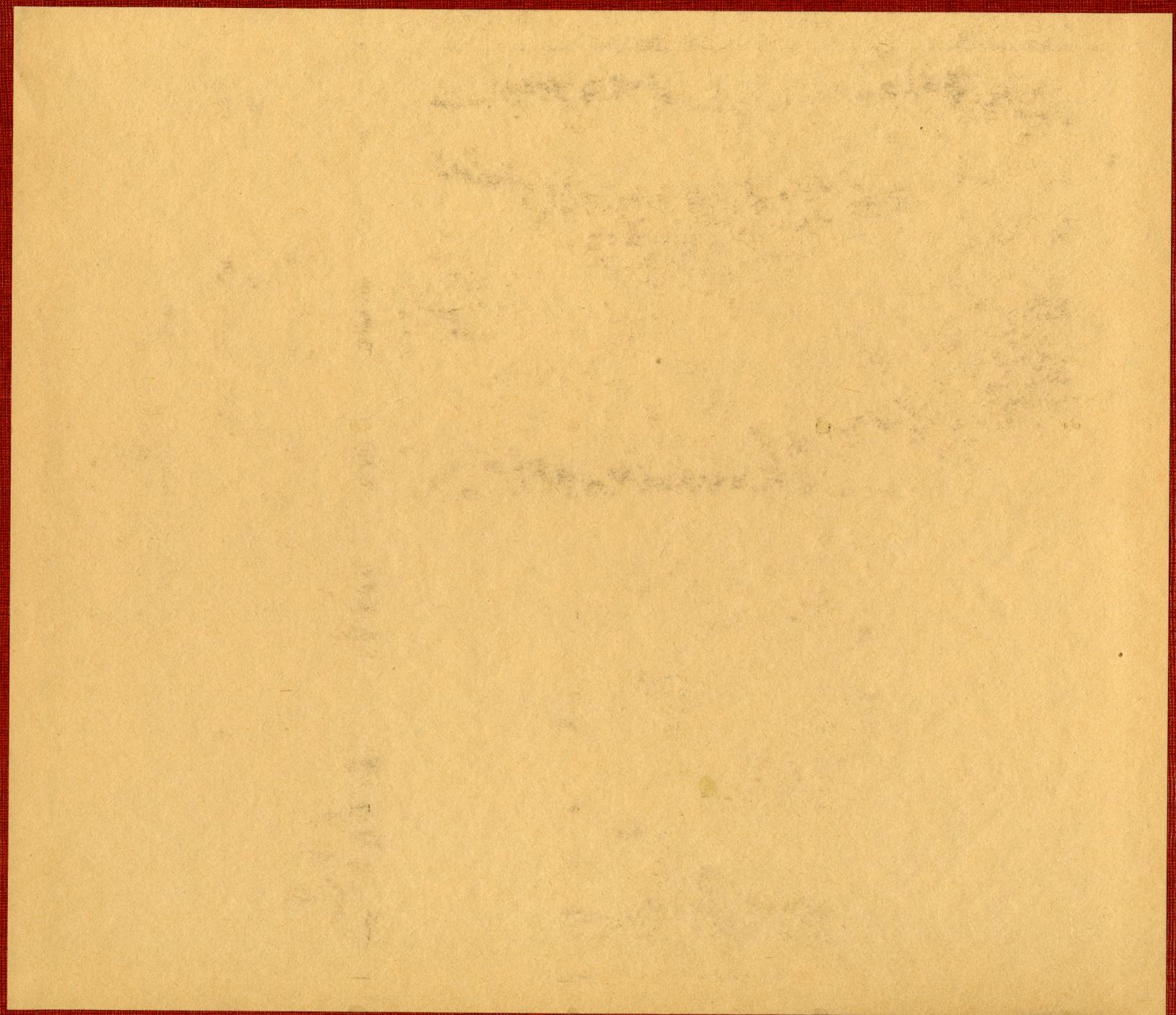


1991 - 1993



Scrap Book



Agriculture

A busy schedule of farmers markets makes SLO County No. 1

San Luis Obispo County has more farmers markets per capita than any other county in the state.

Here's where and when they take place. Remember that some may be closed for the holidays and will start up again the week of Jan. 7.

Arroyo Grande: Saturdays, noon to 4 p.m., behind Arroyo Grande City Hall, 214 Branch St.

Wednesdays, 4:30 to 7:30 p.m. at the K mart shopping center on Branch Street.

Atascadero: Wednesdays, 3 p.m.

to dark, on Entrada Avenue between El Camino Real and Palm.

Baywood/Los Osos: Mondays, 2 to 4 p.m., the 1300 block of Second Street.

Cambria: Fridays, 2:30 to 5:30 p.m., in the Veterans Hall parking lot

on Main Street.

Morro Bay: Thursdays, 3 to 5 p.m., in the Young's Giant Food parking lot, 2650 N. Main St.

Paso Robles: Tuesdays, 3 p.m. to dark, 14th Street at Park Street.

San Luis Obispo: Thursdays, 6:30

to 9 p.m., Higuera Street from Santa Rosa to Nipomo.

Saturdays, 8 to 10 a.m., Central Coast Plaza parking lot, Madonna Road.

Templeton: Saturdays, 10 a.m. to sell-out, south side of park on Sixth Street.



Robert Dyer/Telegram-Tribune

Rudy Slaven still had a few avocados for sale Wednesday at the Arroyo Grande Farmers Market, but he predicted that prices will soon go through the roof.

Freeze to hit farmers markets

Damage from the yuletide freeze on local crops should start showing up at county farmers markets in the coming days and weeks.

Even though this is normally a time of year when produce quality and quantity are limited, they're especially off now.

"We're about 30 percent down," reported Angie Lefebvre, president of the North County Farmers Market Association, with about 94 members. "Just about every product is affected."

She said fruits were hit "pretty hard," and lettuce and strawberries have been frozen.

"We have some pretty bad frost problems," Lefebvre said. "The Cambria market was down drastically. They had very few oranges. It's going to be very devastating."

The Morro Bay market, manager Gary McBride said, has only about half its usual 25

growers participating.

Produce comes from both the San Joaquin Valley and locally. Both areas were hit by frost, but McBride said it's hard to predict where the problems will show up because the freeze hit growers randomly.

"Most of the citrus'll be gone and the kiwis I'm not sure about," McBride said. "Some of the greens got it."

Because many of the markets were closed for the holidays, the true impact of the freeze is not yet clear.

John Turner, manager of markets in Arroyo Grande and San Luis Obispo, said it will be easier to evaluate in a couple of weeks.

"This is typical of the time of the year when the growers slack off," he said. "But with the frost, it's going to affect it, there's no doubt about it."

Wed., Jan. 9, 1991—Five Cities Times-Press-Recorder, Arroyo Grande, Calif.

Crop losses hit \$9.5 million from Arctic air

By Mike Hodgson

Assistant News Editor

ARROYO GRANDE — Farmers lost \$9.5 million in crops when Arctic air put the county into a deep freeze in late December, according to figures compiled by the County Agricultural Commissioner's office.

Avocados, citrus, vegetables and flowers — all of which are grown mostly in the South County — suffered the greatest from the sub-freezing temperatures that blanketed the area for more than a week.

Assistant Agriculture Commissioner Bob Lilley said avocado farmers — the hardest hit — sustained \$2.5 million in losses. That represents 53 percent of the crop.

Citrus growers lost \$2 million, or 43 percent of the crop, Lilley said.

"Vegetables were difficult to assess, but we're estimating a \$4 million loss," he said. "That's only 5 percent (of the crop). Because the values are so much higher in this area, there are so many more acres of vegetables."

As for the strawberry crop, another major South County product, Lilley said the freeze is expected to delay the first round of fruit.

"The plants can generally survive a very hard frost, but it shows up to the point where the blooms that would normally come on in the next month will be postponed until the spring," he said.

Lilley said nursery and cut-flower growers suffered a \$1 million loss or about 23 percent of the crop.

"The cut-flower people particularly were hit hard because they were gearing up for Valentine's Day, their biggest market of the year," Lilley said.

"They were in full production to

stock up, so it was particularly hard on them, and there are so many of them in the South County."

Lilley said agriculture officials will ask the county Board of Supervisors to declare the county a disaster area because of the freeze and send a letter to the governor asking him to declare a disaster as well.

"Then it will go back to

Washington, D.C., to get final approval through the Secretary of Agriculture," Lilley said.

The issue will be on the supervisors agenda on Tuesday, Jan. 15, he said, but "it's hard to tell how long the process might take — possibly three to four weeks — then this would free up federal assistance for qualified agriculture producers in

the county."

Lilley agreed that the freeze will have more far-reaching effects than on the immediate crop losses. The effects will reach packers and even the truck drivers who haul the goods.

"In fact, I read someplace that Sunkist is laying off a majority of its packing house workers," Lilley added.

"I suspect the price at the retail end will go up for these commodities because it's such a widespread frost beyond our county," he said.

Lilley said the losses tallied up by six county staffers — who worked all last week, through the weekend and Monday to complete the task — only considered the assessed value of the commodities ready for harvest.

"Indeed, there's long-term damage, especially to the avocado trees, but we're unable to put that in a dollar value now," he said.

"In the case of avocados, production for next year will probably be affected by the frost, too. For the vegetable fields, they can just disc the fields under and start over," Lilley added.

If the emergency status goes through as expected, San Luis Obispo County will probably be grouped with Santa Barbara and Ventura counties "since we have similar geography and similar crops," Lilley said.

The low-interest loans, distributed on an individual basis depending on qualifications, would be administered through the Farmers Home Administration.

(See the related story in this issue.)

Second disaster may cause a mountain of paperwork

By Mike Hodgson

Assistant News Editor

ARROYO GRANDE — Farmers Home Administration officials in the South County are facing a potential mountain of paperwork if a second state of emergency is declared for this area.

Office workers are already processing applications for help as the result of a recent disaster declared because of the drought. Now another disaster may be declared because of a recent freeze.

Janice Vaughn, a FmHA county program technician, said low-interest loans for freeze losses will be administered about the same as for drought losses.

"We cover actual losses resulting from the disaster, and loans are only made to applicants who conduct not larger than a family-size farming operation," Vaughn said of the drought disaster. "The loss cannot exceed \$500,000, and the interest rate is 4.5 percent."

She added that the usual requirement for having crop insurance on the commodities that are lost was

waived for the drought assistance.

The drought emergency was declared for San Luis Obispo, Santa Barbara, Kern, Kings and Monterey counties.

Vaughn noted that although the freeze disaster has not officially been declared, the office already is taking names and phone numbers of farmers who suffered from the so-called Arctic Express in late December, when temperatures plummeted to record levels in some areas.

She said calls have been coming in from Santa Barbara, Ventura and San Luis Obispo counties.

Whether farmers receive disaster loans and how much they receive will depend "on the type of information we get from them," she said.

Right now, the office is working on four applications based on drought losses from the period of Jan. 1 to July 13, 1990. Farmers have until June 17 to file an application.

The deadline to file for freeze loss assistance will be announced if and when an emergency is officially declared.

1991

FARMER'S MARKET BOARD

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MIKE CERONE
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TREASURER
EVELYN FERNEMBERG



Farmers Market displays may face censorship

By David Eddy
Telegram-Tribune

Organizers of San Luis Obispo's Farmers Market are trying to tone down controversial displays at the Thursday night event.

Each week there are complaints about booths showing condoms, pictures of aborted fetuses and tortured animals, said the administrator of the downtown Business Improvement Association, Monte Lukov.

"We've had some pretty rough displays out here," he said. "And we're trying to get them to be reasonable."

Lukov said he receives up to 10 complaints each week from people — mostly parents with young children — who are offended by some of the things they see.

The most common offenders are those on either side of the abortion issue. Over the past few months they've set up increasingly explicit booths to grab the attention of passersby.

But Lukov said most people go to Farmers Market to shop, pick up some fresh vegetables and chew on some ribs. Such displays don't fit in with the breezy atmosphere.

"Families shouldn't be made uncomfortable," he said. "They come down for a good time, and they don't want to be hassled or offended."

When Lukov has suggested to people manning the booths that they ease up on their hard-hitting tactics, they have often said that there's nothing about that in the rules.

So the BIA has added a clause to the rules booklet for Thursday night activities that states: "Banners, pictures, posters, tapes, movies, slides, etc., which show explicit or graphic material may not be displayed."

The new rule, which would apply to all political, religious and other informational groups, will have to be approved by the City Council. The council will consider the matter at



Robert Dyer/Telegram-Tribune

The anti-abortion booth of the Christian Action Council would be toned down under the new rules.

Tuesday's meeting.

Irene Egan, the president of the Christian Action Council, a pro-life organization, said she's been asked by Lukov to tone down her group's display, but she doesn't find it offensive.

The booth has pictures from a recent Life magazine pictorial showing the various phases of a fetal development. Interspersed among the photographs are abortion statistics.

Egan believes the complaints have been generated by another pro-life group, Operation Rescue, which has shown pictures of aborted fetuses.

Representatives from Operation

Rescue and Planned Parenthood, a pro-choice organization, could not be reached for comment.

Egan has agreed with Lukov to monitor complaints for the next few months to see how many people complain about the Christian Action Council booth.

Asked if she would remove the pictures if there were complaints, she replied: "We'll cross that bridge when we come to it."

Lukov said he won't come down on anyone with an iron fist. But participants need to remember that the original purpose of Thursday night activities was to attract people downtown to shop.

"We don't want to censor anyone," he said. "We're just saying, 'Wait a minute, keep it within reason.'"

Linda Owen, coordinator of the Animal Rights Network, agreed with Lukov. She said her group has access to some gruesome photographs, but has chosen not to display them.

The information about the treatment of animals is unpleasant, she said, so it's a fine line to tread. But while her group does distribute pamphlets, Owen said explicit photographs don't belong at such a family-oriented event.

"I wouldn't want my children to see things like that either."

FRIDAY, FEBRUARY 1, 1991

Snow job



Robert Dyer/Telegram-Tribune
Four-year-old Adam Martinez of Oceano probes 'snowbank' with a stick, searching for buried prizes. The Snow Night event, hosted by Tom's Toys during San Luis Obispo's Farmers Market Thursday, featured fluffy piles of shaved ice and a snowman contest.

Wednesday, February 6, 1991

Bid to tone down displays at Farmers Market on hold

By David Eddy
Telegram-Tribune

A new rule toning down controversial displays at San Luis Obispo's Farmers Market was withdrawn for more discussion before Tuesday's City Council hearing.

Monte Lukov, administrator of the downtown Business Improvement Association, which runs the Thursday night event, said the rule was withdrawn because a Telegram-Tribune headline "instigated fears in people."

The rule was prompted because each week several people have complained about booths showing condoms, pictures of aborted fetuses and tortured animals, said Lukov.

A Feb. 1 Telegram-Tribune article noting the proposed rule change carried the headline: "Farmers Market displays may face censorship."

"That title was, at best, an atrocious title," Lukov said after the council meeting. "We have not tried to censor anyone."

The clause the BIA has suggested be added to the rules booklet for Thursday night activities states: "Banners, pictures, posters, tapes, movies, slides, etc., which show explicit or graphic material may not be displayed."

Lukov said the rule is necessary because he said he receives up to 10 complaints each week from people — mostly parents with young children — who are offended by some of the things they see.

The most common offenders are those on either side of the abortion issue. Over the past few months they've set up increasingly explicit

booths to grab the attention of passers-by.

Because of the Telegram-Tribune article, Lukov said, he will meet with affected groups.

"We want to allay those fears provoked by the title of the news story," he said.

The rule, which would apply to all political, religious and other informational groups, will have to be approved by the City Council. The council will consider the matter at an unspecified future date.

Saucy smile

Friday, March 8, 1991



David Middlecamp/Telegram-Tribune

SLO County Supervisor David Blakely shows his rib-tasting style during judging for the annual Farmers Market rib cook-off in San Luis Obispo Thursday. Old Country Deli won the people's choice award for the seventh year in a row, and also took the judges' award for best seasoned ribs. The Assembly Line won the judges' award for best ribs with sauce.

Thursday, April 4, 1991

Morro Bay plans Farmers Markets

From April 8 through Oct. 8, two Farmers Markets will be held in Morro Bay.

Morro Monday Farmers Market will reopen April 8 at 625 Harbor, next to the library, from 4:30 to 6:30 p.m.

The Farmers Market at Young's Giant Food parking lot is open all year

and will continue to be held from 3 to 5 p.m. Thursdays. Despite the drought, freeze and flooding this year, there is plenty of produce. This season's crops include asparagus and strawberries.

For more details, call Peter or Linda Jankay, 544-9570.

Farmer's Markets in **MORRO BAY**

From

April 8 - October 8
there are two Farmers' Markets
in Morro Bay

Youngs Giant Food parking lot	625 Harbor next to the Library
Thursday 3 to 5 open all year	Mondays 4:30 to 6:30 open daylight savings time

Come help celebrate the beginning of daylight savings time

Asparagus is here, and
Strawberries should be in soon...
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Did you know

Arroyo Grande has two

Farmers' Markets?

Wednesday 4:30-7, HWY 101 & Oak Park (KMart lot)

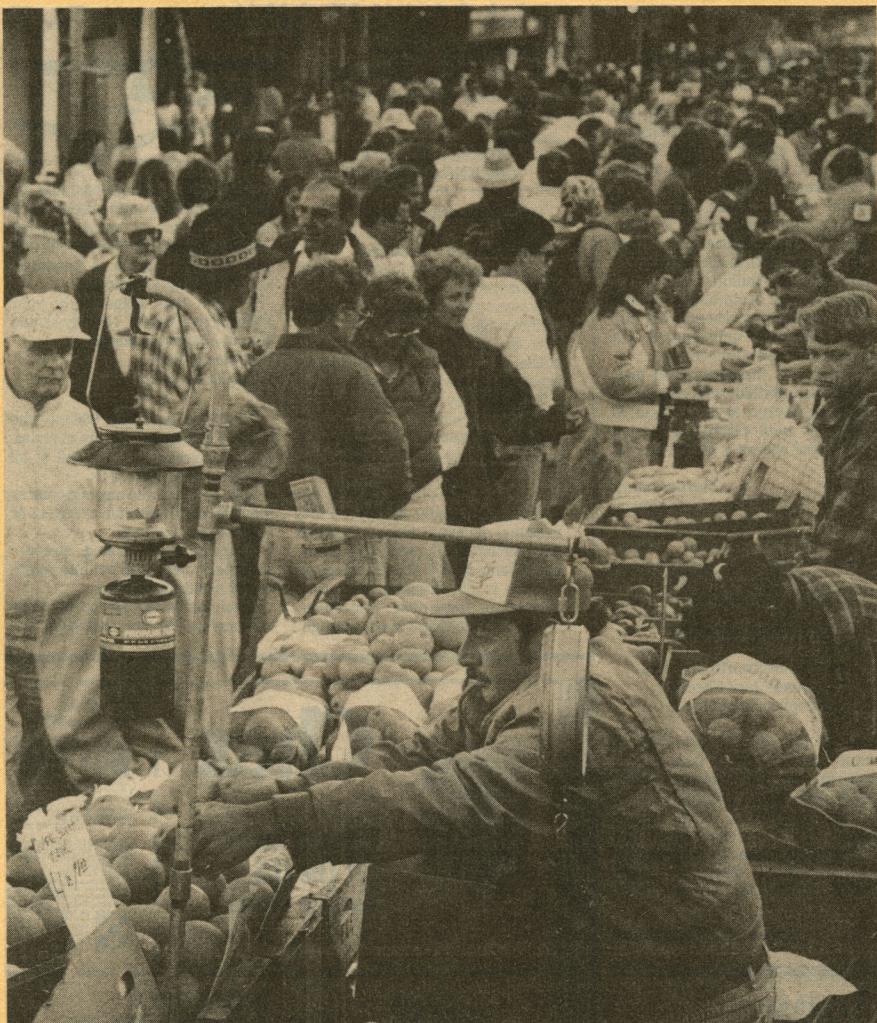
- and -

Saturday 12-4, City Hall parking lot



For the freshest
vegetables and fruit YEAR-ROUND
Come Join Us!

Wednesday, May 22, 1991



The local farmers market is one of the best places for budget-conscious cooks to buy their produce.

Bug wars

Area farmers use innovative methods in an age-old battle

By Jan Greene
Telegram-Tribune

Arroyo Grande farmer Jerry Rutiz has found a new and unique weapon in his battle against the flea beetle.

He drapes a dense cheesecloth-like material over his plants when they are planted. It stays on top of them until they are ready to be harvested.

The cloth, called a floating crop cover, lets sunlight and water in, but keeps the bugs out.

"The plants love it under there," Rutiz said.

The cover is highly effective; he lifts a piece of the white material up and points to some small arugula plants with pristine leaves. A couple of rows over are uncovered arugulas whose leaves are peppered with holes from the flea beetles, one of whom still sits on a leaf, munching away.

"I took the cover off because we thought we'd be harvesting these, but we didn't," Rutiz laments. "They got eaten up and now they're barely marketable."

The cover is just one of myriad ways local farmers are trying to avoid using chemicals as a cure-all for every bug and weed.

The fancy name for these methods is integrated pest management. All that means is that the most effective and long-lasting methods — whether chemical or not — are used in concert to produce the highest yield with the least input.

Integrated pest management methods commonly include biological control — good bugs eating bad ones — use of resistant plant varieties, and crop rotation, with carefully monitored pesticide use as a last resort.

