

Los Angeles Mission College of Sylmar, CA received \$75,919 to create the Sylmar Farmers Market in an underserved area of the San Fernando Valley, purchase advertising, conduct marketing and outreach to increase food system awareness among consumers and Farmers Market Nutrition Program recipients, and develop a comprehensive Farmers Market Management Training Manual.

[Final Report FY10](#)

FINAL PERFORMANCE REPORT



Sylmar Farmers Market at Mission College
Grant Number: 12-25-G-1136
December 31, 2012

Los Angeles Mission College (LAMC)
Final Report to the
USDA AMS Farmers Market Promotion Program (FMPP)
for the
9/2010 – 9/2012 Sylmar Farmers Market at Mission College Grant Program

I. PROJECT SUMMARY

In September 2009, the Sylmar Farmers Markets at Mission College (SFM) received grant funding from the USDA AMS FMPP to create a certified farmers market on the campus of Los Angeles Mission College to provide the local community with access to fresh, high quality produce, breads, and prepared foods.

Due to market forces, some California farms have become larger to meet contract needs of mega retailers; thus, leaving minimal profit margins for farmers. Simultaneously, many farms have become smaller.

The Sylmar Farmers Market project addressed the need to support and expand access for small to mid-size farmers by providing a venue where farmers sold their produce locally; helping farmers increase sales through packaging and presentation; and providing valuable information on online marketing such as creating a website, Facebook page and setting up an email account.

The Sylmar Farmers Market (SFM) educated and supported the local community by reinforcing and influencing how health issues and healthy living can be addressed. According to recent statistics the city of San Fernando had the highest percentages of obese children in the country. The SFM played a role in combatting this staggering epidemic by hosting healthy cooking demonstration workshops and educating consumers about food choices – the importance of introducing fruits and vegetables into their daily diet; and distributing recipe cards.

To address these issues, the Sylmar Farmers Market proposed to 1) create a farmers market in an underserved area of the northeast San Fernando Valley; 2) support and expand access to local farmers by creating new opportunities for farmers' market vendors; 3) to educate consumers and Farmers Market Nutrition Program (FMNP) recipients by increasing awareness of food systems – to make better choices and develop lifelong healthy eating habits; and 4) to develop a Farmers Market Manager Handbook. This project encouraged the local community and FMNP recipients to become better educated about diet and healthy living, benefiting consumers and market vendors.



II. PROJECT APPROACH

With funding provided by the USDA AMS Farmers Market Promotion Program, Los Angeles Mission College established a certified farmers market on the grounds of its campus. It was with full participation and collaboration with various community organizations the market was embraced and thought to be a valuable addition for the community.

The grand opening of the Sylmar Farmers Market at Mission College was held on Saturday, May 7, 2011, in conjunction with the opening of our state-of-the-art 72,000 SF Culinary Arts Institute Building. The market was seasonal and ran every Saturday, from 9:00 a.m. to 2:00 p.m., through November 19, 2011.

The overall approach to the project included three phases:

Phase 1: Preparation for Start-Up

- Prepare mission and goals
- Develop logo, website, and set up Market email address
- Obtain required permits and insurances
- Make contact with farmers market vendors by visiting established farmers' markets
- Follow-up with phone calls and emails from prospective market vendors
- Begin contracting process for a market Consultant/Farmers Market Manager

Phase 2: Implementation

Develop Advertising/Promotional Campaign

- Prepare media alert
- Advertise event on Electronic Message Board
- Prepare Public Service Announcement and air on local cable television station
- Purchase pole banners and strategically place at designated locations with high traffic count
- Place a full-page ad on the back side of the LAMC schedule of classes
- Hand-deliver 2,000+ flyers to various public agencies and local businesses
- Conduct healthy cooking demonstration workshops
- Hold special events and activities
- Involve LAMC students in outreach and promotion of Market
- Hire Consultant/Farmers Market Manager

Phase 3: Maintenance and Continuation

- Continue promoting the consumption of fresh fruits and vegetables
- Develop Farmers Market Management Handbook
- Continue conducting healthy cooking demonstration workshops
- Sponsor special events and activities

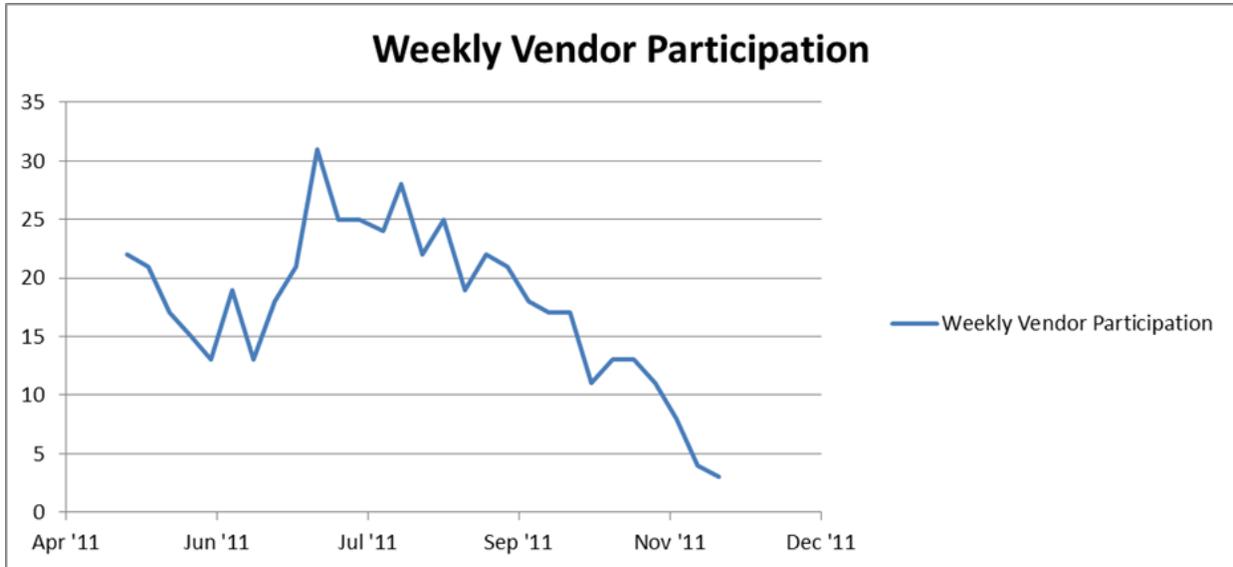


Time line for Sylmar Farmers Market:

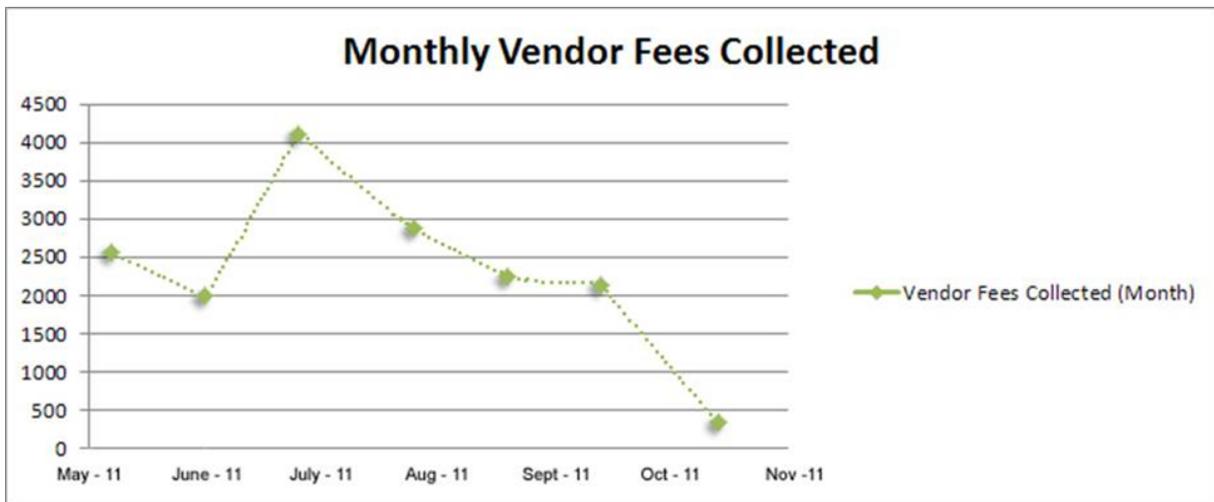
TIMETABLE	
2009 – 2010	<ul style="list-style-type: none"> • Determine if there is a real need for a farmers market in the northeast San Fernando Valley by conducting a feasibility and needs assessment study
January – February 2011	<ul style="list-style-type: none"> • Secure sponsoring agency for market • Explore marketing and advertising options • Select location on campus • Reach out to the local community to gain support • Check into legal requirements <ul style="list-style-type: none"> - Secure all county/city permits and obtain liability insurance coverage • Begin process for a hiring market Consultant/Farmers Market Manager • Begin publicity to farmers (continue efforts throughout the season) • Locate interested farmers, artists, craftsmen and vendors
February 2011	<ul style="list-style-type: none"> • Begin publicity to local residents (continue publicity through October) • Establish opening dates, days, time • Establish budget and determine vendors fees • Develop marketing campaign such as radio and newspaper advertisements, and determine signage locations
March – April 2011	<ul style="list-style-type: none"> • Continue promoting the farmers market concept to community
May 2011	<ul style="list-style-type: none"> • Open market
May – August 2011	<ul style="list-style-type: none"> • Promote SFM during peak season
July – October 2011	<ul style="list-style-type: none"> • Solicit suggestions from farmers, vendors and consumers • Sponsor special events or activities to increase visibility • Expand marketplace concept to include outdoor concerts to draw in customers and to strengthen the idea of the campus as a community center.
December	<ul style="list-style-type: none"> • Close market



The Sylmar Farmers Market was seasonal and in operation from May 7 through November 26, 2011. Weekly vendor participation peaked in July; however, it decreased each month thereafter. By November 2011, vendor participation was less than 27%.



According to the chart below, vendor fees collected dropped by more than 86% during the time the Market opened to the time it closed its doors.



The Sylmar Farmers Market at Mission College season came to a close on November 26, 2011. Despite the disappointing data, the College President made a decision to continue the Market into the next season. In April 2012, the College outsourced the Market to Raw Inspiration, Inc., a professional consulting firm specializing in setting up and managing farmers' markets. They took over the Sylmar Farmers Market for its second season on June 9, 2012; however, the Market could not sustain itself and was permanently closed on July 14, 2012 at the recommendation of Raw Inspiration.



III. GOALS AND OUTCOMES ACHIEVED

Los Angeles Mission College achieved, and in some regard, surpassed the original goals of the program grant.

1. Create a farmers market in an underserved area of the northeast San Fernando Valley: Los Angeles Mission College created a certified farmers market in the underserved area of the northeast San Fernando Valley to provide the local community with fresh produce, breads, and prepared foods. The Market received full participation from its collaborators to ensure the start-up was successful:
 - Sylmar Business Improvement District, Sylmar Chamber of Commerce, and Sylmar Neighborhood Council – printed and distributed flyers to local non-profit organizations, schools, and council district offices; posted press releases and other pertinent information about the Market on partner websites; focused on attracting market vendors by getting the ‘word out’; and participated in the Market by setting up a booth to answer questions from market goers.
 - Culinary Arts Institute/Academy – provided healthy cooking demonstrations; produce used for cooking demonstrations was purchased from participating certified farmers; therefore, increasing revenue for farmers.
 - Los Angeles Mission College Foundation – promoted the SFM by providing on-site assistance with logistics and setting up a booth to answer questions from prospective vendors.
 - Los Angeles Mission College – developed a venue by creating a linkage with the community of the northeast San Fernando Valley in establishing a farmers market on the grounds of LAMC; promoted the SFM and researched ideas that could possibly be implemented to improve Market attendance; worked with District administration to process vendor applications; issued press releases; and established ongoing visibility on LAMC campus to 10,000+ students.
2. Support and expand access to local farmers by creating new opportunities for farmers’ market vendors: Farmers and vendors were provided with information on how to increase sales through packaging and presentation, and information on creating a website, Facebook page and setting up an email account(s). Farmers and vendors learned the importance of online marketing as a means of keeping consumers informed about their products and/or services.
3. Educate consumers and Farmers Market Nutrition Program (FMNP) recipients by increasing awareness of food systems – to make better choices and develop lifelong healthy eating habits: Held various activities to educate consumers such as inviting the CalFresh mobile van to the SFM to discuss the importance of healthy eating; sponsored a field trip by transporting needy families from MEND (Meeting Every Need with Dignity), to and from the Market. [MEND is one of the largest poverty-relief organizations in the San Fernando Valley; it serves an average of 38,500 clients each month]. Families learned healthy eating tips as they participated in cooking



demonstrations and provided with recipe cards, as well as engaged in conversation with the farmers and vendors about food products and/or services.

4. Develop a Farmers Market Manager Handbook: A Sylmar Farmers Market Manager Handbook was developed to effectively manage and operate the market. Refer to Appendix G.

