,895.98
			Sales Tax	---	340.80
			Hungry Farmer Expenses	---	3,357.33
			Total Expenses	<u>\$ 1,459.80</u>	<u>\$ 7,584.11</u>
			ASSOCIATION MEETINGS		
			Board	540.75	287.67
			Annual	---	---
			Printing	25.71	443.80
			Rent	---	---
			Misc.	15.88	---
			Thanksgiving Membership Party	1,189.68	1,399.85
			Total Expenses	<u>\$ 1,771.82</u>	<u>\$ 2,101.32</u>
			TOTAL EXPENSE	<u>\$ 14,930.67</u>	<u>\$ 38,994.17</u>
			TOTAL NET INCOME	<u>\$ 1,406.76</u>	<u>\$ 8,132.60</u>

LOOKING FORWARD

As farmers, we are daily in touch with the earth and those creative forces that bring forth life from seeds, then growth and harvest. In the same way we have worked together (and with many friends) to plant the idea of an alternative way of marketing food and have seen our efforts grow and flower in a remarkable way.

The creative process continues. The seeds were planted many months ago to see if there would be interest in a certified farmers market in Lodi. Now, in the early months of a new year, we see stirrings of interest there. A committee of the board and a University of the Pacific student are working now to see if this will come to pass.

Another example. In thinking of how we could provide health care for our staff, one of our board members wondered aloud why we, as an association of farmers, couldn't have our own group health care plan. Another U.O.P. student has taken this idea a step forward by doing an initial survey of your own health care needs and will integrate his findings with those of the California Direct Marketing Association. We look forward to the fruits of his labor.

Recently a group of Laotian refugees came to us for assurance that our farmers markets and the Co-op could provide marketing outlets for crops they hope to plant in 1982, if ground can be found to grow them on. In response, several of our board members are working with them to guide their efforts and nourish their dreams.

And so it goes. The ideas for a permanent market site, for better coordination with other farmer's markets, for closer ties with the communities in which our markets are located — these are some of the exciting "seeds" that may bear fruit this year, or the next, or the next. Whatever, as we go forward into a new year of activity we pray that it will be as rewarding and enriching as the old.

Mack Warner



Captain Karl "Educating the People" at Tracy F M
Tracy Press Photo



Cheryl Lewis assists Manjeet Rai of Lodi with Cooking Demonstration
Tracy Press Photo

To Faraway Places —

Pike Place Market, Seattle. We jumped the gun in our 1980 annual report and leaked the news about a trip to Seattle actually taken in January 1981. A group of 10 of our farmers (mostly board members and their spouses), staff and city officials went there to observe first hand the operation of a permanent, year-round farmers market located in the heart of a large city and explore how this model might apply to our own market in downtown Stockton. This was done in anticipation of what was called the RUDAT study by a group of visiting urban architects and other urban experts who were to arrive later that year and make recommendations for downtown Stockton's future revitalization efforts.

Toward a Permanent Farmers Market Site... As a result of the trip to Pike Place Farmers Market in Seattle, Cheryl Lewis and Cecil Bonzo worked with the Downtown Revitalization Committee and the RUDAT Steering Committee to determine how the Stockton Farmers Market might best fit into any future urban redevelopment plans. Members of the RUDAT team visited our market in late May to observe first hand an exciting and vital example of city revitalization already at work. The significance of a bustling marketplace in downtown Stockton, where between 5,000 — 10,000 people from many diverse ethnic, social and economic backgrounds come together on any given Saturday morning, was not overlooked.

In a Thursday, May 28, *Stockton Record* Editorial, it was written, "The team of urban specialists brought together by the American Institute of Architects to study ways to revitalize downtown Stockton immediately recognized what a valuable, durable and appropriate asset the local farmer's market represents. The team has recommended that a two-block area on both sides of Main Street east of Stanislaus Street be cleared to provide a permanent site for the Saturday open-air market, an "anchor" for the central business district".

These or any modified plans may take years to come to fruition, but it is important to be included in any downtown revitalization plans so that we will have future options for a more permanent market home possibly on an expanded operating basis.

Los Angeles Trip: In March another delegation of our farmers and staff personnel traveled to Los Angeles to see how direct marketing is done there, with special focus on an inter-market cooperative plan that was in the developmental stages at that time and later emerged as the "Southland Farmers Market Association". The groups also visited the massive Los Angeles Terminal Markets as well as the busy Los Angeles Retail Farmers Market (which is similar to the Pike Place Farmers Market in Seattle).

Again in November, three representatives from the Stockton and Sacramento Farmers Market Associations, along with a staff person from the Direct Marketing Program of the C.D.F.A., traveled to Los Angeles to explore in depth how their cooperative plan was functioning as well as to visit several markets, talk with community people and meet with the Southland Farmers Market board of directors.

Toward The Idea Of Regional Cooperation ... As a result of our latest trip to Los Angeles, three of us (Cheryl Lewis, Mack Warner and Beth Brussell) returned home with the firm conviction and hope that similar market cooperation in Northern California would be highly advantageous to direct marketing in this region. Specifically, the following recommendations emerged as the outcome of our trip:

- (1) Coordination among markets can lead to greater administrative and operational effectiveness.
- (2) Information collection and dissemination (possibly through a centralized computer service) about produce availability and consumer demand can benefit both farmers and consumers.
- (3) The establishment of a resource pool of specialized and well trained staff persons to better serve markets on an area or regional basis can provide expertise that is normally unavailable in an isolated market environment dependent on its own limited resources.
- (4) Regular meetings of market managers on an area or regional basis can facilitate problem solving, information sharing and joint planning as well as upgrade the skills of on-site market personnel. Such gatherings can also provide an excellent opportunity for market managers and support staff to meet with county and state officials to work out common problems related to direct marketing.
- (5) This kind of inter-market coordination can be cost effective, providing more services for the money paid by the growers through their stall and membership fees than can be rendered on a single market basis.

To implement the above five principles would require some adjustments in the way our present market associations are structured. Cooperation can be achieved either by (1) leaving intact those groups that wish to enter into a cooperative arrangement and simply adding a new coordinating board made up of representatives from each of the existing bodies, or (2) by actually merging existing farmers market associations. The latter option would mean that each existing body would lay aside its present name and by-laws in favor of a new name and by-laws that would represent the coalesced groups. Such a newly constituted body would also need to give more place to community representation, on a central coordinating board to insure adequate input from each of the separate certified farmers markets. These and other implementing strategies would need to be thoroughly studied by existing associations and their boards of directors.