Several dozen people came to a county Cooperative Extension-sponsored workshop on IPM last Saturday.

They listened to Rutiz and other local growers, along with IPM researchers, discuss this growing movement and ways it can improve their own operations.

The consensus was that weaning a farm off total chemical dependence takes time, and that what works on one crop or operation may not work on another. It's all highly specialized.

For instance, the crop cover works for some of Rutiz' crops because he has a small operation with "high margin" crops — specialized foods such as arugula and watercress that bring high prices at farmers markets.

The cover costs 10 cents to 12

cents per linear foot and is about three feet wide. That works out for his arugula crop like this: \$35 to cover an area that will bring in about \$1,000 at the market.

But Rutiz said the math wouldn't work out for someone selling lower-ticket vegetables such as head lettuce, which would gross only about \$40 for the same area.

Rutiz has used the cover for about two years and found it profitable because he wants to sell "unsprayed" produce. That's different from certified organic foods because he sometimes uses chemical fertilizers.

Local Farm Supply stores don't stock the material because there isn't enough call for it, said Santa Maria Farm Supply manager Mike Reineke.

Integrated pest management methods commonly include biological control — good bugs eating bad ones — use of resistant plant varieties, and crop rotation, with carefully monitored pesticide use as a last resort.

"It's a good device but it has its limitations," Reineke said. "It hasn't been used in big agricultural ways in this area, although it has been used considerably in the south, in Los Angeles and San Diego."

The cover's down side is that it can blow away or get holes in it, which lets bugs in. Also, Reineke noted, it doesn't protect plants from soil-borne insects.

Still, even if floating crop covers don't work on a particular field, some other IPM method probably will, conference attendees said.

For instance, Rutiz avoids planting lettuce at the time of year when the seedlings would fall prey to birds.

He uses one of the more common biological control methods — releasing ladybugs — to control aphids, and also uses Safer soap on them. One method or the other usually works.

"If you kill them once, they stay dead," he quipped.

Agricultural consultant Dan Grant, who has been helping his



Robert Dyer/Telegram-Tribune

Arroyo Grande farmer Jerry Rutiz uses a cheesecloth-like 'floating crop cover' to keep pests off his arugula plants.

citrus and avocado clients use beneficial insects against their pests, told the seminar that the future looks good.

"We're handling our pest problems better than we ever have," Grant said. "In the early 1970s ... we were still using DDT on citrus and putting chlordane on by air. Those products are gone now and I think for good reason."

Research on new methods of pest control is advancing apace, he said: "At the end of our decade it's really going to look like a long time ago, 1991."

Longtime Shandon cattle rancher Jim Sinton offered a different perspective on pest control. In many decades of running a cattle and dryland grain operation, he said, he's seen pest control methods come and pest control methods go, and there are still pests.

"Thirty years ago in Northern San Luis Obispo County dryland grain (was taken over) by Russian thistle," Sinton said. "We spent a great deal of time with discs and weeders to get it under some kind of control."

Then suddenly one summer "we

looked out and it was gone. A natural predator had wiped it out.

"But now we're seeing Russian thistle come back again," he said.

Researchers need to find a way to rid the fields of Russian thistle, but Sinton worried that government money is starting to dry up for that kind of research.

His worries were confirmed by Lyn Hawkins, senior environmental research scientist at the state Department of Food and Agriculture.

He said recent budget cuts have not yet reduced his staff of 12, but they have limited the number of research projects they have going.

"We're going through a real tough time right now," Hawkins said after the meeting.

Still, he noted that they were able to send someone to Italy to search for predators of the ash whitefly.

Besides, California has always been well ahead of the rest of the country in researching new methods of pest control, consultant Grant pointed out.

"I'd like to see what's going on in California," Grant said, "go on worldwide."



OLD-FASHIONED STRAWBERRY FESTIVAL VILLAGE OF ARROYO GRANDE SATURDAY & SUNDAY, MAY 25 & 26, 1991

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- 🍓 Huge Arts & Crafts Show.
- 🍓 FOR THE KIDS! Games Saturday & Sunday 10-1 in the Car Corral Co-sponsored by 92.5 Country Radio. Pony rides, clowns, puppet shows, jugglers, high-wire act and more!
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- 🍓 10K Run (Strawberry Stampede) 7 a.m. Sunday only at the Gazebo.
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- 🍓 Special Guest Celebrities!!!
- 🍓 FOOD! Cajun, Mexican, Filipina, Greek, Chinese, German, Thai...Strawberry Shortcake, non-alcoholic strawberry daquiris, strawberry pies, oak-pit barbecue, chocolate dipped strawberries, pies, onion rings, hotdogs, chili, popcorn & much, much more!
- 🍓 STRAWBERRY PANCAKE BREAKFAST! (7 a.m. to noon Saturday & Sunday at the Gazebo)
- 🍓 Wandering minstrels, mimes and other entertainers.
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No admission charge

What's sizzling on the grill? It may be pollution

By Jan Greene
Telegram-Tribune

Where there's smoke, there's fire. That adage could come true in San Luis Obispo, where a long-time sacred cow — the open-pit barbecue — is under scrutiny because of its air pollution potential.

Large-scale commercial barbecues are a mainstay of the city's Thursday night Farmers Market. And an unknown number of them are used around the county to produce the region's famous tri-tip steaks for many restaurants and special events.

Until recently, there were few official complaints about the voluminous smoke from the huge wood-fired grills.

But two recent events are turning attention to them:

■ A "barbecue war" between a McDonald's operator on Foothill Boulevard and a neighboring liquor store with an outdoor barbecue has prompted city officials to take a closer look at all the city's outdoor grills.

■ County air pollution officials are looking for ways to cut down wood smoke pollution; barbecues and restaurant charbroilers are on the list.

Both efforts are just in the study stages, but even talking about restricting outdoor barbecues in this area is politically volatile.

County air pollution official Larry Allen recognized that last week when speaking to a crowd that included fireplace dealers whose wood-burning appliances are facing proposed restrictions by the county Air Pollution Control District.

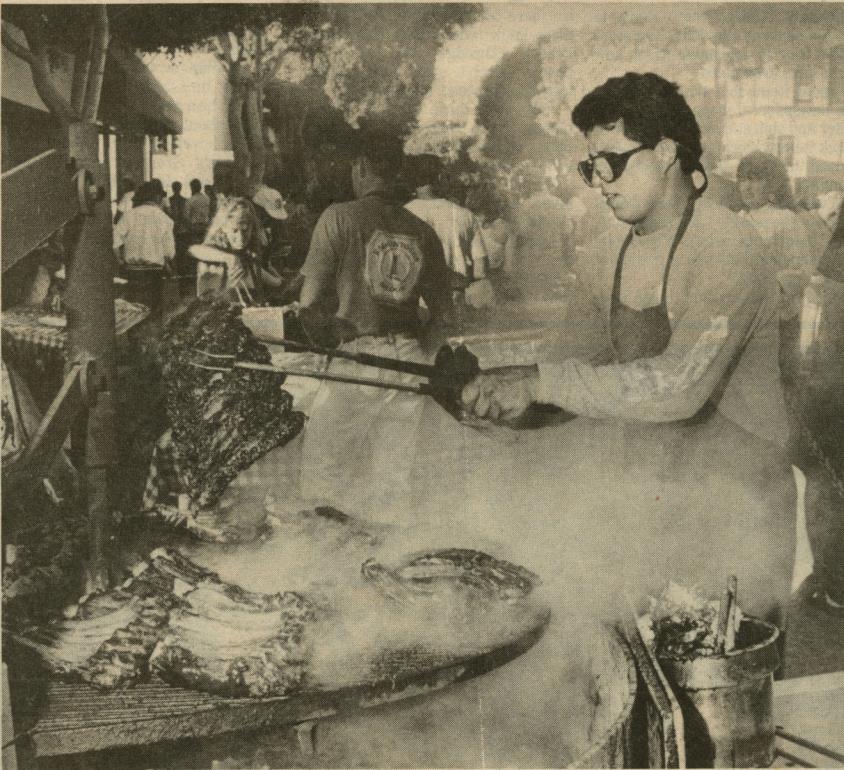
They asked why the district isn't regulating barbecues, which burn many cords of mesquite and oak every Thursday night in the middle of town.

"We'll consider it if you all come to the City Council with us" to fight for barbecue restrictions, Allen said in jest.

Carolyn Mason, coordinator of the Thursday night Farmers Market, also acknowledged the potential for controversy.

"They'd be up in arms in a hurry," she said of the nine restaurants that run barbecues at Farmers Market.

At this point, there isn't a lot of information about the county's bar-



Telegram-Tribune

SLO's Farmers Market is famous for the goodies served at large-scale commercial barbecues.

becues. No one knows how many there are or how much smoke they produce, according to the county Air Pollution Control District.

"Outdoor barbecues aren't regulated in very many areas ... and we don't have very much information right now on the amount of emissions that are generated so we haven't been able to look at it in that much detail," Allen said. "But we need to look at it. We can see it's of interest to people in the community."

There have been scattered complaints and a few specific disputes among neighbors over smoke.

Regulating barbecues would also be a matter of fairness.

For instance, the city wants the Cork 'N' Bottle Liquor owner to install an exhaust hood on his barbecue. But if one restaurant has to do it, so should all the others, planners figure; they are setting up a committee to write guidelines on the issue.

And countywide, air pollution officials are being prompted by other businesses subject to new regulations — such as the fireplace dealers — to spread the burden around.

Up to now, barbecues haven't been specifically regulated either by air pollution officials or the city.

In San Luis Obispo, a few outdoor barbecues are regulated under temporary use permits for outdoor

sales, but many other barbecues are operating without those permits.

That's because they've been handled on a case-by-case basis, spurred mainly by complaints, said Greg Smith, associate planner for the city.

Some of the potential restrictions the city could consider, Smith said in a recent staff report, are limits on hours barbecues could run and special exhaust fans and grease filters to reduce airborne grease and soot.

That kind of equipment can cost from \$1,000 to several thousand dollars, his staff report said.

Fans and filters could also be required countywide by air pollution

officials.

Allen said that at this point, barbecue smoke appears only to be a nuisance for most people rather than a health threat.

"On a Thursday night the people breathe that smoke over a period of a couple of hours and they probably don't breathe it again" for a matter of weeks, Allen said. "For most of the population out there it's a nuisance if it's even that."

Still, Allen said, "People with respiratory problems probably feel like they can't even go down there on Thursday night."

The people getting the most exposure are probably employees, but Allen said those concerns would be handled by state occupational health and safety officials.

McLintocks manager Dave Auten said he's not overly concerned about breathing smoke because it's a short shift on Thursday nights — between two and three hours — and the barbecue is too hot to get close to.

"Sure, every once in a while" a barbecue would breathe smoke in, he said, depending on how the wind shifts. But he said it's a matter of common sense: "It's not to the point where you're sticking your face in it."

As for nuisances, there have been disputes over the years between barbecue owners and other merchants on Higuera Street who typically argue that their merchandise — such as clothing — smells like smoke.

Both Mason and Maggie Cox, government affairs director of the city's Chamber of Commerce, emphasized how important Farmers Market is to the local economy by drawing tourists and locals alike.

"They're important to the character of the community," Cox said. "You associate barbecue with a lot of things that are central to San Luis Obispo. They're more than a novelty or a novelty to San Luis."

Karen Brooks, who handles enforcement at the air pollution agency, emphasized that the district probably isn't going to try to swim against the public tide on the barbecue issue because it doesn't appear to be that big a health threat or pollution problem.

"You have to match what you can do with what people want," Brooks said. "The community has to support the idea."

Street carnival at next week's Farmers Market

In celebration of "July is Parks and Recreation Month," local city Parks and Recreation Departments converge at SLO Farmer's Market for a Street Carnival.

On Thursday, June 27, Parks and Recreation Departments from area cities will provide game booths for children at the San Luis Obispo Farmer's Market. Games will include golf, pinatas, a duck pond, a fishing booth, face painting, basketball and ping pong/gold fish.

Games are free and will begin at 6 p.m. in the 700 block of Higuera Street. Information on summer classes and programs will be available.

The Street Carnival is to promote the month of July being designated "July is Parks and Recreation Month" by the State of California.

For more information, call Richard Ogden at 549-7305.

Fri., July 26, 1991—

Dogs are man's best friend, but can't go market with him

SAN LUIS OBISPO — In almost every case, dog is considered man's best friend, but a state law and city ordinance means they aren't welcome downtown during Farmer's Market, a market spokesman said.

There are several reasons why dogs aren't allowed downtown during Thursday night activities.

The San Luis Obispo city ordinance was enacted in October 1988 after a little girl was frightened by a dog who took a rib bone from her.

"The little girl was sitting on the curb eating a rib and a dog came up and took it (rib bone) from her mouth," said Business Improvement Association event coordinator Carolyn Mason.

"The frightening event and the possibility of dangerous encounters in the future prompted the girl's parents to appeal to the City Council to ban dogs during Thursday night activities," Mason said.

The city ordinance "prohibits any dog, whether on a leash or not, to be in any public place for which a use permit has been issued, and the person(s) holding said permit have given reasonable notice that the presence of any dogs would interfere with the purposes for which the permit was issued."

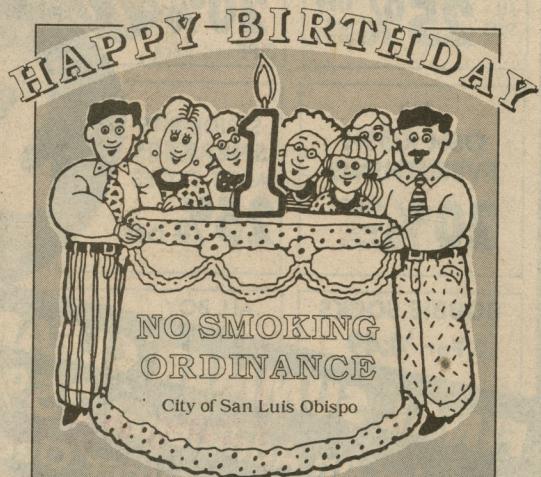
The nature of the market even makes it more difficult to determine how any dog will react to the sights, sounds, and especially the smells on Thursday nights, Mason noted.

The smells an oak barbecue creates and the sight of a juicy rib or tri-tip sandwich is a great temptation for a dog to grab and go, she said.

"There is a state law prohibiting any live animals within 20 feet of where food is being stored or sold. The law is designed to prevent food from being contaminated by ticks that can carry disease to farmers' produce and hair which blows on food near open-air barbecues," said Mason.

Signs are posted on the barricades at the entrances to the market to welcome people and remind them that city and state laws prohibit them from bringing their dogs downtown during Thursday night activities.

You're Invited to a Party!



August 1, 1991
at Farmers' Market

Sign the Giant Birthday Card!
Share a piece of Birthday Cake!
See the Giant Dancing Lungs!
Ex-Smokers, new and old,
are invited to sign the
Honor Roll and receive a prize!
Tobacco Control Coalition of SLO County

8/26/91

DIVERSIONS

Street Fair Brings New Fun to Old Coast Town

By MIKE SPENCER
TIMES STAFF WRITER

SAN LUIS OBISPO—For many of us, Thursday is a day to sit around wishing it were Friday.

Not so in San Luis Obispo, where folks pack up their appetites, the children and any loose relatives or friends and head downtown for the evening.

What awaits them is a festive five-block street fair offering entertainment, barbecued everything and some of the freshest and most succulent fruits and vegetables imaginable.

And it happens every Thursday night of the year—even when it rains—except Thanksgiving, drawing anywhere from 2,000 people in the winter to 15,000 in the summer.

The name—Thursday Night Activities—may be bland, but the fare isn't: barbecued ribs, chicken, corn on the cob, hot dogs made with sweet Portuguese sausage, barbecued shredded pork or tri-tip beef sandwiches, salads, stuffed potatoes, fried potatoes, ice cream, cookies, brownies and popcorn.

And that's just on the lower three blocks of Higuera Street. The upper two blocks are a true farmers' market, boasting produce picked from strictly local farmers a couple of hours before you see it.

There are the leafy vegetables and corn and edible-podded peas and such exotics as the lettuce-like arugula, herbs, nuts, dried and fresh flowers. Much of the produce, incidentally, is organically grown.

And the entertainment—jugglers, mimes, puppeteers, jazz bands, magicians, caricaturists and a Disneyland-like 7-foot Downtown Bear handing out treats and hugs to the kids.

What has become San Luis Obispo's biggest attraction other than Hearst Castle was not part of master plan to revitalize the mission-college town just about halfway between Los Angeles and San Francisco, even though that's been the result.



Barbecued food is offered Thursday nights on Higuera Street. Retailers say weekly street fair is revitalizing downtown San Luis Obispo.

It started almost accidentally eight years ago as a way of coping with a typical urban problem: local kids taking over the main street for "cruising" with their hot rods, low-riders and pickup trucks on Thursday nights when stores traditionally stayed open until 9.

The problem became so serious, according to Carolyn Mason of the Business Improvement Assn., that downtown business was being ruined and many saw the beginning of the end for the retail area.

The first move was to simply close the street, but all that did, she said, was to chase *everyone* away.

Then one of the restaurateurs asked for permission to put a ranch barbecue wagon out on the street and see if that wouldn't attract paying customers. It did, and the Thursday Night Activities were off and running.

"One of our major concerns was that this not turn into some kind of swap meet where people could come to peddle Lord knows what," says Peter Jankay, a Cal Poly San Luis Obispo botany professor who manages the farmers' market.

So some very strict guidelines were established, and they still govern the festivities. For example, only the restaurants and other food establishments like bakeries and ice cream stores can get permits to cook and sell food. And only the farmers can get permits to sell produce, and they or a blood relative must be on hand at all times.

"As a result, most of the farmers are from the immediate area, from relatively small family farms," says Jankay. "As a matter of fact, several of our farmers derive all of their annual income just from this market or two other farmers' markets held in the area [in Morro Bay on Thursday afternoons and in San

Luis Obispo on Saturday mornings]."

The prices are competitive, he says, with supermarkets in the area.

The farmers don't have to concern themselves with shelf life, he says, because almost all of what they bring to the market is sold that evening and it is ripe because most of the buyers intend to do a little munching on the spot.

One of the other strict rules has to do with hours of operation. The streets are blocked at 5:30, and that's when the eateries can fire up the mesquite and oak for the nine barbecue wagons allowed. Food service begins at 6, and the farmers' market begins at 6:30. Promptly at 9, all activities cease.

No pets are allowed on the street either, a result of dogs fighting over rib bones during the early days of the event. And booze—both the sale and consumption thereof—is prohibited, although the bars and restaurants serving liquor are open for business.

As a matter of fact, all of the retail stores along Higuera Street are open during the Thursday Night Activities and are booming.

"Essentially, what happened here," says Jankay, "is that downtown has been totally revitalized. It's become the place to be, and a number of other cities are taking a close look at us with plans to copy what we've done."

Thursday Night Activities are held 6-9 p.m., rain or shine, on Higuera Street between Nipomo and Santa Rosa streets in San Luis Obispo. For information, contact the Business Improvement Assn., P.O. Box 1402, San Luis Obispo, Calif. 93406, (805) 541-0286.

Answer man

Retiring farm adviser has spent 40 years helping county grow

By Jan Greene
Telegram-Tribune

Ask Jack Foott why he's been a farm adviser for the past 40 years and he'll talk about things like conducting important research to combat plant diseases and helping "salt of the earth" farmers make a living.

But after a while the truth comes out.

"For 40 years I haven't had to wear a tie to work," Foott says with a sly smile.

Foott is retiring Oct. 1 from the University of California Cooperative Extension Service. He worked 17 years in Tulare County and then the past 23 years in San Luis Obispo County.

His specialty has been fruit and nut trees and vines, such as wine grapes and berries.

Although Foott is known among backyard gardeners as the fruit tree answer man, he is probably best known for his work helping establish winegrapes in this county.

When Foott came here in 1967, there were 500 acres of grapes and four wineries in San Luis Obispo and Santa Barbara counties. Now there are 55 wineries and 20,000 acres of grapes.

From his first days in San Luis Obispo County, the farm advisor recognized that the area's mild climate would be ideal for wine grapes. The only problem was, none of the varieties being grown here was resistant to phylloxera, a nasty soil-borne disease.

So in 1967 Foott started six trials of a variety of disease-resistant grapes from Shandon to Santa Ynez.

For five years he experimented with strains, hauling the grapes up to the University of California, Davis, lab for analysis.

"By the fourth year we were able to get a pretty good yield," he said.

Certain varieties seemed to prefer different parts of the county. In the South County pinot noir and chardonnay did well, while zinfandel and cabernet sauvignon grapes liked

North County conditions.

Much of the difference was in weather. While Paso Robles is often considered a hot place, its cool evening breezes actually make its weather ideally moderate for grapes, Foott said — certainly more so than the Central Valley, where the heat could be brutal on the sugar-acid ratios in winegrapes.

With those results, it wasn't hard to sell county farmers on the idea of raising winegrapes.

"We made wine and the results were very good," Foott recalled. "We had something to show them."

The farm advisor's boss, County Extension Director John Evans, gave Foott the credit he was too modest to give himself.

"He's been really very responsible for the success of the winegrape industry," said Evans.

Not all of Foott's experiments have been so successful, the adviser acknowledged. But that's the way research goes, he said.

"I always tell younger people, 'Don't worry about failures, the failures tell you stories too.'"