IV. BENEFICIARIES

Farmers' markets have many benefits and impacts on consumers and the communities. Community-Based Organizations, local businesses and residents, students, senior citizens, farmers and vendors all benefited from the Sylmar Farmers Market. The Market was a welcome addition to the community of the northeast San Fernando Valley. It created awareness about healthy living - making better choices and developing lifelong healthy habits. The Market also served as a gathering place offering a variety of produce, fruits, cooked foods, handmade craft and other items for sale, and entertainment. The Market encouraged pedestrian oriented shopping in a relaxed and fun atmosphere, but most importantly, it conveyed a spirit of community.

The Sylmar community was receptive of the Market and excited to have a community gathering place. Because the Market conveyed a spirit of community among its residents, a group formed and planned for the first annual Olive Festival held Labor Day weekend in September 2012.

During its peak, the SFM hosted "Stop and Smell the Flower," an event sponsored by Kaiser Permanente for Los Angeles County employees. Over 300 employees participated in the event and enjoyed the fresh fruit and vegetables sold at the Market.

V. LESSONS LEARNED

Site Feasibility and Need Assessment Study. Prior to applying for the USDA AMS FMPP grant, Los Angeles Mission College conducted a feasibility study to determine if the college was a reasonable site for the proposed Sylmar Farmers Market. The College is surrounded by mountains vistas providing a picturesque backdrop to the local communities of the San Fernando Valley. The site provides sun and rain protection, along with access to toilets, water, electricity and a combination of a four-story parking structure and on-street parking, totaling more than 1550 spaces. While the site is not on a heavily traveled street, the greatest asset was higher income in the immediate vicinity, protection from the weather elements for both farmers and consumers, and plenty of parking.

Specific recommendations from College Administration:

- Although LAMC appeared where the best success would be represented, we learned our biggest problem was customer retention.



Specific recommendations from Sylmar Farmers Market vendors:

- Vendors cannot invest the money required to pay for stall fees when there is lack of community support/attendance.

EBT Benefits. Although the USDA AMS FMPP grant did not fund the Electronic Benefits Transfer (EBT) portion of the project, the Sylmar Farmers Market worked closely with the state of California and received a **free** EBT machine.

The SFM did everything possible to encourage individuals receiving EBT, SNAP and WIC benefits to visit the Market and learn healthy eating habits through the consumption of fresh fruits and vegetables. Flyers were distributed at numerous public agencies, including the Department of Public Social Services and WIC offices; a full-page advertisement was placed on the LAMC schedule of classes to promote the acceptance of the EBT, WIC, and SNAP benefits; and advertisements placed in local community newspapers emphasizing the acceptance of EBT benefits. Although farmers benefited from the usage of WIC and SNAP vouchers, sales from EBT were rather disappointing.

Specific recommendations from Farmers Market Manager

- There is a stigma attached to using an EBT card and being seen redeeming vouchers. To remove the stigma, perhaps a marketing campaign can be developed to soften this image and promote farmers' markets as places that offer "Good Food for All People".

Timeliness of Application Process. The SFM Market received many inquiries from vendors expressing interest in participating in the Market; however, as a result of Los Angeles Mission College following the Los Angeles Community College District's rules for vendor approval, the SFM did not grow to its potential. The process of becoming a vendor was cumbersome. Vendors were not allowed to participate in the Market without having been issued a Permit for Use, a contract between the vendor and the Los Angeles Community College District. The waiting period to receive an executed contract was between four to six weeks from the date the vendor application was received.

Specific recommendations from vendors:

- Social security numbers should not be required to participate in the Market.
- The time to process an application was too long; by the time the application is approved, the vendor was no longer interested in participating in the Market.

Outsourcing the Sylmar Farmers Market. In April 2012 the SFM was outsourced to Raw Inspiration, Inc., a professional consulting firm specializing in setting up and managing farmers' markets in Southern California. Raw inspiration was selected to oversee the Sylmar Farmers Market due to their success rate in managing 20 markets throughout the greater Los Angeles area. The SFM opened for its second season on June 9, 2012; however, the SFM could not sustain itself due to lack of customer retention and was permanently closed on July 14, 2012. Los Angeles Mission College made good faith effort to make the market a success by expanding



the concept of healthy eating while educating the residents of the San Fernando Valley – we just could not retain our customers.

The community perception of the SFM was that organic produce is too expensive and are used to the ‘tiangis’ type of supermarkets – markets that sell mass produce at very low prices; and the lack of public transportation to the rural area of the campus.

Specific comments from Raw Inspiration, Inc.:

- “There is not enough community support in Sylmar to continue the Market. We usually keep a market together even when it is slow for some time but we couldn’t keep this one together because attendance was so poor, despite pole banners, flyers in the neighborhood, signage, etc.”

VI. CONTACT PERSON

Darlene Montes, Program Director
Sylmar Farmers Market at Mission College
montesd@lamission.edu
Phone: (818) 364-7792

VII. ATTACHMENTS

- | | |
|-------------|--|
| Appendix A: | SFM Contact Information
Email Address
Website Address
Facebook Page |
| Appendix B: | SFM Logo |
| Appendix C: | Flyer– English
Flyer– Spanish |
| Appendix D: | Press Release
Paid Advertisement
Public Service Announcement |
| Appendix E: | Sample Recipe Cards |
| Appendix F: | Sample Farmer/Vendor Meeting Agendas |
| Appendix G: | Market Manager Handbook |
| Appendix H: | Photos of Sylmar Farmers Market |



Appendix A

Contact Information Page

Email Address

Website Address

Facebook Page

CONTACT INFORMATION

Email Address: farmersmarket@lamission.edu

Website Address: www.sylmarfarmersmarket.com

Facebook Page: www.facebook/SylmarFarmersMarket

Appendix B

SFM Logo



SYLMAR FARMERS MARKET

AT

LOS ANGELES MISSION COLLEGE

Appendix C

SFM Flyer – English

SFM Flyer - Spanish



Shop Rain Or Shine!!

**Saturdays, April 30 - November 2011
9:00 AM to 2:00 PM**

WEEKLY SPECIAL EVENTS

- Healthy Cooking Demonstrations
- Battle of the Bands
- Free Health Screening
- Car Show Exhibit
- Arts and Crafts Day
- International Food Festival
- And Much, Much More!



**Fresh Baked Breads, Cheeses, Baked Goodies, Candy Apples
Cooked Foods • Handmade Craft Items
Family-Friendly Live Entertainment & More!**



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¡Visítenos Lleva O No!

Todos los sábados a partir del 30 de Abril hasta el 26 de Noviembre de 9:00am a 2:00pm

EVENTOS SEMANALES:

- Demostraciones Gastronómicas
- Batallas de Bandas
- Exámenes de Salud Gratis
- Exhibición de Carros
- Arte y Artesanías
- Festival de Comida Internacional
- Y MUCHO MÁS!**



Mercado De Frutas, Legumbres y Verduras Frescas



- Pan Recién Horneado ● Quesos ●
- Manzanas De Caramelos ● Ambiente familiar ●
- Entretenimiento en vivo y mas ●



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Appendix D

Press Releases

Advertisements

Public Service Announcement

COMMUNITY NEWS

Sylmar Farmers' Market at Mission College

By Liz Thompson

The ever-growing gorgeous campus at Los Angeles Mission College in Sylmar has added a certified farmers' market to its list of "new" things. The market was created to provide the local community with access to fresh, high quality produce, breads, and prepared foods. The market accepts WIC, EBT and SNAP to increase low-income consumer access to neighborhood farmers' markets.

There is a huge selection of fresh fruits and produce, and a variety of food vendors, such as Kettlestones Hummus; Go Green Nopal, known for its tortillas and salsas made from nopal; and Homeboy Industries with the best ever baguette, to name a few. Want sweets? Buy a gourmet candy apple from Candylicious, or freshly baked cookies from Cookie Jones, including my favorite peanut butter chocolate chip. Coming to eat? Grab a 'cue brisket sandwich from The Q Spot BBQ of Santa Clarita...it'll satisfy your appetite.

A big draw to the market is the weekly healthy cooking demonstrations featuring several renowned chefs, such as Chef Jesse Sanchez of the Culinary Arts Insti-

tute at Los Angeles Mission College, whose primary focus is on raw and super-foods; Nancy Kennedy, a nutritionist, celebrity trainer, and author of "The Hollywood Wrap,"; and Marva Marrow, of 7th Heaven Gourmet, who prepares a variety of preserves with produce purchased from the farmers.

Want to find out more about some of our vendors? Visit the following websites: www.cookiejonescookies.com; www.gogreenopal.com; www.kettlestoneshummus.com; www.nancyfkennedy.com; www.homeboy-industries.com; www.7thheaven-gourmet.com; www.mariahcountrysoaps.com; and www.theqspotbbq.com

Want entertainment? There is live music each week, including "The Expats" from Australia, who played last weekend. Check the market's web-site for the schedule, or just come and check out the market...period!

Sylmar Farmers Market is located at 13356 Eldridge Avenue, Sylmar, every Saturday, from 9:00 a.m. – 2:00 p.m. For more



Chef Jesse Sanchez

information contact farmersmarket@lamission.edu: or visit: www.sylmarfarmersmarket.com: and also become a friend Sylmar Farmers Market on Facebook for the latest news.

Examiner.com

Sylmar Farmers Market returns to Mission College with a big bang

FARMERS MARKET | APRIL 29, 2011 | BY: CHRISTINE ZEIGER |



Members of the Sal Rodriguez All Star Band to perform at opening of Sylmar Farmers Market at Los Angeles Mission College.

Credits: From Sal Rodriguez.

RELATED TOPICS

- [farmers market](http://www.examiner.com/College/topic/farmers-market-1) (http://www.examiner.com/College/topic/farmers-market-1)
- [Los Angeles Mission](http://www.examiner.com/topic/los-angeles-mission-college/articles) (http://www.examiner.com/topic/los-angeles-mission-college/articles)
- [family fun](http://www.examiner.com/topic/family-fun) (http://www.examiner.com/topic/family-fun)
- [Music](http://www.examiner.com/music) (http://www.examiner.com/music)

When the Sylmar [Farmers Market](http://www.examiner.com/topic/farmers-market-1) (http://www.examiner.com/topic/farmers-market-1) reopens on Saturday, April 30, locals will once again have the opportunity to purchase fresh produce, as well as a variety of other items. This time around, however, the market will be run solely through [Los Angeles Mission College](http://www.lamission.edu/) (http://www.lamission.edu/), thanks to a U.S. Department of Agriculture grant in the amount of \$75,919.

In recent years, farmers markets have become much more than a mere merchandising opportunity. As in the case with the Sylmar Farmers Market, often, local community organizations will be on hand to provide free resource materials. So too, with the addition of live entertainment, the markets offer residents a chance to attend family-friendly events right in their own neighborhoods.

This Saturday, market patrons will be treated to performances by the **Sal Rodriguez All Star Band**. For more than four decades, drummer Sal Rodriguez has been happily entertaining audiences. Playing with other renowned musicians, his musical acumen has enabled him to travel the world over meeting

people from all walks of life. Among those he has performed with are the band [WAR](http://www.wartheband.com/home.html) (<http://www.wartheband.com/home.html>), as well as [The Doobie Brothers](http://www.dooblebros.com/) (<http://www.dooblebros.com/>), Aretha Franklin, [Carlos Santana](http://www.santana.com/) (<http://www.santana.com/>), [Jose Feliciano](http://www.josefeliciano.com/) (<http://www.josefeliciano.com/>), The Duke Ellington Orchestra and [Grand Funk](http://www.grandfunkrailroad.com/) (<http://www.grandfunkrailroad.com/>), to name a few.

Rodriguez's life is one that many people would envy. Yet "Sal the Drummer", as he's come to be known and as he likes to be called, takes it all in stride.

"It's just what I do," he said. "When someone needs me (to play), I'm there. I love entertaining."

Along with fellow bands members Mario Q (guitar and vocals), Manny Mendoza (bass and vocals) and Joey Navarro (keyboard and vocals), Rodriguez creates a sound that combines Latin, Soul and Rock elements. The band will start performing right after the ribbon cutting ceremony with LA County Supervisor [Zev Yaroslavsky](http://zev.lacounty.gov/) (<http://zev.lacounty.gov/>) at 11:00 a.m.

Opening day at the Sylmar Farmers Market will feature thirty-three vendors, including some from last year, as well as additional merchants. Besides the fresh fruits and vegetables, there'll be honey products by Le Miel Jirah, hummus by Kettlestone, candy apples by [Candylicious!](http://www.myspace.com/originalcandylicious) (<http://www.myspace.com/originalcandylicious>), cookies by [Cookie Jones Cookie Co.](http://www.cookiejonescookies.com/) (<http://www.cookiejonescookies.com/>), gourmet jams by [7th Heaven Gourmet](http://www.7thheavengourmet.com/) (<http://www.7thheavengourmet.com/>) and various items from [Homeboy Industries](http://www.homeboy-industries.org) (<http://www.homeboy-industries.org>). (This is just a partial sampling of what will be available at the market.)

Farmers Market Manager Liz Thompson said more vendors would be continuously added throughout the season, which will last until November 26. She is particularly interested in those that sell artisan food products, such as cheeses, breads, meats, and freshly baked pastries.