Foott doesn't expect to stop advising cold turkey. He still has some projects going at various farms around the county that he'll follow.

Looking forward, Foott said the future of farming and agricultural research is likely to be increasingly complex because of the need to balance agricultural and environmental issues. That makes the research side of extension particularly important.

"It is essential that you sit down and look out at the future and try to anticipate problems down the road," the veteran adviser said. "That is what people in research try to do, is look into the future."

But Foott has been equally adept at the other side of the adviser's job — passing those findings on to farmers.

"Jack Foott is one of those unique advisors who is a vanishing breed," Evans said. "He comes in at 8 a.m., makes some calls and is gone by 9

a.m. He's out in the field working with the farm people hands-on.

"That's Jack's real strength, he has a sense of humor and a great respect from the industry."

A neighbor of Foott's for the past 20 years, Henry Hitchcock, said the

A-6 Friday, September 20, 1991

Agriculture



David Middlecamp/Telegram-Tribune
Farm adviser Jack Foott's grape disease research has let county wineries grow from 4 to 55.

farm advisor has been handy to have in the neighborhood.

"He helped me graft an avocado and he's given me tons of advice about my oak trees," the retired postal supervisor said. "He also showed me how to prune my apricot

tree."

Beyond his agricultural expertise, Foott is just a heckuva nice guy, his neighbor said.

"He's just a real neat guy, a really personable gentleman," Hitchcock said.

Wednesday, September 25, 1991

SLO slates Apple Festival in civic core

Apple lovers are invited to participate in the third annual Apple Festival from 6 to 9 p.m. Thursday, Oct. 3, in downtown San Luis Obispo.

The celebration feting the county's apple harvest is sponsored by the San Luis Obispo County Farmers Market, downtown Business Improvement Association and the City Recreation Department.

Contests will include apple pies, shriveled apple heads and guess the number of apples in a barrel.

Entry forms are available at the BIA, or at Farmers Market Thursday nights. Forms must be received by Friday, Sept. 27.

For additional information, contact the Farmers Market, 544-9570, or the BIA, 541-0286.

"Johnny Appleseed" will be on hand to tell the tale of America's apple orchards. Other entertainment includes the Moonshine Cloggers and apple juggling. Local merchants will offer apple specialties in downtown restaurants and shops, as well as on Garden Street.

Pie judges will include Mary Gerst, previous County Agriculturalist of the Year; Jim Gardiner, San Luis Obispo chief of police; Dick Mason from US-98; Bob Neuman, San Luis Obispo fire chief; and Allen Schauffler from KSBY-TV.

The grand prize is a night for two at the Garden Street Inn with special apple-brandy truffles supplied by the Chocolate Bar and apple-scented bath items from N'Chon.

A team of local schoolteachers will judge the shriveled apple heads.

Some elementary school classes are writing "ode to the apple" poems and making shriveled apple heads, which will be on display Thursday. Participating restaurants will serve select apple dishes.

Last year the county produced more than 186,000 tons of apples. With new plantings during the past several years, apple production is expected to increase, said an apple grower.

SLO Apple Festival

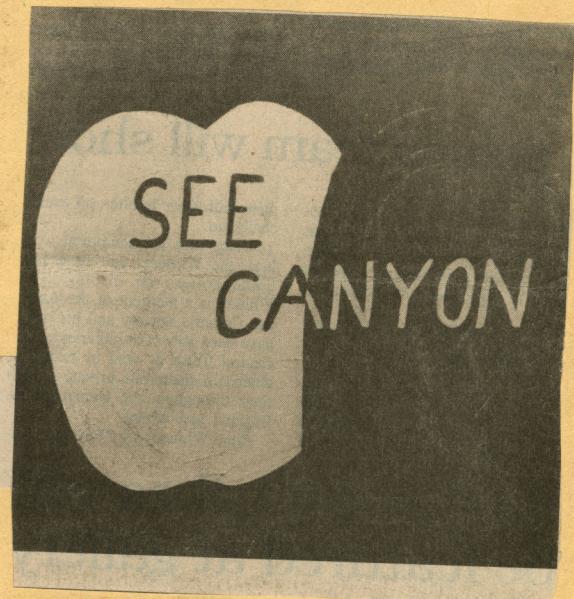
Apple pie juggling and a shrunken apple head contest will be among the attractions at San Luis Obispo's third annual Apple Festival at tonight's Farmers Market.

Festival-goers will be treated to apple cider while listening to tales from Johnny Appleseed at the Garden Street event.

Sponsored by the Downtown Business Improvement Association, the festival will also feature a wide variety of apple-related delicacies such as apple dumplings and apple truffles.

All activities will be held from 6:30 to 8:30 p.m. Call 543-1323 for details.

Wednesday, Oct. 2, 1991



SIGN ON SITE — An old pick-up truck bears the name of the famous apple canyon. This one was painted on the door of the vehicle found in the orchards at the Sea Canyon Fruit Ranch.

Farmers Market to host Apple Fest

SAN LUIS OBISPO — The city will pay tribute to one of America's favorite fruits during the third annual Apple Festival scheduled for Thursday, Oct. 3, in downtown San Luis Obispo.

Sponsored by the downtown Business Improvement Association, the festival will include a wide variety of apple-related activities, from apple-pie judging to a shrunken apple-head contest.

Festival-goers will have a chance to sip free apple cider samples, watch cider pressing demonstrations and learn how to make such delicacies as apple "leather." They'll also have an opportunity to win prizes by correctly guessing the number of apples in the barrel.

Johnny Appleseed will be on hand to tell the tale of

America's apple orchards, and downtown's loveable mascot bear, Downtown Brown, will hand out free apple candies. Other entertainment will include apple-judging, a poetry contest, clogging, music and more.

In honor of the festival, local restaurants will also feature such delectable apple specialties as caramel-covered apples dipped in nuts, apple dumplings, and apple truffles.

All Apple Festival activities will take place on Garden Street from 6:30 to 8:30 p.m. during San Luis Obispo's weekly Farmers Market.

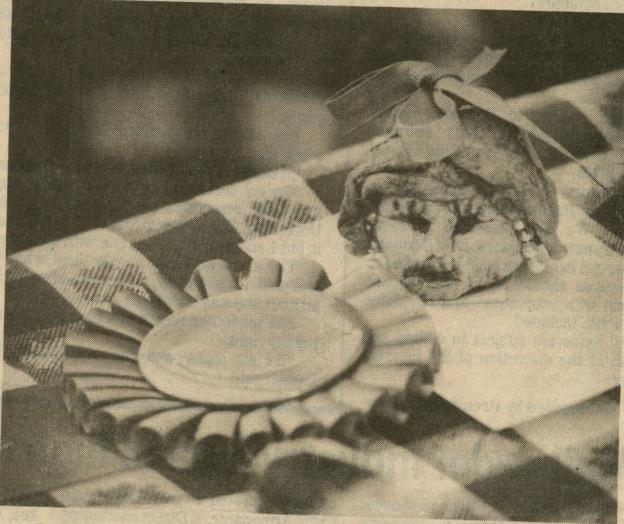
Additional information about the third annual Apple Festival is available by contacting the San Luis Obispo Chamber of Commerce at 543-1323.



Apples: Delicious — and decorative, too

There was apple grafting, apple crafting, apple tasting and apple growing at the Apple Festival 1991, held as part of the downtown San Luis Obispo Farmers Market Oct. 3. Above, SLO Police Chief Jim Gardiner was one of the taste testers in a pie-baking contest. At right, this shriveled apple head made by Teach School fourth-grader Kara Stein took first place in the craft competition. The fun included a guess-the-number-of-apples-in-the-barrel contest, a cider-making demonstration, free juice samples and several varieties of locally grown apples. The event also featured entertainment by cloggers, jugglers and a puppeteer. It was sponsored by Farmers Market, the SLO Recreation Department and the Business Improvement Association.

Photos by Robert Dyer







OCTOBER 20, 1991
FARMER MARKET BARBECUE
BIDDLE PARK







A Visit to the 'Other' Farmer's Market

BY JUDITH MUSAFIA

It's a gray Saturday morning; the Central Coast's high fog hasn't burned off yet. At 8:30, there's not too much traffic yet; shopping-center denizens are still sitting at home, trying to face the day over breakfast.

But what's that spot of multi-colored activity in the Gottschalk's parking lot? Cars, pick-ups, fruit-stands, flowers, children, geezers, young mothers, society matrons, big and little, chunky and skinny—the smell of freshly-picked basil wafting across the parked cars toward me?

The Saturday Farmer's Market in San Luis Obispo—the "other farmer's market"—is alive and well on a Saturday morning.

Even as one approaches by car, looking for a spot among plentiful parking, one sees people leaving with plastic bags full of produce.

It doesn't take me long to discover that this is a social occasion.

People are very open and friendly, whether in front of the tables or behind. A stranger may speak to you without fearing to be considered suspect. There isn't the crush of people one associates with the Thursday night farmer's market downtown. The scene here is quiet, laid-back.

For anyone sensitive to the beauty of nature, a stroll up and down the corridor of the market is an affirmation of largesse: gorgeous shining beets, bright fat carrots, luxurious lettuce—and the flowers, both exotic and familiar, picked and potted—honey, herbs, fruits...

Of course, anyone taking the historical view will tell you that in other parts of the world the Saturday market is not anomaly but tradition. People from Portugal to Singapore have done this for generations, if not centuries.

The scene is prodigal with smiles, and sometimes a chuckle or two. Michael Limacher mans his table with two young male co-workers who keep dipping into a bag of fresh snow-peas when no one stops to buy.

"I and another participant are the only certified organic gardeners here," says Limacher, hatless in the broadening sunlight, and sunburned as well. "Our produce is orgasmically grown on rolling hills, with a keen sense of humus."

"I grow it on five acres, but I've just acquired another five acres of prime land, never farmed. An acquaintance of mine visited Switzerland, the home of my ancestors, and found Limachers all over the place, all farmers, so I guess it's in my genes. And since my land's in Cambria, this market's close to home."

I ask if Charlotte Turner, the wife of Farmer's Market Manager John Turner, what it was like to get up early, pick and lug and drive

and set up on a Saturday morning.

She smiles sweetly from beneath her cap and her eyes sparkle behind her glasses. "Well, summer is always a hectic time, we're trying so hard to get everything into the truck. Getting up at five like we do, we're sometimes cross and cranky, but we wouldn't miss it for the world. At this time of year, there's everything here!"

Standing next to Charlotte is Evelyn Fernamberg, a fit-looking lady with white hair wearing a sweat-shirt that reads: "Old Gardeners Never Die, They Just Spade Away." I ask her how this market got started.

"Our family has farmed our land for 75 years," she says. "But it was in 1978, I guess. I was putting around in my yard, and this unfamiliar car drives up, and a stranger gets out. He asked me what I thought of the idea of a farmer's market where small farmers and retired folks could bring their produce. The E.O.C. was behind it.

And would I participate?

"I told him no, I didn't have time, but I gave him names of people I thought might be interested. But you know, I got started, too, and I haven't missed a Saturday since!"

Fernamberg went on to say how way back when she had \$15 for the week's groceries, and she blew most of it on a couple of young avocado trees. Her husband had taken a dim view of

that at the time.

"But you know," she said, smiling, "recently my husband said to me that those avocado trees paid the taxes this year."

While the E.O.C. started the Farmer's Market, the state has since taken jurisdiction, and all participants have to sign a form declaring what they sell. If they sell anything else, the state comes down on them.

"We're a mutual benefit corporation," said Turner. "We have a board, managers, payroll, taxes..."

An older, but peppy-looking white-haired lady eyes me from her perch on the tailgate of a truck, behind her produce table. "Wonderful hairdo you've got there," she says, smiling.

"That's the way it is," I respond. "That's what it does on its own."

After a lovely tail-gate chat, she hands me several colorful peacock feathers. "Here, take these home with you. We have peacocks at home; the feathers fall and we just pick them up! The kids here are our best customers for feathers. You'll be coming back, won't you? Next Saturday?"

I wouldn't miss it for the world. △

Judith Musafia lives in San Luis Obispo.

Agriculture

'SLO Grown' misses

By Jan Greene
Telegraph-Tribune

Even though people would probably be willing to pay a little more for produce that clearly comes from San Luis Obispo County, they won't be seeing a "SLO Grown" seal any soon.

That's because local growers haven't warmed to the idea of identifying their produce more with the county than with their own company name.

The idea has been studied by two groups of Cal Poly students during the past year or so, at the request of county Supervisor David Blakely.

A label indicating that agricultural products were grown in this county could translate into bigger sales, along with a positive image for county products, Blakely argued.

"I thought it would be a wonderful idea," Blakely said. "I thought we had something special in S.L.O. County. The agricultural industry as well as the tourist industry would benefit."

He put Cal Poly Professor Phil Doub's agribusiness marketing class on the job.

In the first study, four students surveyed 220 consumers about their attitudes toward local products.

About half the consumers said quality was the most important thing they look for when shopping for produce. Seventy-five percent said they would pay a small premium — 5 percent — for food grown locally.

A focus group — a small group of people who sat in Sinsheimer Park one day and discussed local agriculture — said they prefer

to buy locally grown products.

That's possible mostly through local farmers markets. The research showed that only about 20 percent of the produce in local supermarkets comes from local growers.

A lot of local growers sell to brokers who send the food to Los Angeles or the East Coast.

Sometimes, local produce is exported all the way to Los Angeles and then back again, without any indication it came from here, Doub said.

Still, there are enough local growers who depend on their own label and its good reputation for quality that they weren't sure they wanted to throw in their lot with every grower in the county, the researchers found.

"So many of the people producing around

growers' seal of approval



These seals adorned reports on the possibility of labeling local produce as grown in SLO County. The reports found that while many customers want to buy local produce, growers aren't enthusiastic about labeling.

here have their own labels," said Marilyn Britton, executive director of the county Farm Bureau. "I wouldn't envision them wanting to change to a generic label."

Another problem the students found was the difficulty of identifying what a county-produced product is. For instance, some Santa Maria Valley growers straddle the county line; also, Santa Maria produce has a stronger image in the industry than that grown in San Luis Obispo County, the second group of students found.

The researchers recommended that the project not go forward at this time, in part

because it probably wouldn't show an overall profit. They figured that the 5 percent premium charged for county-grown products would be eaten up by the cost of the sticker and the labor for putting it on each piece of produce.

Also, few growers surveyed were themselves willing to sit on a committee that would run the campaign.

Still, Britton said the problems weren't insurmountable, and that if the seal can be shown to offer a profit to local growers they would probably go for it.

Blakely and Doub agreed that the SLO-Grown seal will have to have support from growers to get off the ground.

"The hang-up is with the agricultural community right now," Blakely said. "We have to have them involved or it's not going to work."

Certain segments of the agricultural community — such as wineries and those who sell produce at farmers markets — are already using local community support to their advantage, Doub noted.

It will cost a few dollars to take the idea the next step and offer every producer the chance to identify its product as grown in San Luis Obispo County. The students estimated start-up costs for the seal, promotional material and advertising would cost \$15,430.

That money would have to come from growers.

The first report was put together in 1990 by Cal Poly students Dean Callender, Michael Liptak, Jeff Silveira and Lisa Souza. The second report, issued in mid-1991, was written by Kimberly Caudle, Melissa Flory, Stephen Kehle and Sherie Spangler.

Caltrans questions Farmers Market roadblock

By Ken McCall
Telegram-Tribune

Caltrans officials in Sacramento have questioned why Highway 227 is being closed in San Luis Obispo every Thursday night for Farmers Market.

Caltrans spokeswoman Teri Conrad said this morning that the success of the city's weekly street fair has created some potholes in the road to good commerce.

"Our Farmers Market has received

so much publicity throughout the state that someone in another district came in to apply for a permit," Conrad said, "and they were turned down."

"Then they wanted to know how San Luis Obispo can do it."

Caltrans officials in Sacramento thought that was a good question and asked the local office why the closures were being allowed.

The problem, Conrad said, is that state law has changed since the local Caltrans office issued a permit for the

event "many years ago." The law now states that permits can only be issued four times a year for events "that affect a state highway."

One block of Higuera Street between Broad and Nipomo streets is designated Highway 227 and it is closed down every week for the Farmers Market.

"It's a real technicality," Conrad said, "but it is a state law."

But Conrad said Farmers Market

isn't in any danger.

"The Caltrans district office has no desire to close down Farmers Market," she said.

In fact, she said, Caltrans officials were meeting this morning with Assemblywoman Andrea Seastrand and representatives from the city to work something out.

"It's so big and so good for the community," Conrad said, "we wouldn't want to shut it down."

Wednesday, January 15, 1992

SLO proposes Highway 227

shift to resolve Farmers Market conflict

By David Eddy
Telegram-Tribune

Moving San Luis Obispo's popular downtown Farmers Market didn't seem like a very good idea, so city officials will soon be asking Caltrans to move a highway instead.

When Highway 227 enters San Luis Obispo, it goes down Broad Street, takes a left at Higuera Street and on out to Highway 101. But each week

the city shuts down a few blocks of Higuera Street, and it's illegal to block off a state highway more than four times a year.

The problem only caught the attention of Caltrans officials because San Luis Obispo's Farmers Market has been so successful. Because of the publicity, city officials in another part of the state who were rejected by Caltrans in attempting to close part of a highway asked why San Luis Obispo

got special treatment.

Public Works Director Dave Romero said both he and Caltrans officials have been aware of the technical violation for the past five or six years.

"They looked the other way; we looked the other way," he said. "It doesn't cause any harm."

But now that there's pressure from Sacramento, Romero has dredged up a new route for the highway he last discussed with Caltrans officials in

1983. After entering the city, Highway 227 would turn left on South Street, left on South Higuera Street and out Madonna Road to Highway 101.

Romero is optimistic Caltrans officials will like the idea. They liked it nine years ago because it would make the highway shorter, and therefore cheaper to maintain. At the time, Caltrans vetoed the suggestion because South Street wasn't wide enough and they felt South Street

should be realigned with Madonna Road.

South Street has since been widened, but realigning it would be impossible, said Romero. Not only would it cost millions of dollars, but a shopping center called Pacific Coast Center has now been built on the property where the road would go.

Informal meetings with Caltrans indicate that they favor the idea, said Romero, as the highway only carries local traffic. He's sent a letter to the

agency asking them to consider it.

In addition, the downtown Business Improvement Association has endorsed the idea, said Administrator Lynn Block, and will ask the City Council for a formal endorsement Feb. 4.

Caltrans Permit Engineer Steve Senet said the proposal's under review, and the agency will have a tentative reply in the next few weeks. Final approval rests with the state Transportation Commission.

South County harvest found at Farmer's mart



VEGGIE QUEEN — Esther Ormonde is known as the "Vegetable Queen" at the South County Farmer's Market.

ARROYO GRANDE — South County Farmer's Market is growing.

Or so it appears on any Saturday morning behind Arroyo Grande City Hall. More people seem to be taking advantage of the low-cost, high-quality foods and goods sold at the market by local growers and craftspeople.

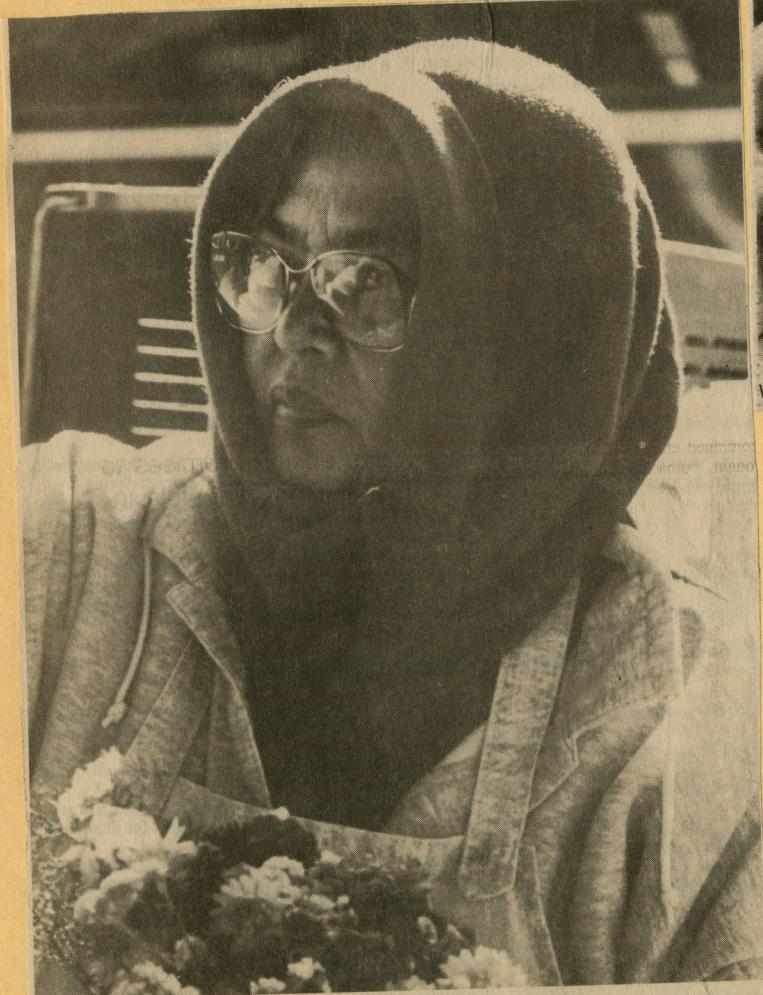
Five Cities Times-Press-Recorder found that to be true during weekend visits over the last couple of weeks by Chief Photographer Jim Miner and Staff Photographer Glenn Bolivar.