One new feature of the market is that it will no longer be held in the parking structure; rather, vendors will be set up on the grassy area adjacent to the structure.

In addition, when customers purchase qualifying items, public assistance benefits including [WIC](http://www.fns.usda.gov/wic) (<http://www.fns.usda.gov/wic>), [SNAP](http://www.fns.usda.gov/wic) (<http://www.fns.usda.gov/wic>) and [EBT](http://www.ebtproject.ca.gov) (<http://www.ebtproject.ca.gov>) will be accepted as payment.

Ultimately, the Sylmar Farmers Market will focus on a three-fold mission:

- To provide a gathering/social place within the community
- To provide the community with the opportunity to purchase fresh foods that are not always readily available in the area
- To provide the community with useful information on pertinent health and wellness issues

With that in mind, let the eating and fun begin!

(The Sylmar Farmers Market will be held on Saturdays from 9:00 a.m.- 2:00 p.m., beginning on April 30 and continuing through November 26, 2011, at [Los Angeles Mission College](http://www.examiner.com/topic/los-angeles-mission-college/articles) (<http://www.examiner.com/topic/los-angeles-mission-college/articles>) (near the parking structure) at 13356 Eldridge Avenue, Sylmar 91342. For additional information call: (818) 364-7792.)

Certified Farmers Market

~EVERY SATURDAY • 9am-2pm • RAIN or SHINE

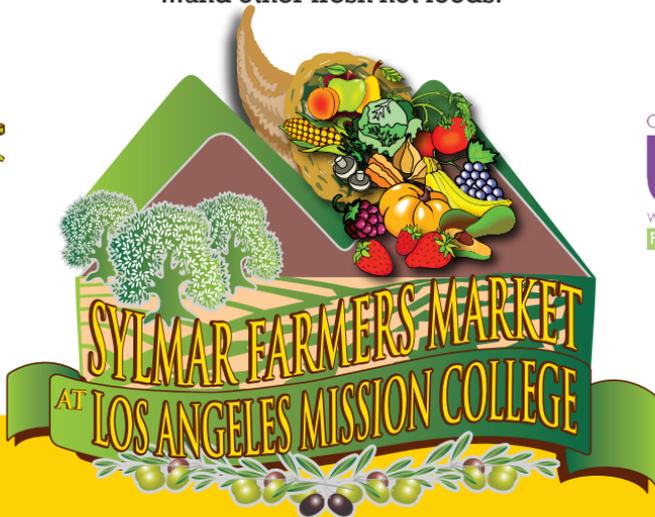
~Live Music Every Weekend

~Great Healthy Cooking Demonstrations

featuring Chef Jesse Sanchez of LAMC's Culinary Arts Institute

~BBQ from The Q Spot of Santa Clarita

...and other fresh hot foods!



www.sylmarfarmersmarket.com

Email Us: farmersmarket@lamission.edu

13356 Eldridge Avenue in Sylmar • 818-364-7792

LOS ANGELES MISSION COLLEGE
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Sylmar Farmers Market is sponsored by Sylmar Neighborhood Council.
For more information, email farmersmarket@lamission.edu



Grand Opening On April 30



Shop Rain Or Shine!!

**Saturdays, April 30 - November 2011
9:00 AM to 2:00 PM**

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Sylmar Farmers Market at Mission College

Saturday, April 30, 2011

Mission College

9:00 am - 2:00 pm

**For information call
(818) 364-7792**



Farm Fresh Fruits & Veggies!



Los Angeles Mission College

13356 Eldridge Avenue • Sylmar, CA 91342

Email: farmersmarket@lamission.edu

Appendix E

Sample Recipe Cards



VEGETABLE STIR-FRY

Ingredients:

2 tablespoons canola oil
1 red bell pepper, cored, seeded, and julienned
1 yellow bell pepper, cored, seeded, and julienned
1/2 cup thinly sliced red onion
1 cup half-moon sliced yellow squash
1 cup small broccoli florets
1 baby eggplant, cut into chunks
8 ounces firm tofu, cut into large chunks
1 clove garlic, minced
1/2 cup teriyaki sauce (check the label: no more than 2 grams sugar per serving)
2 cups sliced bok choy
1 cup fresh mung bean sprouts
1/4 teaspoon freshly ground black pepper
1/4 teaspoon kosher salt
1/2 cup snow peas
2 tablespoons sesame oil

Method:

- 1) Start by preparing and cutting all the vegetables and measuring your ingredients so that they are ready to go.
- 2) Once you begin stir-frying, it goes very quickly.
- 3) In a wok or large skillet, heat canola oil over high heat until almost smoking. Add the peppers and onion while stirring constantly.
- 4) While continuing to stir, add successively the squash, broccoli, eggplant, tofu, garlic, and teriyaki sauce.
- 5) Cook, stirring, constantly for 2 minutes.
- 6) Add the bok choy, sprouts, pepper, and salt and cook, stirring, until crisp-tender, about 2 minutes more.
- 7) Stir in snow peas and sesame oil and remove from heat.
- 8) Serve immediately.

Send culinary questions to farmersmarket@lamission.edu



JAMBALAYA

Ingredients:

- 1 small white onion, julienned
- 1 each garlic clove, minced
- 2 Cups of Green and Red bell pepper, , julienned
- 1/4 Cup Canola oil
- 1 (14-ounce) can diced tomatoes
- 1 (8-ounce) can tomato sauce
- 1/2 pound fully cooked smoked sausage, cut into 1/4-inch slices
- 1/2 to 3/4 pound medium, fresh shrimp, peeled and deveined

Method:

- 1) Heat up a large skillet with the canola oil.
- 2) Add the onions and garlic and sauté for 3 to five minutes.
- 3) Add the sausage and cook for 2 to 3 minutes.
- 4) Follow with the tomatoes, tomato sauce.
- 5) Add the remaining ingredient shrimp and cook for an additional 5 to 7 minutes, or until shrimp are pink.
- 6) Adjust the flavors with Jambalaya mix, serve immediately.

Jambalaya Seasoning Mix:

- 3 tablespoons dried minced onion
- 1 tablespoon dried parsley flakes
- 1/2 teaspoon dried thyme leaves
- 1/2 teaspoon garlic powder
- 1/2 teaspoon ground black pepper
- 1/4 teaspoon cayenne pepper
- 1/4 teaspoon salt
- 1 bay leaf

Method:

- 1) In a small bowl, combine rice, onion, parsley, thyme, garlic powder, black pepper, cayenne pepper, salt, and bay leaf.
- 2) Store in an air-tight container and use as directed or use your own taste.

Send culinary questions to farmersmarket@lamission.edu



MEDITERRANEAN CHICKEN WITH KALAMATA OLIVES

Ingredients

Small skinless chicken breast	4
Artichoke hearts, chopped	1 cup
Roma tomatoes, chopped	2 each
Basil leaves, chopped	4
Parsley, chopped	1 tbsp
Garlic	2 tbsp
Kalamata olives	¼ cup
All-purpose flour	¼ cup
Olive oil	1 tbsp
Salt and pepper to taste	

1. Season flour with salt and pepper.
2. Dredge chicken with flour mixture. Chicken will stay moist.
3. Heat olive oil until it starts to smoke.
4. Add garlic and stir with wooden spoon.
5. Add chicken and sauté for 5 minutes on each side, cooking on medium heat.
6. Add basil, parsley, tomatoes, and olives and sauté for five more minutes.
7. Serve on a bed of brown rice or brown rice pasta for maximum health benefits.

Send culinary questions to farmersmarket@lamission.edu



SPICY & DELICIOUS SAUTEED NOPALES (Gwen's Recipe Collection)

Ingredients

Nopales, peeled and sliced	1 lb
Olive oil	2 tbsp
Fresh garlic, minced	4 cloves
Fresh jalapeno, minced	1 each
Fresh tomato, diced	1 each
Feta cheese, crumbled	¼ cup
Salt to taste	
Ground pepper to taste	

Nopales are easy to make and really delicious if you don't overcook them.

1. Sauté the nopales in olive oil on medium high heat for just one or two minutes, reserve in a bowl.
2. Add the garlic and jalapeno to your hot pan and sauté until garlic is cooked – do this on medium heat so the garlic does not burn. Add more olive oil if necessary.
3. Mix the garlic and jalapeno with the sautéed nopales then season with salt and pepper.
4. Top with feta cheese and fresh chopped tomato right before serving with Mexican food.

Send culinary questions to farmersmarket@lamission.edu



CHESAPEAKE BAY CRAB BOIL

This recipe for hard-shell blue crabs comes from Rob Cennak, owner of Obrycki's Crab House in Baltimore. It's best to keep the crabs on ice. If you are unable to do so, make certain to wet them before you season them. The water helps the seasoning adhere to the crab's shells.

Ingredients

Water	6 cups
White Vinegar	1 tbsp
Beer	8 ounces
Crabs	36 each
Crab seasoning	

1. Place about 6 cups of water, the vinegar, and the beer in an 8-gallon stockpot fitted with raised rack. If you don't have a raised rack, use bricks wrapped in clean cloth to raise your rack about 6 inches off the bottom. It is important that the crabs not get wet while they're being steamed.
2. Make a layer of crabs on the rack, and cover them with 1/8 to 3/4 inch of crab seasoning. Bring the liquid to a boil. Once the steam starts to rise through the crabs, cover pot with lid and steam for 30 to 40 minutes, or until crabs are bright red.
3. Remove the crabs with tongs and rubber gloves.

Send culinary questions to farmersmarket@lamission.edu



SWEET POTATO BURRITOS
(from "The Hollywood Wrap" by Nancy Kennedy)

Ingredients

Sweet Potatoes	1 ½ lb
Extra-virgin olive oil	¼ cup
Lemon juice	½ lemon
Dijon mustard	1 tsp
Red onion, chopped	1 each
Cilantro, chopped	½ cup
Dried cranberries	¼ cup
Whole wheat tortillas (8"), warm	4 each

1. Preheat oven to 375 degrees. Pierce the sweet potatoes all over with a fork and place them on a baking sheet. Bake for 45 minutes to 1 hour, or until tender when pierced with a knife.
2. While the potatoes are baking, whisk together the oil, lemon juice, and the mustard in a bowl. Set aside.
3. When the potatoes are cool enough to handle, cut them in half and scoop the flesh into a large bowl. Mash the potatoes and add the onion, cilantro and cranberries. Whisk the dressing again and fold into the potato mixture.
4. Spread ¼ of the filling in the middle of each tortilla, leaving a ½ inch border on the sides and bottom. Fold the bottom end of the tortilla up and over the filling, fold in both sides, and continue rolling. Serve warm.

You may contact Nancy Kennedy by emailing nancykennedy@gmail.com



RASPBERRY CUSTARD PIE

Ingredients

Pate Brisse	1
All-purpose flour	2 tbsps
Sugar	$\frac{3}{4}$ cup
Egg, large	1 each
Heavy whipping cream	1 cup
Raspberries	1 lb
Feta cheese, crumbled	$\frac{1}{4}$ tsp

1. Preheat oven to 375 degrees.
2. Roll Pate Brisee to $\frac{1}{8}$ inch thickness on a lightly floured surface. Fit into a 9-inch pie dish, and trim edges, leaving a 1-inch overhang. Tuck overhang under so edges are flush with rim, and crimp edges. Prick bottom of dough with a fork. Freeze for 15 minutes.
3. Line dough with parchment, and fill with pie weights or dried beans. Bake until edges begin to turn gold, 25 to 30 minutes.
4. Remove weights and parchments. Bake until crust is light gold and cooked through, 10 to 15 minutes. Let cool on a wire rack. Reduce oven temperature to 350 degrees.
5. Whisk flour and $\frac{1}{2}$ cup sugar in a medium bowl. Add egg and cream, and whisk to combine. Toss raspberries, remaining $\frac{1}{4}$ cup sugar, and the salt in a medium bowl. Spoon berries into crust, then pour in cream mixture, filling to just below the rim.
6. Bake until custard is set but still a bit wobbly in the center, about 45 minutes. Let cool in dish on a wire rack. Cover, and refrigerate for at least 2 hours (or up to 1 day). Garnish with fresh raspberries, and serve cold.

Send culinary questions to farmersmarket@lamission.edu

Appendix F

Sample Farmer/Vendor Meeting Agendas



Los Angeles Mission College
Sylmar Farmers Market at LAMC (SFM)
May 7, 2011

Farmer/Vendor Meeting

Advertising

- Smart Shopper Magazine
- Flyer to be distributed to 10,000+ homes within a one mile radius of LAMC

CalFresh Mobile Van

- Mobile unit will be onsite for two consecutive weekends.

SFM Website

- Website is being updated weekly with information on new vendors and special events.

Marketing of Farmer/Vendor Products

- How to create a Facebook page
- How to create a website
- How to establish an email account



Los Angeles Mission College
Sylmar Farmers Market at LAMC (SFM)
June 11, 2011

Farmer/Vendor Meeting

Advertising

- North Valley Reporter newspaper
- Advertisement placed on back side of LAMC's Fall 2011 Schedule. Schedule mailed to 100,000+ residents.
- 36 pole banners placed throughout the cities of San Fernando and Sylmar

Electronic Benefit Transfer

- There has been an increase in traffic from EBT customers.