Both found an abundance of produce and people in varied attire, depending on the chill factor of the morning.

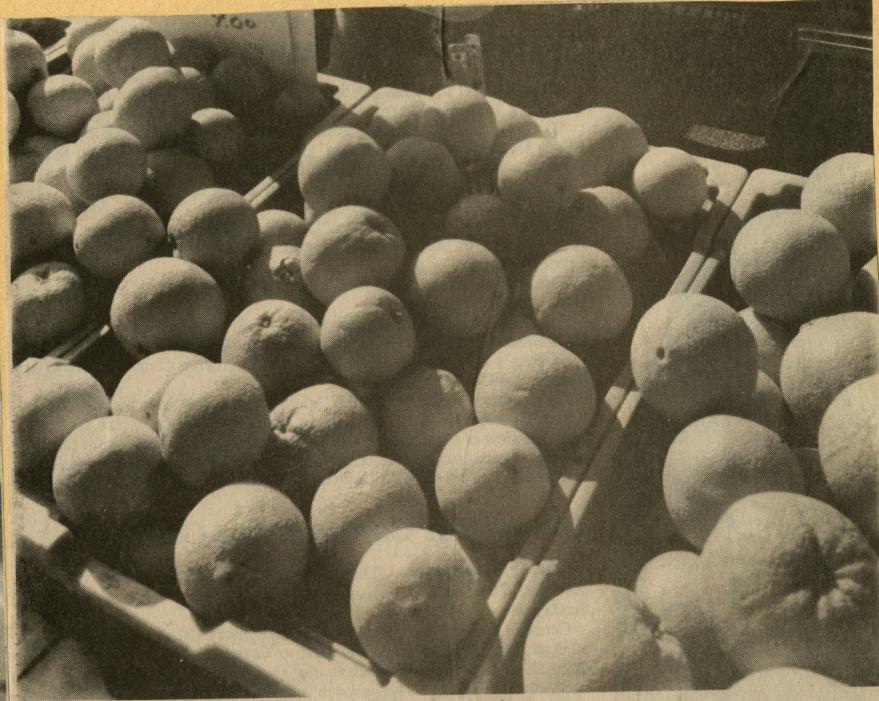
The "Vegetable Queen," Esther Ormonde, reigns in the Village open-air market event, ready to vend a variety of home-grown foods.

Jan Miller had plenty of home-grown broccoli to share. Chinese Cabbage was the offering from Christine Domingo and Amelia Manuel.

People looking for healthy bargains might want to visit the market tomorrow.



WIND CHILL FACTORS — Christine Domingo wears a hooded garment against chilly afternoon winds at the Farmer's Market.



WINTER'S GIFT — California's winter gift, fresh oranges, full of vitamin C, are offered for sale.



Agriculture

'Organic' produce now really has to be

By Jan Greene
Telegram-Tribune

At next week's farmers markets it should be easier for consumers to know whether the organic produce they buy is really organic.

That's because a new state law governing organic growers goes into effect Saturday.

The law requires anyone wanting to sell food as "organic" to register with the county Agricultural Commissioner.

Early this week, about 10 growers had registered in San Luis Obispo County. Most paid fees of less than \$100, based on their sales volume.

Organizers of local farmers markets will be checking to be sure any grower selling food as organic has registered with the county.

The law was passed so consumers can be sure they're buying pesticide-free food.

"There's been a fair amount of abuse of organic labeling," said Bob Lilley, assistant county agricultural commissioner.

That kind of fraud is common at farmers markets, Lilley said.

"Generally the price is higher for organically grown produce ... there's been an opportunity to demand a higher price for products that aren't organically grown."

But defining "organic" isn't all that simple. Does it mean no man-made pesticides are used, or no pesticides at all?

There are a number of pest-killing products — such as sulphur, used widely on grapes — that are derived directly from nature. But just because it's natural doesn't mean it can't pose the same kind of health risks as a synthetic chemical.

The state Department of Pesticide Regulation is trying to come up with a list of what kinds of fertilizers and pest-killing products can be used on organic food. That won't be ready for several months.

Morro Bay avocado grower Bob Staller is waiting anxiously for that list, because it will tell him whether he can certify his avocados as organic.

Although Staller hasn't used chemical pesticides in seven years, he uses a number of mineral supplements in the soil under his plants. These fertilizers contain micronutrients such as potassium, zinc and manganese.

"We want to make sure that before we go further whether we can in fact qualify as organic," said Staller, who said his avocado

'There's been a fair amount of abuse of organic labeling.'

— Bob Lilley

grove is the biggest in the county, though he didn't want to give a specific acreage.

Instead of chemicals, Staller uses beneficial insects to eat pests.

He sells most of his avocados to major packing houses, but a small percentage are sold directly to health food stores and are labeled pesticide-free.

Staller said he sees that market growing.

"We do have more and more calls from suppliers of various health food stores," Staller said.

The new law also sets up a new certification program that would give even greater assurance that food is grown organically. County agricultural commissioners are to inspect each registered grower to make sure farming practices are pesticide-free.

But that program is in jeopardy because registrations have fallen far behind the number the state expected, according to Paul Branum, manager of the organic program for the state.

"People aren't registering like they should be," he said. At the beginning of this last week of registration only about 200 growers of an expected 1,100 in the state had registered.

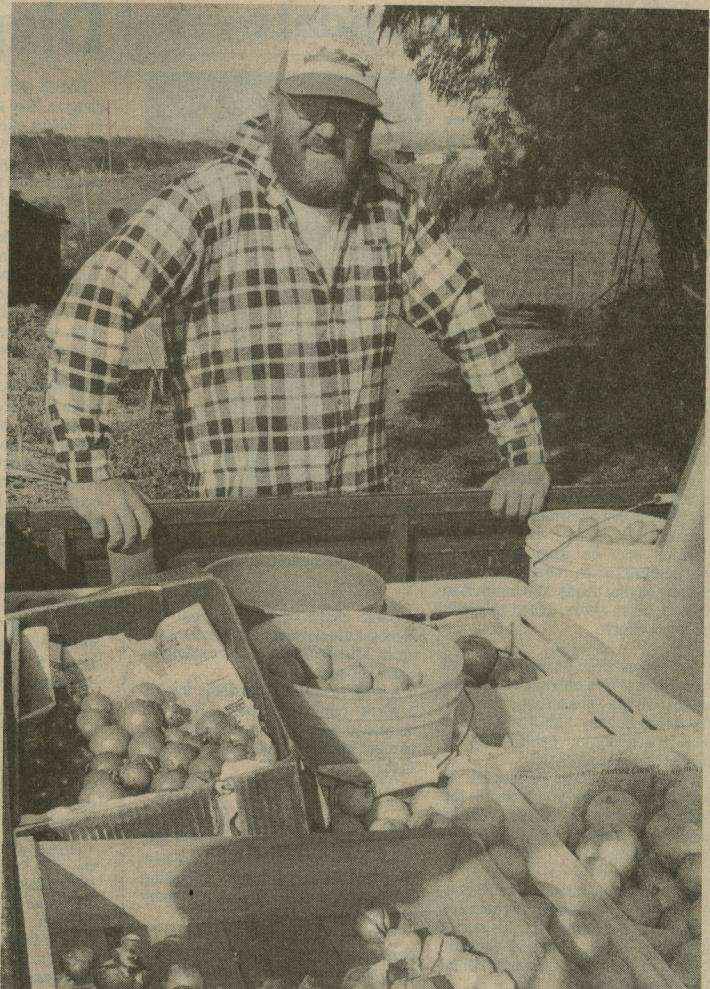
Many may be waiting until the last minute, Branum acknowledged.

But without the money from those registrations, the agricultural commissioners won't be able to start certifying growers and enforce the law.

While the law was amended to say the program would go forward only if there was enough money to run it, the state's going to have to have some kind of organic enforcement program by 1993, according to a separate federal law.

But most organic growers have already been certified by a private group called California Certified Organic Farmers, which has been inspecting members for years.

There are 20 members of the group in this county, but there are more than 20 growers selling their food as organic, according to Nipomo organic grower Glenn Johnson, who



David Middlecamp/Telegram-Tribune
Glenn Johnson readies a load of organically grown produce for Farmers Market.

is active with the CCOF.

That means there is some "organic" produce that may not really be pesticide-free, Johnson said.

Whether the county can get a certification program off the ground or not, its most important role will be eliminating that kind of fraudulent organic produce, Johnson said.

"This isn't going to be a big deal for CCOF growers," Johnson said. "Who it's going to be tough on are some people who've been going to farmers markets with 'organic' produce for years ... They have an image in their minds of what organic is, but it's not."

"Now they're going to have to comply with the law," he said.

Friday, January 24, 1992

Farmers markets held

Here is a schedule of San Luis Obispo County farmers markets:

Arroyo Grande: Saturdays, noon to 4 p.m., behind Arroyo Grande City Hall, 214 Branch St.

Wednesdays, 4:30 to 7:30 p.m. at Kmart shopping center on Branch Street.

Atascadero: Wednesdays, 3 p.m. to dark, on Entrada Avenue between El Camino Real and Palm.

Baywood/Los Osos: Mondays, 3 to 5 p.m., 1300 block of Second Street.

Cambrria: Fridays, 2:30 to 5:30 p.m., Veterans Hall parking lot on Main Street.

Morro Bay: Thursdays, 3 to 5 p.m., Young's Giant Food parking lot, 2650 N. Main St.

Paso Robles: Tuesdays, 3 p.m. till dark, 14th and Park streets downtown.

Fridays, 3 p.m. till dark, Williams Bros. market on Creston Road.

San Luis Obispo: Thursdays, 6:30 to 9 p.m., Higuera Street.

Saturdays, 8 to 10 a.m., Central Coast Plaza parking lot, Madonna Road.

Templeton: Saturdays, 10 a.m. to sell-out, south side of park on Sixth Street.

TIME CHANGE

Feb. 26, 1992—



Arroyo Grande FARMER'S MARKET on Wednesdays

**at K mart is changing its hours to
10:30-2:30 (beginning March 4th)**

Come on down for the freshest local fruits and vegetables. Remember: We are open rain or shine.

Market reminder

Remember that the Wednesday Arroyo Grande farmers market has new hours: 10:30 a.m. to 2:30 p.m.

The market is held in the Kmart parking lot.

The Saturday market in the town's village keeps the same hours of 11:45 a.m. to 3 p.m. Both markets are open rain or shine.

For more information call 489-0889.

, MAR. 27, 1992

Cooking a family affair for 9-year-old

By Cindy Blankenburg
Assistant News Editor

OCEANO — Cooking isn't usually considered a genetic trait, but it could be.

Annie Heirendt, 9, was the youngest contestant at the recent Central Coast Cookoff sponsored by the Five Cities Times-Press-Recorder.

She was joined at the cookoff by her mother, Jana, and her grandparents, Richard and Donna Shook.

This is the first year Annie has entered, but the other three family members are not new to the contest. Grandmother Donna and grandfather Richard have entered and placed in the top three several times before.

"We like to eat," said Donna. "We enjoy eating and are willing to try new things." She considers eating to be the key to their cooking success.

"We're not finicky," Richard said. "Now, we're able to cash in on it."

Richard recently underwent bypass surgery and still loves to eat, but is modifying his diet. Thus, his new recipes. This year he won with

his Butternut Squash Soup.

He grows squash and sells his produce at local farmers markets. In addition, he gives people helpful hints on how to cook the vegetable.

Jana said some of her best memories are cooking with her mother in the kitchen.

"Mealtimes are family times," she said. "I've always tried to make a nice dinner, as did my mother."

"We've always had candles on the table to make dinner special, and we still do," Donna said.

Annie started helping in the kitchen about two years ago. Of course, her specialty is the World's Best Chocolate Chip Cookies, which earned her third place in this year's Central Coast Cookbook Cooking Contest.

"When we asked the teacher's permission so Annie could come to the contest, we told Mrs. Hart we would bring back some of her cookies," Jana said. "We got a note back saying, 'We can't wait for her cookies.' "

Jana said she lets all of her six kids spend as much time as they want in the kitchen, but doesn't

force them to prepare meals for the family.

That's the way she was raised and thinks that is what contributed to her love of cooking.

Donna said her mother was a good Southern cook so "it might just be in the genes."

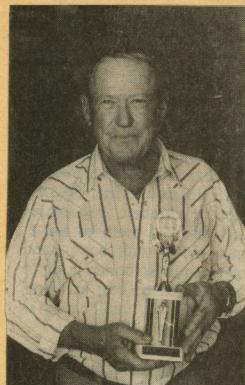
For more winning recipes, see the 12th Annual Central Coast Cookbook inserted in today's Five Cities Times-Press-Recorder.



Donna Shook



Annie Heirendt



Richard Shook

An Old-Fashioned

Easter in the Village of Arroyo Grande

Sat., April 11

9 a.m.-5 p.m.

- Hey Kids! -



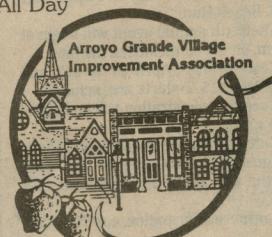
**Bring your parents and your pets.
Come Celebrate Easter in the Village!
FUN FOR THE WHOLE FAMILY**

- **Easter Egg Hunt** — for children ages 2-8
11-12 p.m. at Kiwanis Park. Lots of Prizes
— Ice cream sundaes and cookies from McDonald's, Ice cream cones from Burnardoz, and more!
- **Arts & Crafts Show**
9-5 p.m., behind City Hall
- **Farmer's Market**
9-5 p.m., behind City Hall
- **Entertainment**
(All day at the Gazebo) Music, Jugglers, Tightrope Walker
- **Costume Contest for kids, adults & pets!**
12-1 p.m. at the Gazebo, All Ages Welcome!

Pick up entry blank to enter at Village Improvement Assoc. Office, 117½ E. Branch St., Arroyo Grande - or Come Early & Register Before Contest.

- See and meet the Easter Bunny
- Have Pictures Taken 12-3 p.m.
- Food
Hot dogs & Barbecue!! All Day

**Bring the
Whole
Family
For Your
Easter Fun!**



Sponsored by the Merchants and Professionals at the
Arroyo Grande Village Improvement Association
Call 473-2250 for more information

FARMER'S MARKET BOARD

PRESIDENT
MIKE CERONE

VICE PRESIDENT
JIM PARKS

SECRETARY
CHARLOTTE TURNER
TREASURER
EVELYN FERNEMBERG



CHALK DRAWINGS
APRIL 23, 1992



EARTH DAY
APRIL 26, 1992
EL CHORRO PARK



May 8, 1992

Farmers market sought for Pismo on Tuesday nights

By Vern Ahrendes
Staff Writer

PISMO BEACH — An application has been submitted to open a Tuesday night Farmers Market in downtown Pismo Beach.

Organizers hope to have the market open June 2.

The Pismo Beach Business Improvement Group is seeking approval from the city of Pismo Beach and the Pismo Beach Convention and Visitor Bureau to open the market and spark interest in downtown, said Dick Blankenburg, BIG member and co-publisher of the *Five Cities Times-Press-Recorder*.

The San Luis Obispo County Farmers Market Association also has to approve the plan, said Linda Jankay, co-director of the association.

"We have five markets throughout the county, with Thursday night in San Luis Obispo being the big one," Jankay said. "We are still in the discussion stages on the Pismo one."

Jankay added, "We have a meeting next week with the Pismo group and then it has to go to our board for a vote."

Two of the association's markets are in the South County.

There is one from 10:30 a.m. to 2:30 p.m. Wednesdays at the Oak Park Plaza and on Saturdays from 11:45 a.m. to 4 p.m. behind the Arroyo Grande City Hall.

The other association markets are Thursday afternoons in Morro Bay and Saturdays mornings in San Luis Obispo.

Blankenburg and Glo Rivera, of KGLO Radio, are heads of the BIG committee seeking to open the Pismo market.

"We are trying to fill in the open date on farmers market schedule," Blankenburg said.

The market is proposed to be open Tuesdays from 4 to 8 p.m. through Sept. 29 in public parking

lots at the corner of Main and Doliver streets.

"The farmers market produce will be on the northerly lot and we hope to have entertainment, food and concession booths on the southerly lot," Blankenburg said.

The owners of the Edgewater Motel will allow the public to park on its dirt lot while the farmers market is open.

Joining BIG in the effort to open the market is the Pismo Beach Business Improvement District and the Pismo Beach Chamber of Commerce.

"This market is patterned after the Thursday night activities in San Luis Obispo," Blankenburg said. "The idea is bring shoppers downtown to buy produce and stimulate business

throughout the town, to generate foot traffic, to provide a forum for community activities and to keep the downtown as center of social and retail activities."

He added, "The goal is to promote a wholesome family atmosphere with food and events catering to the young and old."

BIG also hopes to promote upcoming special events by having cars on display before this summer's Car Show and Western dance demonstrations before the Rancho El Pismo Western Days in September.

Groups or merchants interested in booth space can contact Blankenburg at the newspaper at 489-4206 or Rivera at 489-5456.

There will be no booth fee for retail merchants in downtown Pismo

Beach or those merchants who are members of BIG or the BID. A \$10 fee per evening will be charged to non-BIG and non-BID members and nonprofit retail and service groups.

A \$25 fee will be charged for barbecue and other food booths. Vendors are responsible for securing health permits and cleaning up after the evening.

"We anticipate 30 farmers selling things and 15 to 20 merchant booths," Blankenburg said.

Certified farmers markets — there are more than 100 statewide — started springing up following the state Department of Food and Agriculture's 1978 direct marketing program that was designed to restore the ancient link between the farmer and shopper.

A certified market is a location approved by the county agricultural commissioner where certified farmers offer only fresh produce they grow themselves.

There are eight farmers markets staged regularly by the association throughout San Luis Obispo County, highlighted by the Thursday evening extravaganza on Higuera Street in San Luis Obispo.

Farmers markets throughout the state have become popular for the grower and the consumer.

The farmer captures a larger share of the retail dollar spent on farm products and the consumer can find lower prices and fresher produce by eliminating the middlemen and ship-

ping delays, according to Ly Bagley, the executive director of several farmers markets in the B Area.

By avoiding the high costs of middle level handlers, the small family farmer can make a great profit while offering the shopper fresher food for lower prices, Bagley said.

MAY 15, 1992



BEE REMOVAL — Beekeeper M.B. Putnam of Halcyon removes a pesky hive at a busy intersection in the Village. Putnam has been keeping and removing bees for more than 50 years.

Pismo to have own farmers market on Tuesdays

PISMO BEACH — Farmers are coming here and the business community wants families to follow.

A farmers market and family fun fair will become a regular twilight feature Tuesdays in downtown Pismo Beach starting June 2.

The Business Improvement Group and Business Improvement District worked together to add Pismo Beach to the list of communities sponsoring farmers markets, said Dave Watson, BIG president.

The market will be similar to those San Luis Obispo has on Thursdays and Arroyo Grande has on Wednesdays in the Village parking lot behind City Hall and on Saturdays at the

Kmart shopping center.

In addition to buying fresh farm produce for lower prices, Watson said, the Pismo Beach market will feature local merchants, food booths and entertainment.

For opening night entertainment, Watson said, a Western dancing exhibition and some unusual vehicles will be on display. The dancing and swanky cars will help promote BIG's upcoming antique car show and Western Days events.

"We are also going to give away free popcorn and have other surprises" and a barbecue, he said.

It's kind of a Tuesday alternative to finding entertainment by going to City

Council meetings, the former city employee joked.

The event, which will last through the summer months, will offer something for the whole family, he said, and help newcomers discover what the area is really like.

This way, Watson said, people can come downtown and see for themselves "what a pleasant place it is, how much fun they can have in Pismo Beach and get to know some local merchants."

The farmers market will last from 4 to 8 p.m. It will be held in two city parking lots at the corner of Main and Dolliver streets.

"We expect 25 farmers, some from as far away as the (San Joaquin) Valley. There should be some excellent purchases for people," said Watson. There are also about 30 booths for local merchants. "They are filling quickly."

In addition to the two business groups cooperating, he said, the city has been very helpful, giving the groups a permit and some barricades.

"We're trying to run this so it doesn't create any burden on existing city services," and so it adds to the attractions of Pismo Beach, Watson said.



Farmers' Market

Every Tuesday 4-8 pm, Dolliver & Main St.
Downtown Pismo Beach

THURSDAY, MAY 21, 1992

★ Fruit & Vegetables

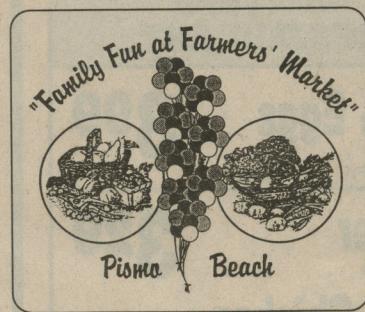
★ Free Popcorn

★ Car Display

★ Merchant Booths

★ BBQ's

★ Free Parking



★ Music & Entertainment

For booth information contact Glo Rivera • (805) 489-5456



OLD-FASHIONED
STRAWBERRY FESTIVAL
VILLAGE OF ARROYO GRANDE
SAT. & SUN. MAY 23 & 24, 1992

9 ENTERTAINMENT AREAS: Band Concerts, Western, Rock, African, Big Bands, Country, Old West Show, Gunfighters & Stunt Men, Jazz, Clowns, Jugglers, Puppet Shows, Cloggers, Western Dancers, Pat Jackson Dancers, Barber Shop (Men & Women), Mexican Dancers.