SFM Website

- Website is being updated weekly with information on new vendors and special events.



Los Angeles Mission College
Sylmar Farmers Market at LAMC (SFM)
July 9, 2011

Farmer/Vendor Meeting

SFM Website

- Accepting farmer and vendor photos for website.

Marketing of Farmer/Vendor Products

- Suggestions on how to market products and/or services.
- Healthy cooking demonstration chefs will purchase produce from certified farmers.
- Importance of making signage simple to attract customers.
- Creating a Facebook page
- Creating a website
- Establishing an email account



Los Angeles Mission College
Sylmar Farmers Market at LAMC (SFM)
August 6, 2011

Farmer/Vendor Meeting

Advertising

- Distributing flyers to family members, friends, and at other farmers markets.

Marketing of Farmer/Vendor Products

- Getting pre-packaged food to retailers, packaging requirements (nutritional analysis labels), and properly sealing a package, etc.



Los Angeles Mission College
Sylmar Farmers Market at LAMC (SFM)
September 3, 2011

Farmer/Vendor Meeting

Advertising

- The importance of '*getting the word out*'. Distributed flyers to farmers and vendors to give to family members and friends.

Marketing of Farmer/Vendor Products

- Discussed the importance of product presentation and having enough product on hand.
- Importance of keeping customers informed by sending email blasts on a regular basis.

Other Business

- New Health Department Permit fee structure – quarterly versus annual fees.

Appendix G

Market Manager Handbook

Sylmar Farmers Market at Mission College

Famers Market Manager Handbook



Los Angeles Mission College

P: (818) 364-7792 farmersmarket@lamission.edu



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I. PURPOSE

The Sylmar Farmers Market at Mission College (SFM) is a welcome addition to the community of the northeast San Fernando Valley. It serves as a gathering place offering a variety of produce, fruits, cooked foods, handmade crafts and other items for sale, and entertainment. The Market encourages pedestrian oriented shopping in a relaxed and fun atmosphere, but most importantly, this effort conveys a spirit of “community”. The Sylmar Farmers Market offers a variety of agriculture (both certifiable and non-certifiable) and non-agriculture goods for sale.

II. TYPE OF MARKET

The Sylmar Farmers Market at Mission College is operated in accordance with regulations established in the California Administrative Code (Title 3, Chapter 3, Group 4, Article 6.5, Section 1392) pertaining to Direct Marketing. The Market is certified by the County Agricultural Commissioner as a direct marketing outlet for producers to sell their crops directly to consumers without meeting the usual size, standard pack and container requirements for such products. This Market is subject to all pertinent local, state, and federal regulations and laws. All participating farmers are expected to be familiar with the provisions of the Direct Marketing Regulation. Produce must meet minimum quality standards.

The non-certifiable goods add variety and enhance the festive ambiance of the Sylmar Farmers Market. Although the State Direct Marketing regulations require the producers of fresh fruit, nuts, vegetables, flowers, honey, eggs, nursery stock, and plants be certified, the same producer-to-consumer philosophy applies for all items sold at the Market.

The purpose of the SFM is to create a positive environment in the northeast San Fernando Valley.

III. MARKET OPERATOR

The Sylmar’s Farmers Market is operated by the Los Angeles Mission College located in and around the parking structure at Los Angeles Mission College. The Market is sponsored by the Los Angeles Mission College Foundation.

IV. CRITERIA, SELECTION OF VENDORS AND APPROVAL PROCESS

Products, goods or services, and vendor sales will enhance the Sylmar Farmers Market at Mission College.

- a. *Items Sold.* The number of items is limited according to space availability and season.
- b. *Quality of Items Sold.* The quality of freshness of products, goods, and or services must be reasonable high quality.
- c. Ability of vendors to follow all market rules, regulations, policies, and procedures.
- d. Ability to meet the supply and demand of the consumer.



- e. Applications may be picked up during operational hours at the Market from the Farmers Market Information Booth, from 9:00 am and 2:00 pm. Vendors may request an application via email at farmersmarket@lamission.edu.
- f. Vendors are selected based on first come, first serve basis. Vendors are required to submit a completed application with their business name, the product, good, or service, and required applicable permits to the Los Angeles Mission College Farmers Market Manager.
- g. The Market Manager will receive and log in the application and forward it to the Farmers Market Committee for review and consideration. The Committee will approve or reject the application based on the vendor's unique product, good, or service.
- h. If approved, the Market Manager will contact the vendor to discuss fees, rates, and event logistics. If rejected, the Manager will contact the vendor with proper recommendations.
- i. Vendors are required to provide their own stations, canopies, nets, electric cords, etc.
- j. Vendors are on a week-to-week tenancy.

V. MARKET SET-UP, RULES, AND CONDITIONS

- a. The Sylmar Farmers Market is seasonal and held on Saturdays, at Los Angeles Mission College, 13356 Eldridge Avenue in Sylmar, CA 91342.
- b. Farmers and vendors must notify the Farmers Market Manager at least 24 hours prior the event if they are not going to participate the following Saturday. The Market Manager may be contacted via email at farmersmarket@lamission.edu or via telephone at (818) 364-7792. Failure to comply will result in possible cancellation or privileges to sell at the Market.
- c. Sylmar Farmers Market Hours of Operation:
 - 7:00 AM Market space opens.
 - 8:45 AM All vehicles must be moved to their assigned spaces.
 - 9:00 AM Market opens.
 - 2:00 PM Market closes.
- d. Weather Inclement:
 - Market is open rain or shine.
- e. Products, Good, and Services:
 - Must be of reasonable high quality. Vendor is responsible to comply with all local, city, county, state, and federal law and rules.
 - Hot Food: All vendors must comply with health standards and present health and sanitation permits.
 - Retailers: All retail vendors of taxable items are required to show proof of registration with the State Board of Equalization, and are responsible for collecting sale taxes.
 - Prices must be posted clearly.



- Signs, racks, and other display tools must be secured in fittings, must not obstruct traffic flow, and care must be taken when setting up and breaking down for pedestrian safety.
- f. Vendors are responsible for cleaning-up their stations/tents and for removing all waste/trash in their respective spaces. It is prohibited to dump waste into any public, private, or city bins, gutters, other than the assigned dumpster assigned to the Sylmar Farmers Market. Any vendor failing to comply will be fined \$10 for first offense, \$25 for second offense, and cancellation of market reservations for third offense.
 - g. Appropriate attire must be worn at all times. Hot food vendors must comply with safety and sanitation regulations (hair nets or baseball caps, aprons, no open toe shoes, etc).
 - h. Vendors must post in a visible manner, all required permits, licenses, and certificates, and provide without notice or on demand a copy of required permits to the Farmers Market Manager. The Sylmar Farmers Market or Market Manager may require vendors to provide supporting and additional documentation demonstrating compliance.
 - i. All farmers and vendors are assigned a location or “spot” by the Farmers Market Manager and may not move from the assigned location without a written request. Failure to comply will result in a written warning, penalty, or dismissal. Penalties will result in \$10 for first offense, \$25 for second offense, and cancellation of market reservations for third offense.
 - j. Vendors may lose their privileges if they 1) publicly make negative comments about fellow vendors’ products, goods, or services, 2) publicly make negative remarks about the Sylmar Farmers Market, or 3) fail to comply with stated rules and regulations.
 - k. Stations, Tents, Canopies, Awnings: Vendors are encouraged to decorate their stations in a tasteful manner representing the product, good, or service they provide.
 - l. Absolutely no alcoholic beverages may be sold or permitted on premises. Anyone judged to be under the influence will be asked to leave the premises by the Los Angeles Mission College Campus Police.
 - m. The Sylmar Farmers Market is a smoke-free event.
 - n. No pets are allowed. Guide dogs are permitted.

VI. CERTIFIED FARMERS RULES AND REGULATIONS

- a. All growers participating in the Sylmar Farmers Market must have appropriate documentation as outlined below:

Certified Producer	Current valid certified producer’s certificate to sell in Los Angeles County.
Sellers of Ocean Fish	Department of Fish & Game license, Health Permit, and Fish in Transit Ticket.
Sellers of Processed Food	Health Permit for health approved kitchen.



Nursery Stock	Flower growers-nursery stock license and certificate. The nursery stock license is needed if grower is preparing to sell more than \$500 in product each year.
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- b. In addition to conforming to California Department of Food and Agriculture standards, producers may be asked to improve the quality of their display or indicate the quality of the produce on display if deemed necessary by the Farmers Market Manger.
- c. Proper notification is required by vendors to Market Manager at least four days prior to participating in the Sylmar Farmers Market if a new item(s) will be sold.
- d. A producer who sells by means of an employee representative must be available to verify the quantity and price of commodities sold by the representative. The representative must be able to respond to consumers questions. No person acting for or employed by the producer may be compensated in whole, in part of the commission, or resale basis. A regular salary must be verifiable.
- e. A certified producer may sell items for another certified producer if: 1) the Farmers Market Manager has agreed to allow the first certified producer to sell specific items for the second certified producer; and 2) all local, city, county, state, and federal rules are followed.
- f. At least 50% of each grower’s produce must be his/her own produce. This may be verified at by the Farmers Market Manager.
- g. Whenever possible, the Sylmar Farmers Market will cater to a wide variety of customers and will solicit a wide variety of products. The Market may limit the sale of specific items to no more than two vendors selling the same type of product.
- h. The Market shall provide reasonable due process to certified farmers market participants prior to imposing a fine, suspension, or expulsion from the Sylmar Farmers Market. Vendors shall receive a written notice to take action if the action includes a fine, suspension, or expulsion. The written notice shall state the specific reason(s) for the proposed action. The vendor will have the written notice delivered in person whenever possible, via fax, or by mail prior to imposing the fine, suspension, or expulsion from the Market unless immediate suspension be necessary to protect the public, consumers, fellow vendors, and the overall Sylmar Farmers Market health, safety, and welfare. The written notice shall advise the Market vendor with the option to appeal the proposed action within 15 calendar days. The Farmers Market Committee and respective constituents will in turn review the appeal and convene a hearing giving the vendor the opportunity to present evidence and argument regarding the reasons stated in the proposed action. The Market Committee will decide on the outcome of upholding, reversing, or modifying the proposed action.
- i. All farmers shall park their vehicles on the 4th floor of the parking structure unless their products, good, or services are displayed as part of their advertising or storage.



VII. MARKET FEE STRUCTURE AND LOAD SHEET

Certified Farmers	8% of gross sales plus \$0.60 for Certified Farmers Fee to the State of California.
Non-Certified Producer	\$15 or 15% of gross sales, whichever is greater
Fishermen	7% of gross sales
Children Activities	15% of gross sales
Prepared Food Vendors	\$35 per day plus 10% of gross sales
Artisans, Crafters, and Retailers	\$35 per day or 10% of gross sales, whichever is greater
Non-Profit Organizations	No Charge

- a. Load Sheet. Gross sales are to be declared on the load sheet. All load sheets must be completely filled out as to commodities brought in, commodities sold, and income per commodity.

VIII. FIRE DEPARTMENT RULES AND REQUIREMENTS FOR FOOD VENDORS

The following rules and requirements must be adhered to before any flame or cooking begins.

- a. One 2-A10-B:C rated FIRE EXTINGUISHER, in operable condition and valid service date shall be available in each cooking booth.
- b. Cooking devices using propane must have the propane cylinders outside the booth and properly secured in an upright position to prevent it from tipping over.
- c. All fittings and hoses used with propane shall be secured tightly and approved for such use by an approved testing laboratory.
- d. Limit of one propane cylinder per appliance. Propane amounts shall be limited to 20 gallons per vendor. Replacement propane tanks may be stored in vehicles and not on the Sylmar Farmers Market premises.
- e. Flammable liquids shall not be used to start charcoal. Exception: approved charcoal lighter fluid.
- f. No open flame cooking under tents/canopies.
- g. Deep fryers or any cooking device capable of splashing hot oil or water shall be located in the rear of the booth.
- h. A minimum of 3 feet clearance must be provided between the public and the cooking device by a barricade.
- i. Seating shall be a minimum of 15 feet from booths with open flame devices or cooking appliances.
- j. All fire lanes shall be clear of vehicles and equipment at all times.



- k. Only 3-prong extension cords shall be used.
- l. Canopies/tents shall be of flame-retardant material and have the State of California Fire Marshall flame certification.
- m. All decorative materials and fabric shall be inherently flame proof or properly treated in booths that have open flame devices or cooking appliances.
- n. All hot food vendors shall have a copy of the Fire Department requirements for cooking.
- o. No vehicles will be allowed in the Market area walkways at the start of the market and prior to the end time of the market day.
- p. There shall be a competent adult in cooking booths at all times to insure safety.

HEALTH & SAFETY CODE CHAPTER 12 SECTION 114371.D

The SFM customers are required by law to comply with the State of California HEALTH & SAFETY code, Chapter 12 Section 114371.d: **NO PETS ALLOWED.**



Appendix H

Photos of Sylmar Farmers Market