70 FOOD BOOTHS: Mexican, Greek, Polish, Arabic, Kosher, Seafood, Italian, Clam Chowder, Onion Rings, Cotton Candy, Popcorn, Hot Dogs, East Indian, Corn Dogs, Thai, Chinese, Chili, German, Fruit Drinks, Doughnuts, Cajun, Hamburgers, BBQ Tri-Tip, Chicken & Sausage.

STRAWBERRIES: Fresh Strawberries, Strawberry Crepes, Dipped Strawberries, Strawberry Slush, Strawberry Daiquiris, Strawberry Funnel Cakes, Strawberry Cheesecake, Strawberry Pie, Strawberry Tarts, Strawberry Ice Cream, Strawberry Fizzes, Fresh Strawberry Shortcake with Biscuits & Real Whipped Cream.

STRAWBERRY PIE EATING CONTEST: Saturday 1-3. Sponsored by KST 101.3 Radio.

KIDDIE GAMES: Saturday & Sunday 12-3. Car Corral on E. Branch. Sponsored by 92.5 Country Radio.

CRAB CRACK FEED: South County Regional Center Saturday 5:30-7:30. Arroyo Grande Chamber of Commerce.

KIDDIE RIDES & GAME BOOTHS

PRINCE & PRINCESS CONTEST

STRAWBERRY BLOND CONTEST: Saturday 12 noon. Klondike Cafe.

HUGE FARMERS' MARKET: Saturday & Sunday

ARTS & CRAFTS SHOW: 300 Booths

STRAWBERRY PANCAKE BREAKFAST: 7 - 12 Saturday & Sunday

BUY A STRAWBERRY FESTIVAL BUTTON & WIN: Round Trip to Reno for 2 on UNITED EXPRESS or Romantic Nights Out at Resort Hotels. THE CLIFFS AT SHELL BEACH, THE INN AT MORRO BAY, EMBASSY SUITES - SAN LUIS OBISPO.

10K RUN: Sunday 8:00 a.m. (Reg. at 7:00 a.m. at Gazebo) Kiwanis of Greater Pismo Beach.

FREE ADMISSION, FREE SHUTTLE: (Parking at Arroyo Grande High School & on 5 acres next to Women's Club)

OLD WEST SHOW: Sponsored by Sunny Country 102FM

FOR MORE
INFORMATION
CALL
473-2250



Fri., May 29, 1992

New farmers market ready to open in PB

PISMO BEACH — A new farmers market will open Tuesday in downtown Pismo Beach.

The Pismo Beach Business Improvement Group will open the market in hopes of sparking renewed interest in downtown, said Dick Blankenburg, BIG member and co-publisher of the Five Cities Times-Press-Recorder.

The San Luis Obispo County Farmers Market Association will oversee and the Pismo Beach venture will be the third in the South County.

Blankenburg and Glo Rivera, of KGLO Radio, are heads of the BIG committee seeking to open the Pismo market.

The market is proposed to be open Tuesdays from 4 to 8 p.m. through Sept. 29 in public parking lots at the corner of Main and Doliver streets.

"The farmers market produce will be on the northerly lot and we hope to have entertainment, food and concession booths on the southerly lot," Blankenburg said.

The owners of the Edgewater Motel will allow the public to park on its dirt lot while the farmers market is open.

Joining BIG in the effort to open the market is the Pismo Beach Business Improvement District and the Pismo Beach Chamber of Commerce.

"This market is patterned after the Thursday night activities in San Luis Obispo," Blankenburg said. "The idea is bring shoppers downtown to buy produce and stimulate business throughout the town, to generate foot traffic, to provide a forum for community activities and to keep the downtown as center of social and retail activities."

He added, "The goal is to promote a wholesome family atmosphere with food and events catering

to the young and old."

BIG also hopes to promote upcoming special events by having cars on display before this summer's Car Show and Western dance demonstrations before the Rancho El Pismo Western Days in September.

Groups or merchants interested in booth space can contact Blankenburg at the newspaper at 489-4206 or Rivera at 489-5456.

There will be no booth fee for retail merchants in downtown Pismo Beach or those merchants who are members of BIG or the BID. A \$10 fee per evening will be charged to non-BIG and non-BID members and nonprofit retail and service groups.

A \$25 fee will be charged for barbecue and other food booths. Vendors are responsible for securing health permits and cleaning up after the evening.

"We anticipate 30 farmers selling things and 15 to 20 merchant booths," Blankenburg said.

The other South County farmers markets operate from 10:30 a.m. to 2:30 p.m. Wednesdays at the Oak Park Plaza and on Saturdays from 11:45 a.m. to 4 p.m. behind the Arroyo Grande City Hall.

The other association markets are Thursday afternoons in Morro Bay and Saturdays mornings in San Luis Obispo.

Wed., June 3, 1992-



FARMERS MARKET OPENING — Organizers of the Tuesday afternoon Farmers Market in downtown Pismo Beach cut the ribbon on the first of the four-month-long event. Organizers hope it will continue throughout the year. On hand for the ceremony are, from the left, Dick Blankenburg, Glor Rivera, Ed Castillo and Dave Watson, members of the Pismo Beach Business Improvement Group; Police Chief Brook McMahon; Laura Linquist and Les Splear, Farmers Market committee member; John Turner, market manager; Councilman Jim Maroney; Fire Chief Paul Henlin; Mayor Dick Morrow; Linda Jankay, Farmers Market representative; Bill Clawson, executive manager of Chamber of Commerce; and Tony Brown-Silva, Farmers Market representative.

Photo by Glenn Bolivar

Farmer's Market opens

PISMO BEACH — Downtown Pismo Beach came alive Tuesday evening with the sights, sounds, smells and tastes of Farmers' Market.

Hundreds of people turned out to buy fresh produce from the more than 20 farmers who set up their booths.

Others came down to enjoy the free music, entertainment and merchant booths set up across the street.

This was the first in a summer series of Farmers' Market festivities

which will be held every Tuesday from 4 to 8 p.m. at the corner of Dolliver (Highway 1) and Main Street.

"It was a great start," said Dick Blankenburg, chairman of the event. "Cooperation of the Farmers' Market Association, the Business Improvement Group (BIG), the Business Improvement District (BID), the city staff and many volunteers made this possible."



NEWEST MARKET —
Business is booming as crowds gather on the first day of the new Pismo Beach Farmers Market, where growers sold everything from flowers, bottom left, to fruit. At left center, grower Jack Martin weighs a sale; above, Victor Tose of Arroyo Grande and Gail Pasquini of Pismo Beach discuss their purchase of fresh apricots and peaches. The market opened June 2 and will continue on Tuesday afternoons downtown.
Photos by Glenn Bolivar



Fri., June 5, 1992—

Oak Park Farmers' Market



***** Grand Opening*****

Wednesday, June 10
10:30-2:00

- free strawberry cake
- free balloons
- drawings for bags of produce & for gift certificates to plaza stores



PRODUCING PRODUCE — Andy Dela Cruz, a farmer from Los Osos, finds a market for his zucchini and squash at the new Farmers' Market being held in downtown Pismo Beach on Tuesday afternoons.

Photo by Celeste Wheeler

Wednesday, July 1, 1992

No pets allowed at farmers' market

The new Pismo Beach Farmers' Market has been a great success. The only problem so far has been pet-owners unknowingly breaking state law by bringing their animals to the market. Cats, dogs, even a pig, were among the large crowds coming out for the first two Tuesday events.

The animals had to be turned away because of health regulations about having animals near where food is being sold. The only exception is for seeing-eye and service dogs, who have a legal right to go anywhere with their owners.

The health regulation makes sense. You wouldn't take your dog to a supermarket. The farmers' market is like a grocery with a wide variety of homegrown fruits and vegetables on sale.

The rules apply to the farmers' market in Arroyo Grande and San Luis Obispo as well as Pismo's. Each of the markets encourages humans to come out and partake of the offerings from local farmers and merchants. It's a fun time and helps the local economy. See you there.

Dick Blankenburg
Editor and Co-Publisher

Farmers Market blooms in PB

By Celeste Wheeler
Special Sections Editor

PISMO BEACH — The new Farmers Market in Pismo Beach is four weeks old and "doing very well," according to Dick Blankenburg, chairman of the Farmers Market committee for the Pismo Beach Business Improvement Group, a sponsor of the activity.

"The farmers are happy, the merchants are happy and the sponsors are happy," he noted.

The market, which will operate every Tuesday from 4 to 8 p.m. on a trial run through October, is located at Doliver (Highway 1) and Main streets in Pismo Beach.

Blankenburg said the market is a "unique combination" of farmers and merchants booths and entertainment that fills two city parking lots.

There, Central Coast farmers and a smattering of growers from neighboring areas of the state such as Kingsburg sell a variety of fresh and locally-grown fruits and produce.

"Currently, stone fruits such as peaches and nectarines are popular at the Farmers Market as are strawberries and oilallieberries. The varieties of fruits and vegetables available change with the seasons," he noted.

Blankenburg said Tuesday is an "ideal day" for the market because not much else is happening in Pismo Beach then.

"The market fills the void be-

tween weekends in the city when lots of other festivities are usually scheduled," he added.

The Farmers Market, which is sponsored and funded by BIG and the Business Improvement District (BID), is the culmination of cooperation between these two groups and the Farmers Market Association of San Luis Obispo County, the City of Pismo Beach, the Pismo Beach Chamber of Commerce and the Pismo Beach Visitor and Convention Bureau.

The Pismo Beach Hotel and Motel Association is also helping publicize the Farmers Market activities through brochures that will be given to tourists, Blankenburg added.

A member of BIG, Blankenburg said the group has been talking about bringing the Farmers Market to Pismo Beach for about four years.

Although BIG and BID are funding the venture to the tune of about \$1,000 a month during the trial run, Blankenburg said the groups consider the expenditure to be an "investment" in helping build tourism in the area while, at the same time, providing a valuable community service to Five Cities residents.

Blankenburg said BIG is supporting the effort with money raised at other events it sponsors and BID is using assessment monies.

"At the end of the test period, BIG and BID will meet with the city

to evaluate the success of the Farmers Market. If everyone is as happy then as they are now, then BIG and BID will apply to extend their permit to use the city's parking lots," he explained.

"Personally, I hope the Farmers Market is so successful, it will continue year-round," he added.

Blankenburg said entertainment being planned for the Farmers Market will highlight local talent with different performers scheduled each week.

During certain times of the year when the oceanside community schedules other events such as Pismo Beach Western Days, the Pismo Beach Jazz Jubilee by the Sea and the Mardi Gras Jazz Festival, entertainment will be themed to reflect and promote these events he added.

Blankenburg said the "mix" of entertainment at the Farmers Market will also include jugglers, puppet shows for children, clowns, belly dancers and rock and roll bands.

Blankenburg said booth space at the Farmers Market is free to merchants who are members of BIG and BID. Admission is also free.

Besides Pismo Beach, Farmers Markets are also held weekly in Arroyo Grande and San Luis Obispo.



HARVEST VALUES — Charlie Brandt of Pismo Beach holds a basket of produce she won in a giveaway during opening day ceremonies at the new Farmers Market in the community.

Photo by Glenn Bolivar

OAK PARK
FARMERS MARKET

GRAND OPENING
JUNE 10, 1992



Tuesday at the market

JULY 9, 1992



In Pismo Beach, vendors and buyers are gathering this summer on Tuesday afternoons at the city parking lots located at Dolliver and Main streets. Fresh produce and more is on sale, and buyers are drawn in search of bargains and fresh food. A sampling of the goods includes the barbecue grill, above. Tending to the meat on the fire are Dan O'Donnell, left, William Witten and Bill DeJarnette, in chair. At right, Jose Velasquez of Santa Maria shows off his produce as Newell Fetter contemplates a purchase.



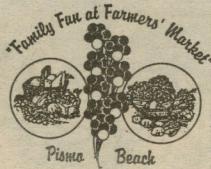
Robert Dyer/Telegram-Tribune

Farmer's Market

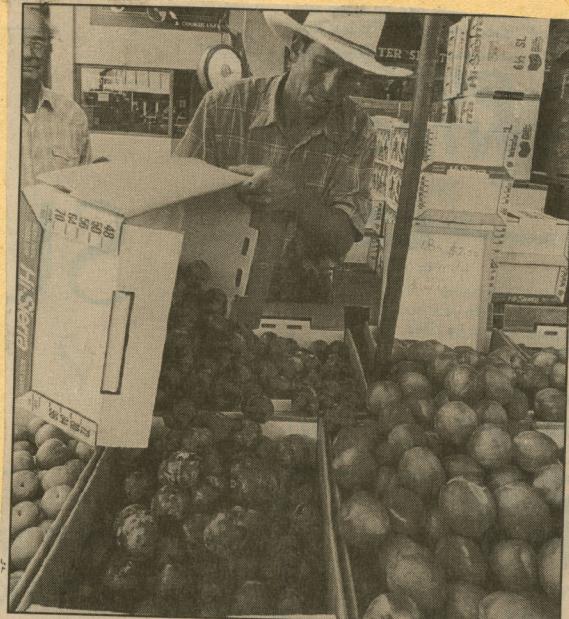
Every Tuesday

4-8 p.m.

Dolliver &
Main
Downtown
Pismo Beach



- ★ Fruit & Vegetables
- ★ Free Popcorn
- ★ BBQ's
- ★ Music & Entertainment
- ★ Car Display
- ★ Merchant Booths
- ★ Free Parking



Robert Dyer/Telegram-Tribune

Warren Witten of Arroyo Grande sells plums at Farmers Market.

July 17, 1992



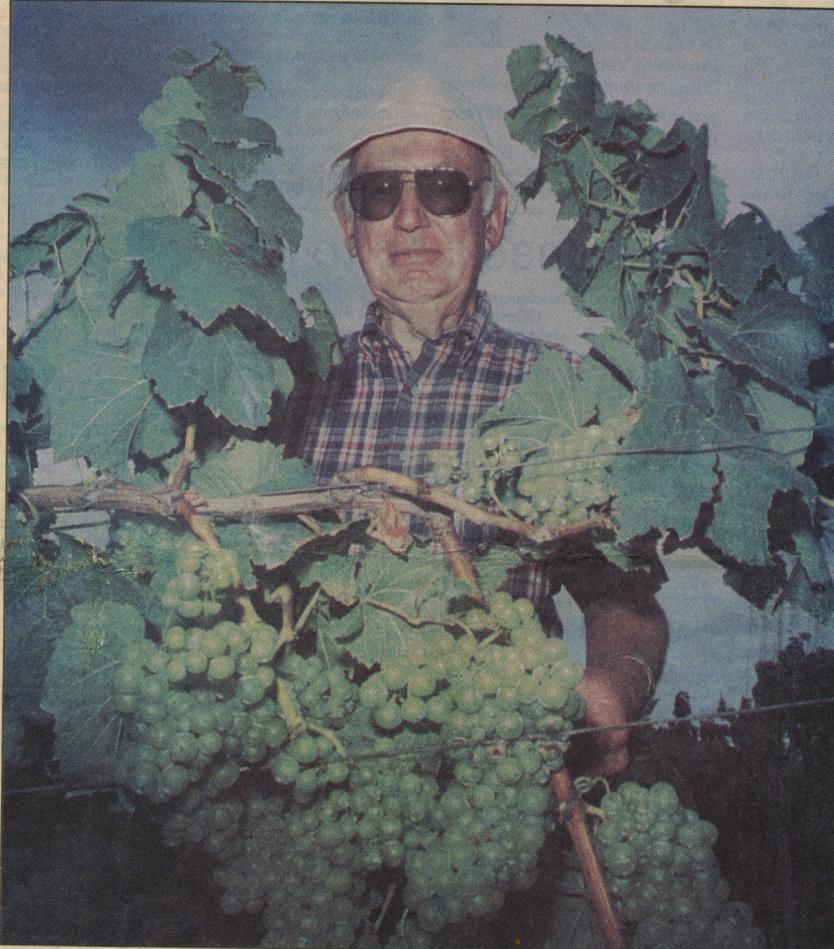
AT THE MARKET — Jimmy and Candy Vaughan (above), known as The Cowboy and The Lady, perform at a recent Pismo Beach Farmers Market, where florist Kami Castillo sells her wares (below). A rumor indicates "Elvis" will appear at the downtown market on Tuesday, when it will be '50s Night. Special entertainment will include rock 'n' roll music, a Hula-Hoop contest and games. Farmers will be selling fresh-picked fruits and vegetables, merchants will be selling gifts and souvenirs, and several food booths will offer hamburgers, sirloin beef sandwiches, ribs, clam chowder, Italian food and tarts. The market is held each Tuesday from 4 to 8 p.m. by the Pismo Beach Business Improvement Group, the Business Improvement District, and the Farmers Market Association of San Luis Obispo County.

Photos by Dick Blankenburg



JULY 17, 1992

Toasting success



Robert Dyer/Telegram-Tribune

Jack Foott, checking on Chardonnay in Edna Valley, helped revitalize the county's wine industry.

Recreation at Farmer's

PISMO BEACH — Pismo Beach Recreation invites the public to attend an evening of performances, demonstrations and displays of their summer classes on Tuesday evening, July 28. The event will take place at the Pismo Beach Farmer's Market from 4 to 8 p.m. on the corner of Main and Dolliver.

For more information, call Pismo Beach Recreation at 773-4658.

Fri., July 24, 1992



THE KING RETURNS — Rob Allyn of Santa Maria makes his debut as Elvis at the Tuesday night Pismo Beach Farmers Market, where he charmed an audience of young and old alike.

Photo by Glenn Bolivar



SURPRISED — Arroyo Grande 4-H member Brian Bathe can't believe he is having his picture taken during the Pismo Beach Farmers Market Tuesday. Bathe and his grandmother, Evelyn Fernamburg, eat a hamburger from one of the participants in the market. The market takes place from 4 to 8 p.m. Tuesdays in Pismo Beach at Dolliver and Main Street.

Photo by Glenn Bolivar

Pismo fire, police demonstrations to be featured at Farmers' Market

PISMO BEACH — The Pismo Beach Fire and Police departments will feature rescue demonstrations and a drug awareness booth during Farmers' Market on Tuesday.

The community's fight against drugs has resulted in the development of a DARE program (Drug Awareness Resistance Education), which will be showcased with a booth selling DARE T-shirts, hats, bumper stickers, and bracelets. The Police Department hopes to show visitors drug awareness videos in the back end of a DARE van, which comes fully equipped with a stereo, TV monitor, and VCR.

The expo will also feature a police dog specially trained to detect drugs, as well as an all-terrain vehicle used by the police department for beach rescue operations.

The Pismo Beach Fire Department will participate in the expo by conducting a mock rope rescue mission, using an aerial ladder truck, for a victim that has fallen over a cliff.

At the Pismo Beach Farmers' Market, local merchants offer a tantalizing array of fresh fruits and vegetables, as well as beachwear, jewelry and flowers.

Farmers' Market is located on city lots at the corner of Main and Dolliver (Highway 1) streets from 4

p.m. to approximately 8 p.m.; free parking is available. For more information concerning Farmers' Market, contact the Pismo Beach Chamber of Commerce at 581 Dolliver St., Pismo Beach, 93449, or call 773-4382.

Aug. 28, 1992—



Head over heels

Four-year-old Lauren Holt, daughter of Robin and Ben Holt of Chino, is released from the stretcher by Pismo Beach Fire Department Engineer Rick Vreeland, left, and firefighter Brett Gervosoni. At right, Vreeland demonstrates an unusual rappeling technique. These demonstrations were part of the police and firefighting night at Farmers' Market in Pismo Beach Tuesday. Police dog Daago along with handler John Lehr and victim Det. Bob Petetit also gave a show of Daago's abilities. The officers were under the direction of Pismo Beach Police Chief Brook McMahon and the firefighters were under the direction of Pismo Beach Fire Department Chief Paul Henlin.

Photos by Dick Blankenburg and Debbie Aberle



SLO Council raises Farmers Market fees

By Ken McCall
Telegram-Tribune

The cost of doing business Thursday nights at San Luis Obispo's Farmers Market just went up a bit.

The City Council approved a package of rules and fee changes sought by the downtown Business Improvement Association for its weekly Thursday night street fair.

Among the changes is a clear statement that a barbecue permit shall be revoked whenever a business changes ownership.

A conflict flared up recently between restaurateurs and the BIA because restaurant owners wanted to sell their permits with their business. The BIA maintained that the event was never intended as a regular business activity and the permits cannot be sold.

But the fee changes were the only issue that caused disagreement Tuesday night.

BIA administrator Lynn Block told the council that costs for the Farmers Market/Thursday Night Activities were going up \$8,500 and the organization needs to hike fees to remain self-sufficient.

Included in the increases sought by the BIA:

- Information and non-profit groups would pay \$10 a night instead of \$5.
- Barbecuers would have their rates increased 5 percent to 16 cents a square foot.

The discrepancy of a 100 percent hike for information tables and a 5 percent increase for barbecues brought objections from council members Bill Roalman and Peg Pinard.

Roalman questioned the BIA's figures and suggested the group's own survey of other farmers markets indicates that barbecuers here weren't paying as much.

Roalman proposed an 18 percent fee hike across the board to cover the increase in costs.

"I think information groups are an integral part of Farmers Market," Roalman said.

Pinard pointed out that if an information table paid the same square-foot fee that the barbecues pay, their cost would be about \$2.50 a night.

But Block said an increase was needed for information tables because much of the paper they hand out is discarded and has to be cleaned up as litter. The tables, she said, bring in about 12 percent of the revenue for Farmers Market, but cost more than

that.

Georgia Sanford, who said she has been operating a literature table for the Socialist Party for almost seven years, said she wouldn't be able to afford the new fees.

"An information table doesn't make a profit," said the San Luis Obispo artist. "I accept donations for buttons and bumper stickers and I take in about \$12 a night. I can just barely afford to buy more buttons and literature."

But Mayor Ron Dunin pointed out that the BIA members tax themselves to support the organization and the

only real jurisdiction the council has is administering the tax.

"This is something new when we are going to tell the BIA what is best for them," Dunin said.

The council majority agreed, defeating Roalman's motion to increase all fees 18 percent and approving the BIA's requests, both on a 3-2 vote with Roalman and Pinard dissenting.

In another action, the council approved an ordinance requiring installation of water-saving plumbing fixtures if a structure is sold or its ownership changes, if the use changes, or if a remodeling project

adds or alters a bathroom.

The sellers will be responsible for the changes and will have to submit proof to the city Water Conservation Department that the plumbing has been installed. The city will then sign off on the changes and a certificate will be included in the escrow package for the property.

September 2, 1992



A HEAD OF THE GAME — At the new Farmers' Market in Pismo Beach, area residents can purchase fresh fruit and produce every Tuesday from 4-8 p.m. that is locally-grown by Central Coast farmers and growers from neighboring areas of the state.

Photo by Glenn Bolivar

Sept. 4, 1992—



SUCCESSFUL EXPERIMENT — The Farmers' Market in Pismo Beach will start a month earlier in 1993.

PB Farmers' Market extended to Oct. 27

By Celeste Wheeler
Special Sections Editor

PISMO BEACH — Operation of the city's new Farmers' Market, which opened June 1, has been extended through October, according to Dick Blankenburg.

Blankenburg is chairman of the Farmers' Market committee for the city's Business Improvement Group, a sponsor of the activity.

"What started as an experiment has been so successful thus far, we decided to continue through October. We also decided to start the market a month earlier next year," he noted.

Beginning Oct. 1, the Farmers' Market, which is open Tuesdays from 4 to 8 p.m. will close an hour earlier at dusk (approximately 7 p.m.).

"New hours were set for October because the sun will be setting earlier then," Blankenburg explained.

"Also, we can't predict how the market will be affected when tourists go home and produce isn't as plentiful later in the year," he added.

Blankenburg said one thing that makes the Farmers' Market in Pismo Beach "unique" compared to similar open-air markets in the South County is that it offers entertainment.

"And, entertainment themes change each week. Some weeks we have a Western theme, other weeks it's Dixieland," said Blankenburg.

Recently, the Farmers' Market crowd was treated to the vocal strains and pelvic gyrations of Elvis whose show was "very popular."

"We definitely plan to have him back," Blankenburg continued.

The weekly Farmers' Market also features merchant booths and food concessions operated by local businesses and groups.

"People can also buy souvenirs of their visit to the coast, feast on clam chowder and snack on free popcorn," Blankenburg continued.

Besides BIG, other sponsors of the Pismo Beach Farmers' Market are the city's Business Improvement District and the San Luis Obispo County Farmers' Market Association.

Other activities sponsored by BIG in Pismo Beach are the annual car show, Mardi Gras and Dixieland Jazz festivals, Pumpkins on the Pier, a free Easter egg hunt and arts and crafts at the city's annual Clam Festival.

The Farmers' Market fills two city parking lots at Dolliver (Highway 1) and Main streets in Pismo Beach.

Photo by Glenn Bolivar

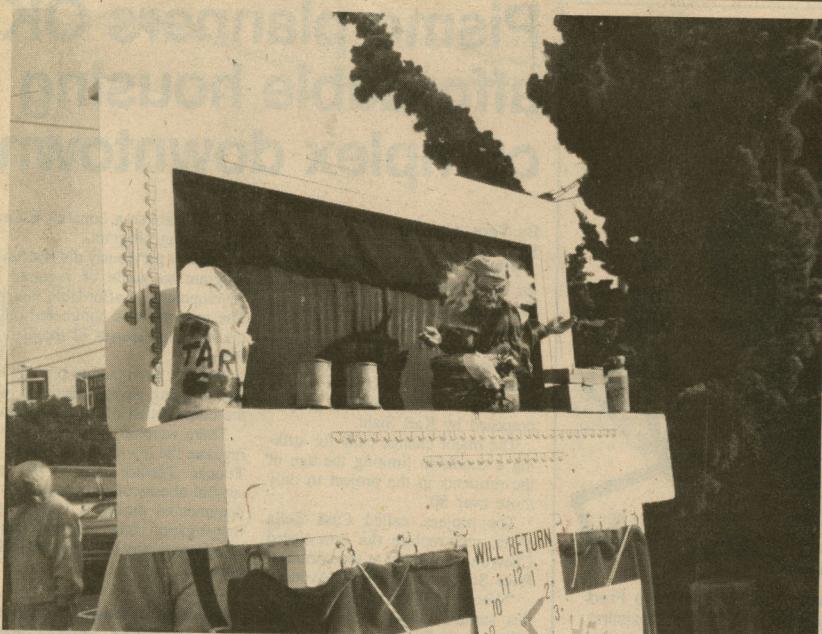
Sept. 4, 1992—



SWINGIN' AND STOMPIN' — The SLO County Attitude Dance Team will be back in Pismo Beach on Tuesday, struttin' their stuff at the Farmers' Market along with country singer Tony Gonzales. Gonzales will also be singing at Cypress Landing during Pismo Western Days Sept. 18, 19 and 20. Anyone interested in western dancing is invited to join the team every Sunday at 3 p.m. at the San Luis Obispo Elks Lodge.

Photo by Lena Rodriguez

Sept. 9, 1992—



GOOD SHOW — Below, children have a fun time watching the puppet show, pictured above, sponsored by the San Luis Obispo County Health Department. The show brings kids messages about staying healthy in a fun way. This was part of the activities at the weekly Farmers' Market in Pismo Beach which is held from 4 to 8 p.m. Tuesdays at the corner of Main and Dolliver. Farmers' Market continues through the month of October.

Photos by Dick Blankenburg



Farmers' Market

Arroyo, Pismo

PISMO BEACH — Family fun in Arroyo Grande and Pismo Beach includes the weekly Farmers' Markets.

Every Tuesday from 4 to 8 p.m. at Dolliver and Main streets in Pismo people will find music, entertainment, fruits and vegetables, merchant booths, free popcorn, barbecues and car displays. Parking is free.

On Wednesdays from 10:30 a.m. to 2:30 p.m. the Arroyo Grande Farmers' Market is held in the K Mart parking lot. Arroyo Grande also has market each Saturday from 11:30 a.m. to 3 p.m. behind City Hall.

Local apple fest on Thursday

SAN LUIS OBISPO — October is National Apple Month.

San Luis Obispo will pay tribute to one of America's favorite fruits during the fourth Annual Apple Festival on Oct. 1.

The event celebrating the county's apple harvest is sponsored by the San Luis Obispo County Farmers' Market, the downtown Business Improvement Association and the City Recreation Department.

The festival will include a wide

variety of apple related activities including apple pie baking and shrunken apple-head contests, cider making, grafting demonstrations and an "Ode to the Apple" poetry display for children. Apple jugglers, the Moonshine Cloggers and musicians will also be involved in the festivities.

City officials and local television and radio personalities will be on hand judging the contests, and Johnny Appieseed will make an ap-

pearance to tell the tale of America's apple orchards.

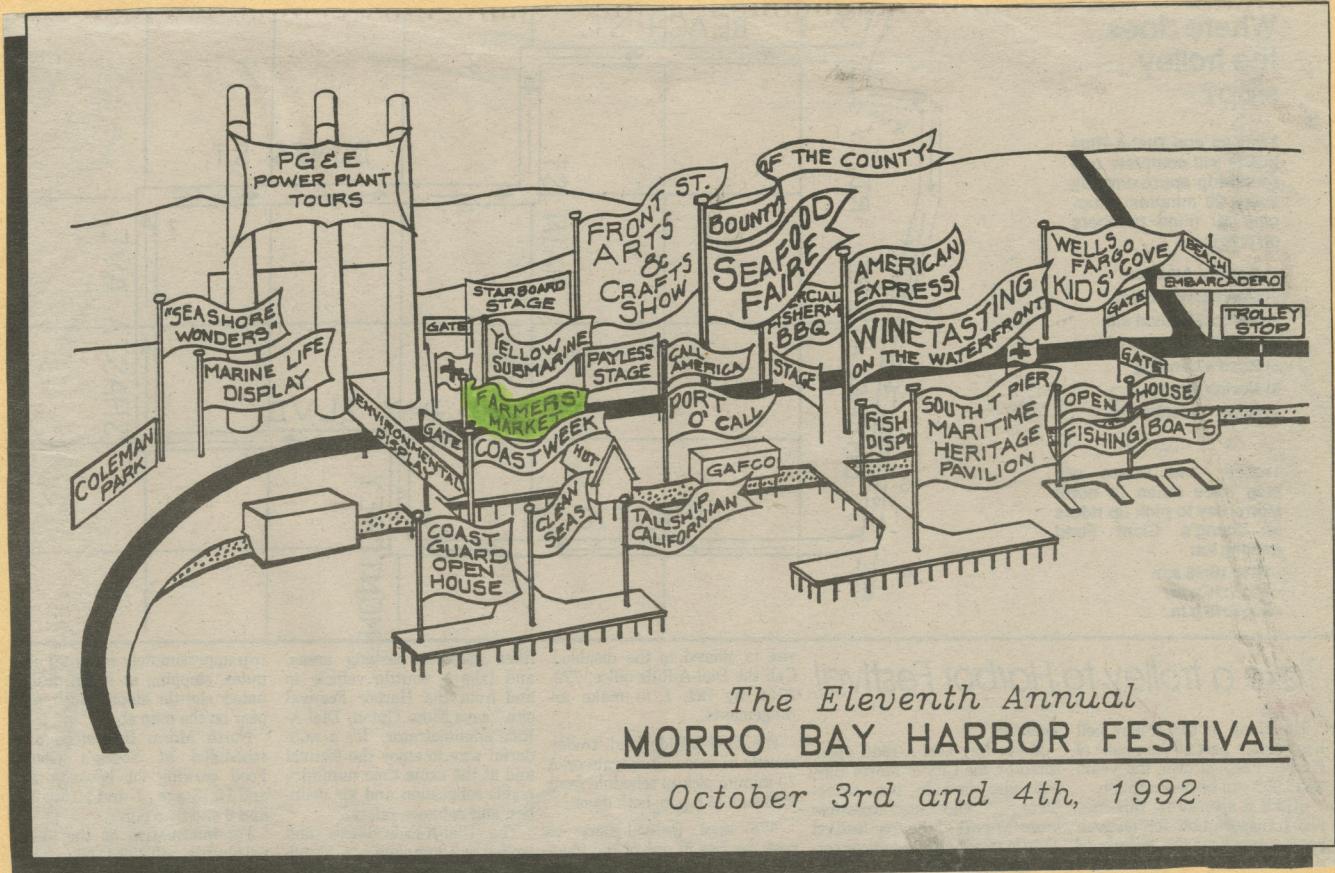
Local merchants plan to make special apple dishes in downtown restaurants and shops in honor of the occasion. Caramel-covered apples dipped in nuts, apple dumpling sand apple truffles are just a few of the specialties that will be featured. Store owners will also donate prizes for the winners of various contests.

For additional information about the festival, call 541-0286.



SEPTEMBER 26, 1992





The Eleventh Annual **MORRO BAY HARBOR FESTIVAL**

October 3rd and 4th, 1992

Farmers' Market hours extended through October

PISMO BEACH — The Farmers' Market has been extended through the end of October after posting a successful first summer, officials said.

The market starts at 4 p.m. each Tuesday at Dolliver and Main Street and will be open until dusk. Special entertainment for the month will include a return appearance of Elvis in the person of Rob Allen, Pismo Beach, on Oct. 13.

The Market's first season will

wind up with Haunted House and other holiday entertainment on Oct. 27.

"Farmers' Market has been very successful through the cooperative and joint sponsorship of the Farmers' Market Association of San Luis Obispo County, the Business Improvement District and the Business Improvement Group," according to Dick Blankenburg, Farmers' Market chairman.

For more information, call 489-4206.

Oct. 9, 1992—



HAND-PICKED — Valley View Adventist Academy first and second graders trekked to Rutiz Farms in Arroyo Grande for pumpkins and other vegetables. They learned about organic farming from owner Jerry Rutiz. Pictured above, first-grader Eric Corral, left, carries some celery and pumpkin back while second-grader Melissa Crooks tries to balance a pumpkin and some carrots. Below, Rutiz, third from left, explains the crops to the students. At right, is teacher Intissar Issa.

Photo by Robert Oliver



OCTOBER 18, 1992
FARMER MARKET BARBECUE
BIDDLE PARK







SUNDAY
JUNE 21, 1992

Los Angeles Times

Sue Hamilton of Oxnard displays oranges at the Villa Street Farmers' Market in Pasadena.



Harry Trepanier of Rosemead arranges fresh cut flowers at the Villa Street market.



LOU MACK / Los Angeles Times

Jerry Schletewitz, who trucks his produce from Fresno, makes a sale at his stand at the Monrovia Farmers' Market.



LARRY ABELLERA / For The Times



LOU MACK / Los Angeles Times

Local farmers' markets offer something for everyone. In San Dimas, top, fresh asparagus is sold by the bundle. In Glendale, right, jars of pickles and olives await buyers. And in Monrovia, Caitlin Rohan of Monrovia, left, and Ashley Trueblood of La Canada Flintridge take their pick of fresh cherries.



Oct. 23, 1992—

R.I.P.

"Come on Down!"
To the Pismo Beach
FARMER'S MARKET

Tuesday, Oct. 27 • 4-6 p.m.
at the corner of Main & Dolliver Street
Downtown Pismo Beach

HAUNTED HOUSE
Free to Everyone!

Sponsored by Pismo Beach
Business Improvement Group (B.I.G.)
The Pismo Beach Business Improvement District (BID)
and the S.L.O. County Farmer's Market Association.
This is the last Farmers Market for the year.
See you again in May 1993.



FARMER'S MARKET BOARD
1993

PRESIDENT
MIKE CERONE
VICE PRESIDENT
FRED ORMONDE

SECRETARY
CHARLOTTE TURNER
TREASURER
JIM PARK



HALLOWEEN
PISMO BEACH
1992









December 18, 1992

Market beats highway

Farmers Market lovers can rest easy — Caltrans has decided to reroute Highway 227 so the Thursday

night street fair won't have to break state laws every week.

The city currently shuts down two blocks of the state route that winds through downtown for the event, in violation of state highway closure laws.

The new route, which will become official next week, will run down

South Street between Broad and Higuera streets, turn south on Higuera and then head west on Madonna Road to the Highway 101 on-ramps.

Caltrans will assume responsibility for maintaining that route and will relinquish ownership and maintenance duty for portions of Broad, Higuera and Marsh streets.

FEBRUARY 18, 1993

Arroyo hopping toward Easter

ARROYO GRANDE — Members of the Village Merchants Association already are getting ready for a big Easter celebration, scheduled April 3.

John Clark, chairman of this year's activities, said there will be an arts and crafts fair, food and game booths and entertainment behind City Hall, along with the traditional Easter egg hunt.

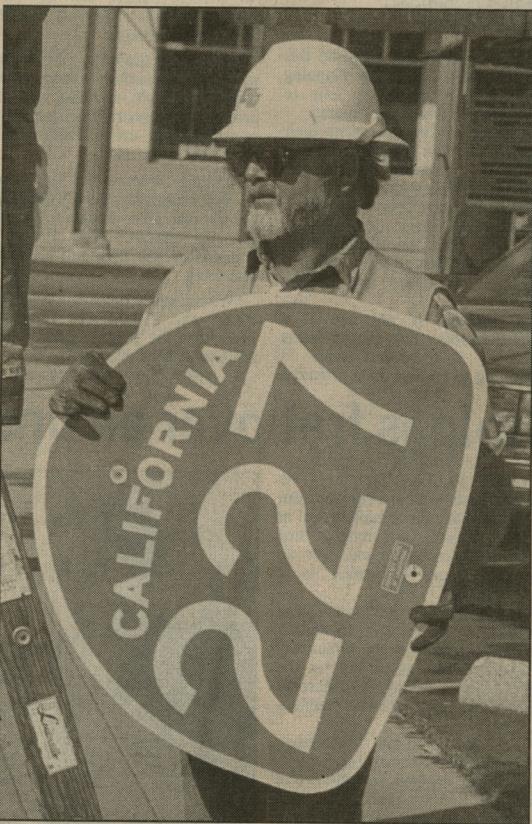
The hunt will be staged on the lawn-covered block between Short, Nelson and Mason streets.

Non-profit organizations will be given first preference for the arts and crafts booths, Clark said, but space is limited "so get your applications in soon."

The Farmers Market also will be staged in the same area that day, said Clark, with extended hours and more participants.

February 10, 1993

Recycling program



David Middlecamp/Telegram-Tribune

Caltrans worker Michael Block removes a Highway 227 sign last week along Broad Street in downtown SLO. The sign was to be reinstalled along the highway's new route, part of an agreement to enable the city to continue blocking off Higuera for Thursday night Farmers Market.

Farmers markets open

Despite the wet weather, all farmers markets in the county are open — rain or shine.

That includes the Saturday 8 a.m. to 10:30 a.m. market at the Gottschalks parking lot in San Luis Obispo; the Saturday 11:45 a.m. to 3 p.m. market at Arroyo Grande village; the Wednesday 10:30 a.m. to 2:30 p.m. market at Kmart in Arroyo Grande; the 3 to 5 p.m. Thursday market at Young's Giant Foods in Morro Bay and the downtown Thursday night market in San Luis Obispo.

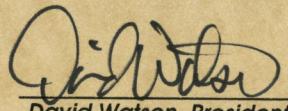
For more information, call 544-9570.

March 5, 1993

Pismo Beach Business Improvement Group
**Recognizes Your
Outstanding Contribution**

To the 1992 Farmers' Market

John Turner


David Watson, President

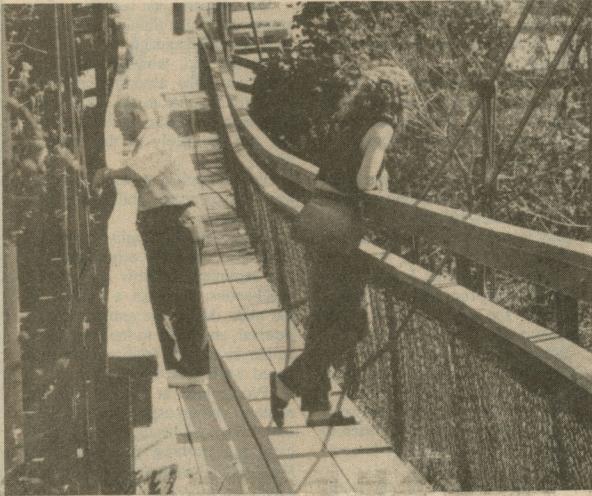


Mar. 10, 1993—

At the Farmers' Market



Rain and sunshine have brought a bounty of crops — and customers — to the Farmers' Markets held in Arroyo Grande Village each week. Clockwise from top left, Samm Spears waits in the grass while relatives shop; Hamilton Nursery flowers lend a splash of color; an unidentified vendor bags a customer's apples; shoppers pause to enjoy the scenery from the swinging bridge. New crops of strawberries and asparagus are now available, along with lettuce, cabbage, artichokes, honey, eggs, fresh and dried flowers, and bedding plants. The markets periodically include bake sales, too. The market is open on Saturdays from 11:45 a.m. to 3 p.m. in the Village, where entertainers perform in the gazebo. A Wednesday market is held from 10:30 a.m. to 2:30 p.m. in the K mart parking lot on West Branch Street. For more information, call 489-0889. Photos courtesy of Debra Hentges



Survey: PB tourists

By Vern Ahrendes
Staff Writer

PISMO BEACH — The promotional arm of Pismo Beach appears to have tapped into a frugal mother-lode in Southern California.

A survey of summer tourists revealed an equal number of visitors are traveling north from the Los Angeles as those traveling west from the city's "gray train" in the San Joaquin Valley, according to Walter Perlick of Cal Poly.

"A check of 250 questionnaires indicated the guests came evenly from Southern California and the San Joaquin Valley," said Perlick, director of the Center for Business and Economic Research of the Cal Poly business department.

"We suspected there was an increase from Southern California, but something has happened to increase the popularity of Pismo Beach."

The survey showed a preference among tourists for dining in Pismo Beach as 67 percent dined locally at least one day of their stay.

"(F. McLintocks Saloon and Dining House) is the overall favorite

dining spot, although a wide variety of restaurants were mentioned," Perlick said.

Of the 40 mentioned, other restaurants noted more often than average were Trader Nick's, Rosa's Italian Restaurant, Alex's Bar-B-Q of Shell Beach, Olde Port Inn in Avila Beach and Sea Cliffs, he said.

And the survey showed there still is not much for tourists to do after dark.

"The two biggest recreational attractions for tourists were walking on the beach and walking on the Pismo Pier," Perlick said. "But both of those activities are not economically beneficial."

Perlick added, "The one response that caught me by surprise was the Farmers' Market ranked third on the list."

A trip to the Tuesday evening market in Pismo was ranked ahead of trips to the wine country, Hearst Castle, and art galleries and festivals.

The number of tourists supporting the market also outdistanced those who liked to ride bikes and horses in the area.

Finishing last in the tabulations were those who liked the fishing and golfing opportunities.

"I was surprised by the low percentage of golfers," Perlick said. "I think it is that tourists do not relate golf to Pismo Beach."

April 2, 1993



Robert Dyer/Telegram-Tribune

San Luis Obispo Mayor Peg Pinard and Dick Cleeves, owner of The Greenery and a BIA board member, announce the completion of the new downtown water main at Farmers Market Thursday night. The leaky, century-old 6-inch line, right, was replaced by a new 10-inch version.

WANTED

Vendors for Pismo Beach
Farmer's Market every Tuesday

May - October • 4-8 p.m.

Corner of Main & Dolliver

Retail, Crafts, etc.

"Family Fun at Farmers' Market"
Limited space
available



Contact:
Ed Castillo
773-1037
Laura Lindquist
773-6181

Deadline April 19

FARM CONFERENCE 1993
SAN LUIS OBISPO











An Old-Fashioned
Easter
in the
Village



Arroyo Grande Village
SATURDAY, APRIL 3
9-5 p.m.

Hey Kids!

Bring your parents and your pets.
Come Celebrate Easter in the Village!

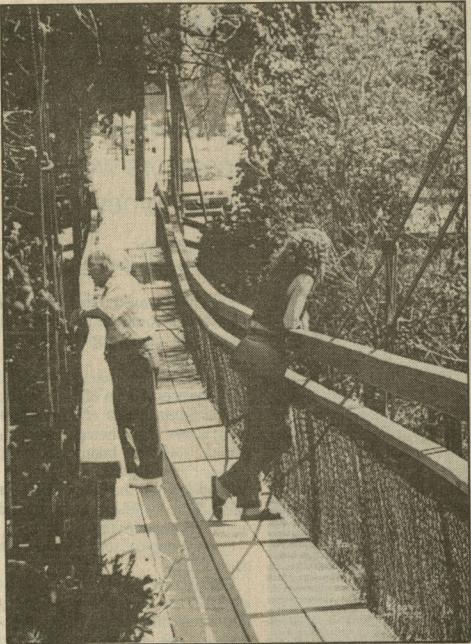
FUN FOR THE WHOLE FAMILY

- **Easter Egg Hunt** — for children ages 2-8
11-12 p.m. on lawns at Short and Mason Street just across the Swinging Bridge. Lots of Prizes.
- **Arts & Crafts Show**
9-5 p.m., behind City Hall
- **Farmer's Market**
9-5 p.m., behind City Hall
- **Entertainment**
(All day at the Gazebo) Music, Jugglers, Tightrope Walkers, Gymnastic Exhibition

Costume Contest for kids & adults!
1 p.m. at the Gazebo,
Ages Welcome!







Visitors enjoy a favorite Arroyo Grande landmark.



Debra Hentges

Portraits of county's lifestyle

Photographer got the picture after brief visit to market

By Carol Roberts
Telegram-Tribune

ARROYO GRANDE — Debra Hentges took a wrong turn while on her way to visit a friend in Edna one day and ended up at Farmers Market in the Village. "I went home to Orange County, packed my bags and moved back up here 10 days later," said the 35-year-old single mom.

It was the Farmers Market that hooked her and subsequently led to her current occupation.

The rural flavor of farmers selling home-grown produce and the children who showed up there charmed her. She took their pictures.

"It reminded me of 'The Waltons,'" she said. "Now we go there every Saturday to buy our vegetables."

Parents soon found out about Hentges' penchant for kids. Now they bring them to her photo studio on North Halcyon Road.

She doesn't pose them. She puts them on a rocking horse, with books or toys and just "lets them do their thing."

Sometimes, she said, hers turn out to be the "photo sessions from hell," but the results that line her walls speak for themselves — lots of children caught doing what comes naturally.

Outgoing, with an infectious smile, Hentges talks about "always wanting to be a photographer, but I always had to do things to make money."

One of those things included being a special kind of travel agent in Beverly Hills for 12 years. She escorted celebrities, including Alan Alda, Elton John and Frank Sinatra, all over the world.



Arroyo Grande flower seller chalks up another sale.



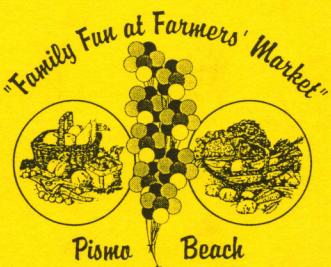
Buba Ramey blows hot licks for Farmers Market fans.



Ashley Wagner is dressed for Strawberry Festival.

Farmers' Market

**Every Tues. 4 pm-Dusk
May through October
Dolliver & Main St.
Downtown Pismo Beach**



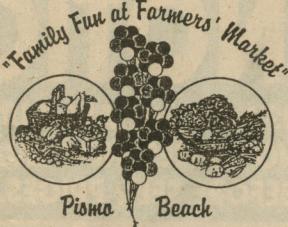
- ★ **Fruit & Vegetables**
- ★ **Free Popcorn**
- ★ **BBQ's**
- ★ **Music & Entertainment**
- ★ **Car Display**
- ★ **Merchant Booths**
- ★ **Free Parking**

April 30, 1993 —

**Starts
Tuesday May 4**

Farmers' Market

**Every Tuesday 4-8 p.m.
Dolliver & Main St.
Downtown Pismo Beach**



- ★ **Fruit & Vegetables**
- ★ **Free Popcorn** ★ **BBQ's**
- ★ **Music & Entertainment**
- ★ **Car Display**
- ★ **Merchant Booths**
- ★ **Free Parking**

Farmers Market slated to start

PISMO BEACH — Bouquets of fragrant flowers, fresh colorful fruits and vegetables, lively entertainers and tasty treats will return to this beach community Tuesday, May 4 at 4 p.m. with the beginning of the summer Farmers Market.

May through October the corner of Main and Dolliver streets will come alive on Tuesdays from 4 to 8 p.m. as local farmers bring their goods to "market." Local restaurants and vendors will form a food court for the public to purchase local specialties and products.

The Farmers Market is eagerly awaited by residents and visitors alike, marking the "unofficial" beginning of the summer season. Pismo Beach's Farmers Market is one of several held in San Luis Obispo County.

The Pismo Beach Farmers Market can be reached from U.S. 101 by exiting at the Pismo Beach/Highway 1 exit going south, or from the Price Street exit heading northbound.

For information on the market and other events and activities, contact the Pismo Beach Chamber of Commerce and Visitors Bureau, 581 Dolliver St., Pismo Beach 93449, or telephone 773-4382 and toll-free in California (800) 443-7778.

MAY 12, 1993



BACK IN BUSINESS — Braving the threat of showers, Vivian Sutherland of Shell Beach selects fresh onions from a vendor during the Pismo Beach Farmers' Market on Tuesday. The downtown market will be open on Tuesdays from 4 to 8 p.m. through the summer, offering fresh produce and entertainment. The weekly market is sponsored by the Pismo Beach Business Improvement Group and the Farmers' Market Association of San Luis Obispo County.

Photo by Glenn Bolivar



MUSIC FLOWS — Bubba Ramsey and his saxophone joined other musicians for a sidewalk concert at the Pismo Beach Farmers Market on Tuesday. Photo by Glenn Bolivar

May 31, 1993



David Middlecamp/Telegram-Tribune

Christina Mina holds a flat of Chandler variety strawberries from the Sato Farm. The heart-shaped fruit was feted for the 10th year.

A sweet taste of success

Arroyo's Strawberry Festival deemed best yet

Tens of thousands of strawberry lovers converged on nine small blocks of Arroyo Grande's village area over the weekend.

Strawberry Festival organizer John Clark said it was the best festival in the event's 10-year history.

"It was a tremendous success," Clark said. "The vendors, public and entertainers were all unanimous this was the best one we ever had."

A total of between 230,000 and 250,000 people came over the two days of the festival, Clark said, about the same number as last year.

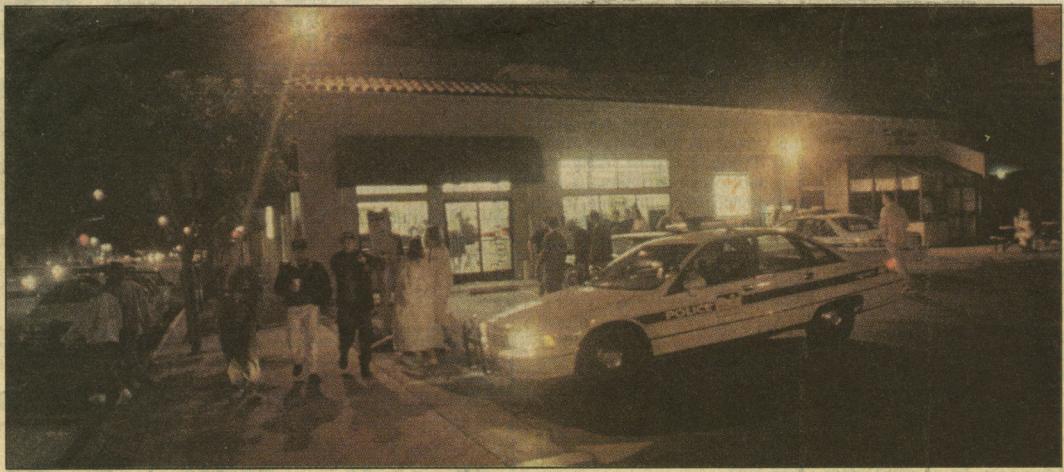
Perfect weather and 6,000 servings of old-fashioned strawberry shortcake sated the huge crowds, who also listened to music, browsed for crafts and ate strawberries.



Bridge Street was crowded Saturday morning for the kick-off.



Travis Reed promotes his garlic products at the festival.



Robert Dyer/Telegram-Tribune

SLO police officers cruise the 7-Eleven parking lot at Marsh and Broad streets on Thursday night to discourage loiterers.

June 5, 1993

On the fringe

A few steps away, violence shadows Farmers Market

By David Eddy
Telegram-Tribune

Everyone seems to love Thursday nights in San Luis Obispo — tourists strolling Higuera Street munching on ribs, locals waving to friends while picking up some fresh vegetables, and gang members looking for a fight.

Nearly every week there's a report of violence in the downtown area, usually after Farmers Market closes at 9 p.m.

This past Thursday eight youths from Santa

Maria got into a fight with four from San Luis Obispo, possibly over a drug deal.

The weapon of choice among Central Coast gang members — a baseball bat — was used, along with half a pool cue. The fight occurred at the corner of Monterey and Chorro streets at about 9:45 p.m.

The eight kids piled into two cars and headed down Highway 101, where police were able to pull over one of the cars. The four in the car claimed to be gang affiliates from Santa Maria, police said.

The youths — all of them under 18 — were

arrested and turned over to the Juvenile Services Center or released to their parents.

But a week earlier there was an incident that was even scarier for the average citizen. A Cambria farmer, having packed up his truck with unsold produce, stopped at the 7-Eleven at Marsh and Broad streets just after 9 p.m.

A crowd of 50-plus young people were gathered in the parking lot when 46-year-old Michael Limacher pulled up. One tossed a lit

Please see Market, A-4

cigarette into the bed of the pickup.

When Limacher got out to remove it, he was grabbed and thrown to the ground. He managed to scramble into his truck and drive away, but not before the side panels were dentied by young people wielding sticks and a beer bottle exploded on the rear window behind his head.

"I don't understand why that window didn't break," said Limacher, who was back at Farmers Market Thursday night selling organic vegetables.

An 18-year county resident, Limacher said he knew there were problems in the area with gang members and young people who emulate gang members — "wannabes," as they're known — but he said he didn't grasp the scope of the problem.

"I didn't realize they were so extremely violent," he said. "They were like dogs going after a cat."

Like many county residents, he said he thought San Luis Obispo was a safe haven from what he considered a big-city problem.

"I'm just a country boy," he said. "I'm not used to these L.A. trips."

It's not L.A. it's quaint, charming San Luis Obispo. But recent events have people wondering: Is it safe to be downtown when Farmers Market closes?

Most people will never see the occasional assaults, the drug deals, or other parts of what could be called the event's seamy underbelly.

It's all just off to the side of Higuera Street, and much of it takes place after most people have gone home.

On this Thursday night, police visited the 7-Eleven lot where Limacher had been attacked several times to shoo people away. In the past the police couldn't do it because they weren't authorized by the property owners. But both the owners of the 7-Eleven and Muffins and More next door — which was burglarized May 27 — called the police and authorized them to disperse loiterers.

At about 8 p.m. the 7-Eleven clerk called, and minutes later police were moving about 30 young people away.

"Oh, that's how it is," said one young man to a motorcycle patrolman. "OK, I'll get my black ass out of here."

"I don't care what color it is," shot back the helmet-clad patrolman, "I just want it off the lot."

Police made several passes through the area during the evening, but only made one arrest, for possession of a small amount of marijuana.

A random sampling of those at the market this week found most people aren't too concerned with the increasing crime.

Bill Morgan, who was strolling along with his wife, Roxanne, and 10-month-old daughter Isabel, was typical. His big concern was that the event is too popular.

"It's really gotten crowded," said the Shell Beach resident as waves of people surged past. "But that's part of being a successful Farmers Market, I guess."

Morgan said he comes regularly and often stays until closing time, and he's never encountered any problems.

"I just wish I could get through easier," he said, pushing Isabel ahead in the stroller.

To tourists, particularly those from larger cities, the notion that there are problems stemming from Farmers Market is laughable.

Mike Shirk, an engineer from Kansas City, got hooked on Farmers Market while on assignment to the Central Coast for several months. He'd bring home T-shirts and other Farmers Market souvenirs with him when he returned home for a visit.

"It's now known throughout Kansas City," he joked.

This week he was on vacation, and he had brought his wife, Kathy, and 3-year-old son Curtis along. He had made a point to bring his wife to the market, and she was equally enthusiastic.

"Whenever we come back, we'll be sure to visit," she said.

Mike Morris, a Morro Bay resident, also said he's never had any trouble.

"I've heard the concerns," he said, "but any time you get this many people you're going to have problems."

Besides, noted Morris, there wouldn't be a Farmers Market if young people didn't cause trouble. He should know, as the San Luis Obispo native was one of those teens many years ago.

Back in the 1960s, Morris and his buddies would hop into a big boat of a car and slowly drive down Higuera

Street on Thursday night, the night the stores stayed open late.

"You'd cruise Higuera, turn up Marsh and make a loop."

Downtown merchants were upset that business was being hurt, so they convinced the City Council to close off Higuera Street. And once the street was closed, the stage was set for Farmers Market.

At any rate, Morris said part of the problem is just perception. People get concerned when they see all the teens hanging out, when most of them don't harm anyone. He said his nephew comes down from Paso Robles with his friends every week to spend some time, and they never get into trouble.

"It's just a few bad kids that give it a bad name."

One man, who has a teen-age daughter at San Luis Obispo High School, would agree. The man, who declined to give his name, said that he wasn't surprised by last week's incident when Limacher was attacked.

He heard from his daughter that it was all around the high school there would be problems at Farmers Market that night.

"She said: 'Don't take the kids down there, Dad, there's going to be problems.'"

He said the area around Broad and Marsh streets has become known by many teens as the best place on Thursday nights to buy drugs, find out where the big parties are going to be or just hang out.

Just then two foot patrolmen walked by.

"I like to see police anywhere," he said, "but it's really nice to see them here."

Police Chief Jim Gardiner said he has 11 officers, including a special four-officer team and a two-officer foot patrol, in the downtown on Thursday nights. Other than that, Gardiner said he would have to bring in people on overtime. But that doesn't seem a likely option when city departments are being cut to meet a \$3 million-plus budget deficit.

There have been problems toward the end of Farmers Market and afterward for several years, but they have become more frequent just in the past two years, said Gardiner. Some of the problems are due to an increasing presence of gang members, but Gardiner said he couldn't speculate on how much they are to blame.

One thing's for sure — Farmers Market is a big attraction to gang members. Besides the locals, they come from all over, said Gardiner: the North County, Santa Maria, even Los Angeles County.

"Virtual every Thursday night we've got gang people down there."

Of course, Farmers Market isn't unique. Gang members, like many



Michael Limacher was attacked and chased by a mob last week.

people, are attracted to festivals. There were gangs at the Strawberry Festival in Arroyo Grande last weekend, for example.

While people should be cautious, Gardiner emphasized he wouldn't dissuade anyone from coming to Farmers Market.

If people see a large group of young people, Gardiner recommends they should simply avoid them. The police will do their best to break up the large crowds, he said.

The police don't bother Robert Grajeda, who was hanging out in the city-owned parking lot across Broad Street from the 7-Eleven.

"I don't cause any trouble," he explained. "I'm not doing any harm to the public."

Unlike most of the 50 or so kids talking in the parking lot, Grajeda

comes downtown on Thursday nights because he has no place to go.

The 19-year-old, whose nose ring and mohawk haircut front for a soft-voice and gentle demeanor, was kicked out his Fresno home when he was 18. His parents told him he was an adult, and it was time to leave home.

He, along with a few others surveyed, said it was the "gang bangers" and the "wannabes" that cause problems.

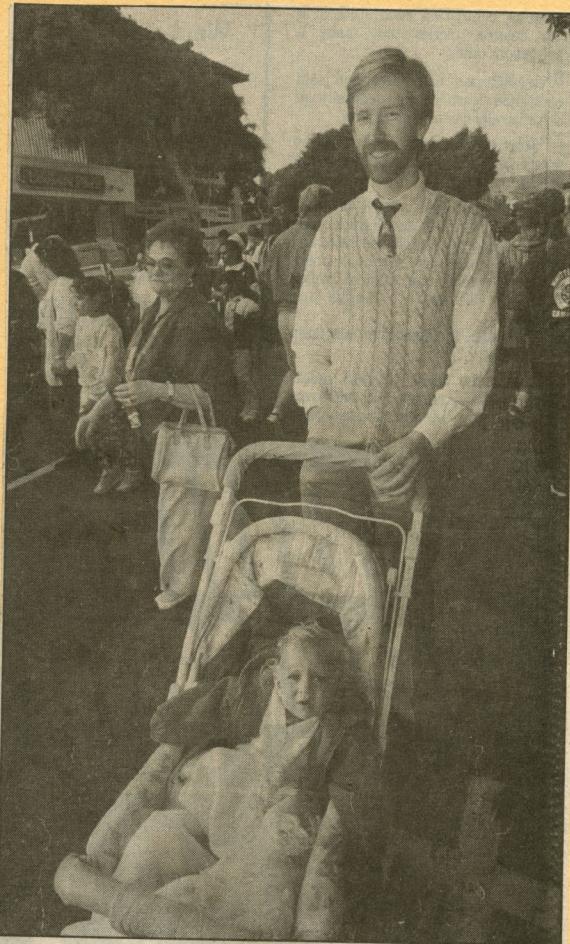
It's peer pressure and a certain mob mentality that cause incidents like the attack on Limacher, said Joshua Rosen, a 19-year-old from Grover Beach.

He said he expects to see more violent incidents.

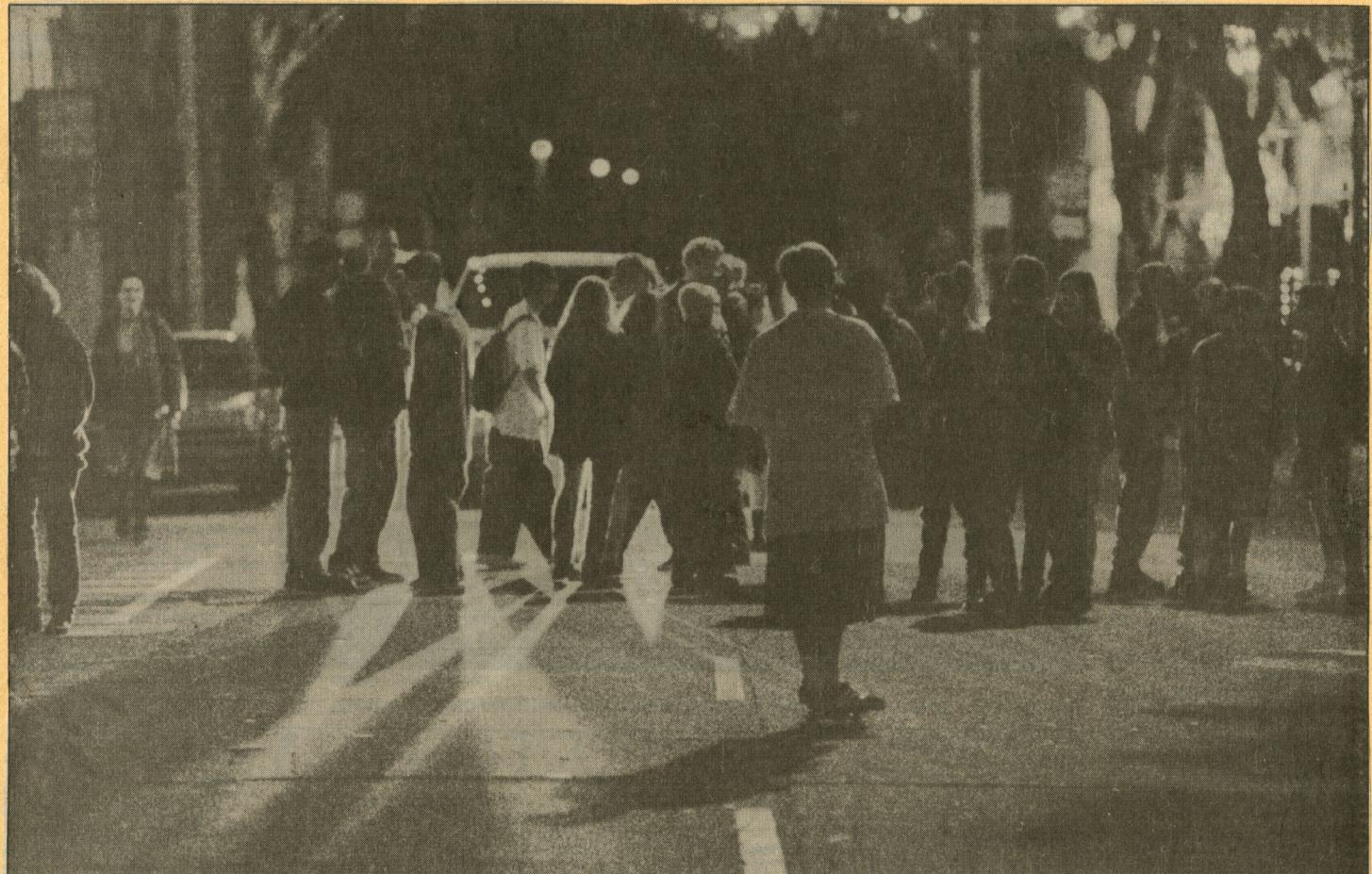
"No place is exempt from it," he said.



Curtis Shirk, 3, surveys the crowd from atop dad Mike's shoulders.



Bill Morgan wheels his daughter, Isabel, along Higuera Street.



A skateboarder rolls up Garden Street, just off Higuera, on Thursday night. The side street often hosts Farmers Market events but is always a popular spot for crowds to gather.

Opinion

Editorials

Let's be vigilant on Thursday night

Farmers Market is one of San Luis Obispo's stellar attractions.

Its lush offerings of fruits and vegetables, its ambience and its friendly environment are such that, apart from drawing patrons from a wide area, it has received favorable attention in national publications.

It also is a family event that thousands look forward to every week.

Let's keep it that way.

In recent weeks warning signals have been going up, due to a small element of young gang types who apparently are drawn to Farmers Market bent on causing trouble.

As a detailed article in last weekend's edition of the Telegram-Tribune pointed out, "nearly every week there's a report of violence in the downtown area, usually after Farmers Market closes at 9 p.m."

The article also mentioned that incidents related to Farmers Market are not new. What does seem new is the ugly nature of them, which includes assaults and drug dealing.

It can't be emphasized too strongly that the incidents do not affect the basic nature and appeal of Farmers Market — that safety is the rule and that hardly anyone who goes to town Thursday night feels uneasy.

Also, police are alert to the troublemakers and have taken steps to nip trouble in the bud. It's also good to know the county supervisors and the citizenry at large are ready to support security measures. But as Police Chief Jim Gardiner acknowledged in the Telegram-Tribune story, "Virtually every Thursday night we've got gang people down there."

It doesn't take much for a few to spoil things for the many, as was the case when Poly Royal exploded into riotous behavior three years ago and prompted the administration of Cal Poly to cancel the event.

The city can't be too vigilant in guarding against something similar happening to Farmers Market.

Opinion

Editorials

Let's give BIA credit for anti-gang plan

The Downtown Business Improvement Association is concerned about gangs and graffiti as are a lot of other people.

But they have decided not to just stand around and whine about it. They are determined to do something about it.

For starters they have formed a "merchant watch" program, similar to the Neighborhood Watch programs used to fight crime in residential areas. Anytime a merchant sees anything resembling gang activity, he or she calls the police immediately.

And they are establishing a graffiti abatement program, coordinating with paint companies and using volunteer labor to paint over graffiti immediately so that shoppers never see it.

The San Luis Obispo Police Department also is cooperating with the BIA to increase the presence of police downtown during the Farmers Market, which draws gangs from throughout the county on Thursday nights.

Hopefully, gangs and graffiti artists will get the message that it just doesn't pay to pull their shenanigans in downtown San Luis Obispo.

The whole idea, of course, is to keep our downtown attractive and safe for shoppers. After all, parents don't want to take their children to the Farmers Market if there is gang activity going on there. And who wants to shop where graffiti lines the walls?

The BIA has chosen a wise and responsible way to cope with a growing problem. We are convinced that it will pay dividends.

Wednesday June 16, 1993

Letters to the editor

Farmers Market still a safe event for families

To the editor:

The Business Improvement Association would like to express our utmost gratitude and thanks to the citizens of San Luis Obispo who are sensible enough to realize that Farmers Market is a wonderful event and safe for the whole family. Thanks to the cooperation of the BIA and Police Department, I bring my 14-month-old daughter downtown regularly.

The recent articles published in the Telegram-Tribune overly exaggerated two isolated incidents and could have seriously damaged a tremendously successful event.

The BIA has always worked with SLO Police on a weekly basis to assure that everyone who visits Farmers Market is safe. We have an outstanding Police Department, which is always proactive in planning for the protection of the BIA's event each week.

When a community experiences threatening elements, such as graffiti and gang activity, ending the city's most popular event isn't the answer. The police are addressing the problem of gang activity, and that's the best response. The BIA has a group of people responding immediately to graffiti downtown.

We live in a wonderful community with involved citizens; that's one of the reasons for the success of Thursday nights. The BIA would simply like to remind everyone that the event is for you, so ... come downtown and enjoy!

Lynn Block
BIA administrator

Fri., July 2, 1993—Five Cities Times-Press-Recorder, Arroyo Grande, Calif.



THE VILLAGE OF ARROYO GRANDE

invites you to an

OLD-FASHIONED 4th OF JULY

Saturday, July 3rd & Sunday, July 4th
9:00 a.m. to 5:00 p.m.

★ Peddlers Faire

More than 50 dealers featuring Antiques, Memorabilia & Collectibles

★ Country Craft Jamboree

Local Artists Showcase Arts & Crafts

★ Chili Cook off

Best Chili Cooks on the
Central Coast Saturday Only
12:00 noon-1:30 p.m.

★ Old Fashioned Penny Carnival

Games & Prizes for All Kids Saturday Only 11 a.m. - 5 p.m.

★ Farmers Market

Saturday & Sunday
Named Best on the Central Coast

★ Food Booths

Barbeque, Tri-Tip, Chicken,
Ribs, Hamburgers, Hot Dogs,
Strawberry Short-cake

★ Entertainment

Country Music and Western Dance Instruction
Sponsored by SUNNY COUNTRY 102 FM

FREE ADMISSION

Co-sponsored by:
The Arroyo Grande Village Improvement Association &
The City of Arroyo Grande Parks & Recreation Department

FOR MORE
INFORMATION
CALL 473-2250



eat street

SLO Farmers
Market brings out
exotic ways to



IBS OR chicken?
Chicken or ribs?
Hmmmm. Maybe
skewered sausage.

Wait, wait.

How about a steaming bowl of udon
noodles with a handful of sizzling shrimp
tossed in?

Or a stick-to-the-ribs helping of curried
rice?

Curry?? Udon noodles???

What in the Sam Hill is happening to the
finger-lickin' simplicity of Farmers Market?

Food that's hard to pronounce and — get
this — isn't cooked on grills above smoldering
logs is spicing up the street eating scene
Thursday nights in San Luis Obispo.

To be sure, gnawing on sauce-smothered
ribs or drumsticks the size of dumbbells is
still the choice of most curbside diners on
Higuera Street.

Look closely through the smokey haze,
however, and you'll see someone shoveling
sukiyaki into their mouth with chopsticks,
then washing it down with some mango iced
tea.

Tri-tips, ribs and Cajun-this and Cajun-
that are no longer the only game when it
comes to "eating street."

It's a welcome change, according to
some strolling gastronomes.

"We always go for the different things,"
said Mark Gendron, sharing with his wife a
bowl of udon noodles they bought from the
Rhythm Cafe's booth near the corner of
Broad and Higuera streets.

The thick noodles are served in a broth
with vegetables or a generous helping of
shrimp.

Gendron, who owns Templeton's Jan-
Kris Winery with his wife, Paula, said the
Farmers Market culinary choices are a

pleasant change of pace.

"We have ribs and stuff all the time. It's
kind of nice to come down and try
something different."

Besides the noodles, the Rhythm Cafe
stand also offers Cha Su Bao and Chinese
pork buns.

It's also where the mango iced tea is
brewed, although there's Classic Coke for
the less adventurous.

Tsurugi has been serving up the curried
rice and sukiyaki for about a month from a
booth sandwiched between grills run by
McLintocks and Old Country Deli, two of the
most popular rib and chicken barbeques.

Closer to the vegetable and fruit vendors
— near the Italian ices stand — Simply
Shrimp's owner Mike Conti barbeques (you
guessed it) shrimp, sans smoke, with an
electric grill.

At Conti's booth, seafood gumbo and
shrimp chowder are served in sourdough
bread bowls.

Conti said it's difficult luring customers
to his tiny booth, bypassing the fleshy
temptations on grills up and down the
street.

"Once they try it, they come back."

Even barbequers are clearing spots on
their grills for something a little different.

Witness Brubeck's skewered swordfish.
They hold their own in popularity,
according to master griller Frances Cabada.

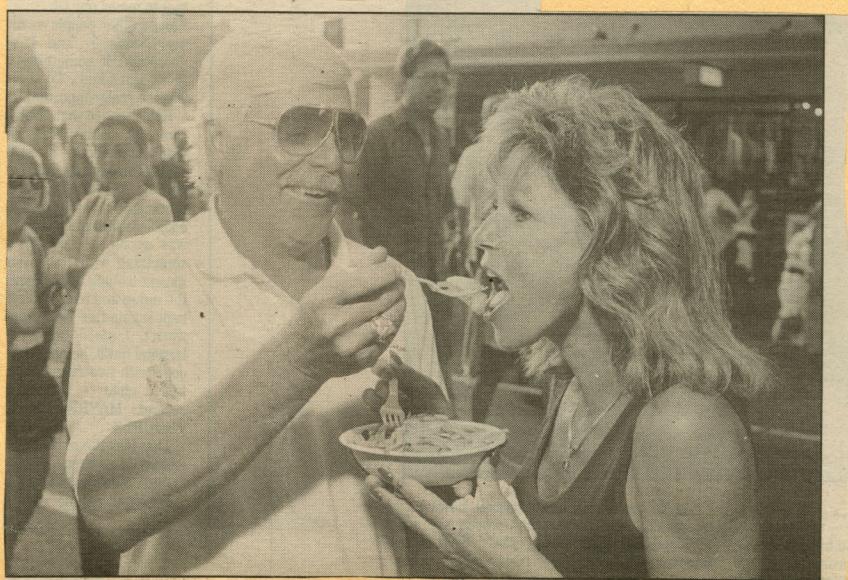
"We're outta swordfish," he barked about
midway through a recent Thursday night.

Lest we forget, a couple of folks visiting
from Alaska remind that one person's exotic
cuisine is another's staple.

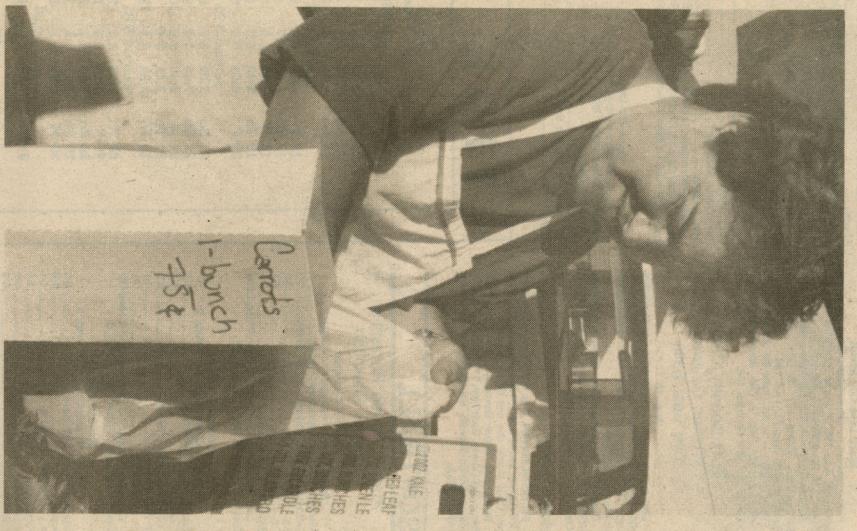
"We can't get tri-tips in Alaska," said
Warren Finley, cradling the remains of a
steak sandwich in a napkin with little value
left.



It's a tradition to sit on the curb and people-watch while dining. Hint: Find a parking meter to lean on.



BAGGING PRODUCE — Rose Cortiz bags carrots and radishes for customers at the Tuesday Pismo Beach Farmers Market. Photo by Glenn Bolivar



Aug. 13, 1993—

Elvis Is Coming
To Pismo Beach
**Farmer's
Market**

Tuesday, Aug. 17
for 50's Night 4 - 8 p.m.
Dolliver & Main St.
Downtown Pismo Beach

Apples to be ample at Markets

By Marian Gautier
Master Food Preserver
Cooperative Extension

Apples fresh from the trees in a bewildering number of varieties will be found at the 10 Farmers Markets at all San Luis Obispo County towns now through the next three months.

Local red Galas abound at several stands. They are so sweet that apple sauce can be made from them without sugar. Try leaving on peels, chunking and cooking in two cups of apple juice per six cups of apples. Cook with a touch of salt and two tablespoons of lemon juice (both flavor enhancers). Add cinnamon as the fruit softens, about 20 minutes. Mash just a little to bring out the juices. Serve fresh, can, or freeze for a treat for the winter palate.

The Gala, hybridized in New Zealand, is quite new to the West Coast market. The Fuji, which was developed in Japan, hits the stands this week.

The Fuji is remarkable for several reasons: it sizes up better than other apples, develops a sweet flavor and a texture that stays intact for use in pies and other desserts.

For a special taste treat, try the fresh (and in some cases fresh frozen) apple juice available at Farmers Markets.

Because it has not been pasteurized and still has some sediment, the taste is a wonderful contrast to store-bought juice.

Local growers have apple presses in Hog Canyon where they use three varieties of apples for a flavor blend that is "just right," and unique to the Central Coast.

In "All about Apples" published in 1976 by Houghton-Mifflin, which details lots of apple lore and fact, author Alice A. Martin says that the "apple was known and used at the end of the Stone Age." She says the first apple orchard in the United States was "laid out" by William Blanton in Boston, in 1625.

By the late 1800s, according to Martin's book, Millardet in France had perfected the Bordeaux Mixture spray (copper sulfate and hydrated lime) for mildew. Paris Green from England (an arsenical compound) was developed in England about the same era. Mrs. Norris Johnson of Benton County, Arkansas recounts in her memoirs of the 1920s. "There were, I think, eight sprays — the beginning, I think was a dormant spray."

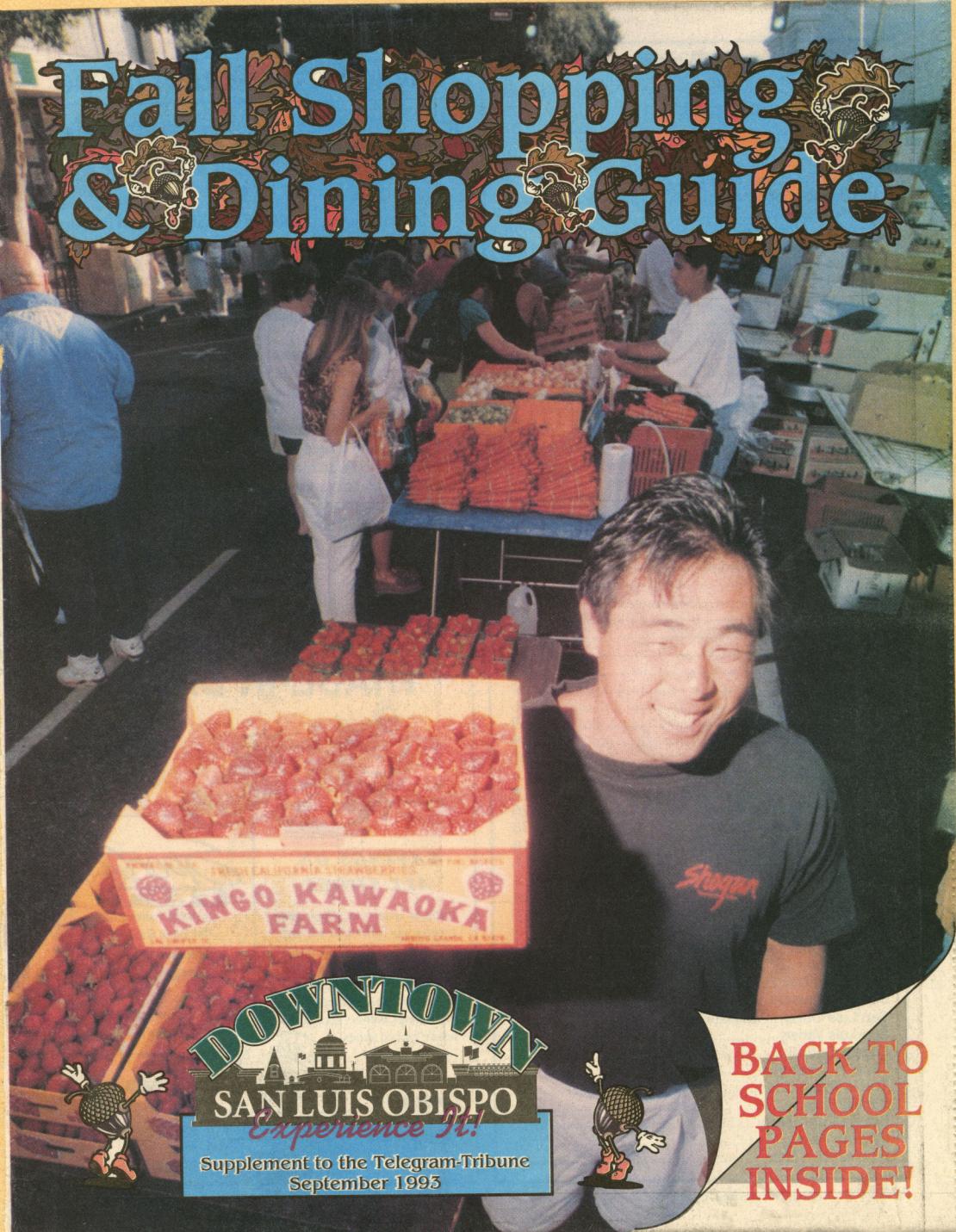
Ortho's book, "All About Growing Fruits, Berries and Nuts" is an easy-to-read book on the complexities (and joys) of growing orchards, and some of the new integrated pest management used to eliminate most spraying and all toxic chemicals.

Both Martin's book and the Ortho are available at San Luis Obispo public library.

A list of all Farmers Markets with times of operation can be found in the Calendar section of the T-T's Thursday FOCUS magazine.

August 25, 1993

Fall Shopping & Dining Guide



DOWNTOWN
SAN LUIS OBISPO
Experience It!

Supplement to the Telegram-Tribune
September 1993

**BACK TO
SCHOOL
PAGES
INSIDE!**

Rain, Bush-broccoli brouhaha boost ag

Apple and grape crops also excel

By Carol Roberts
Telegram-Tribune

When farmers get together at this year's annual harvest celebration in Arroyo Grande later this month, they'll have two blessings to count:

Rain and a boost in broccoli awareness from former President George Bush.

There's no doubt about the winter rain. It's provided deep watering for plants and leached out salts and other chemicals that build up in the soil. But Bush?

Assistant Agricultural Commissioner Bob Liley said broccoli production is way up over head lettuce, which usually is the South County's biggest crop. Overproduction of the head lettuce in California and Arizona has driven the price down, he said. But broccoli is another story.

"Bush, with his dislike for broccoli, called a lot of attention to it," Liley said. "The industry turned that into a marketing ploy."

People also are a lot more health conscious, he added. "Broccoli is touted as a way to prevent cancer. It's good for you."

Grapes and apples are doing well, too. Liley said both are the county's crops of the future. Crop values are expected to be as high or higher than they were last year.

Wine grapes were valued at \$34.1 million in the county in 1992. This year's harvest is under way. Most county growers already have contracts. It's also apple-picking time.

"We're getting to be known here for our different varieties of high quality, good-tasting apples," said Liley.

Though the See Canyon area is best known for its production, apple growers have trees in Cuyama and Paso Robles. Warm days and cool nights there, he said, improve flavor.

"Our production may not be as high as other areas, but our quality is great."

Washington, he said, may still be the No. 1 state for apple production, but California is second.

The county's staples — cattle and vegetables — are doing fine too, thanks to the rain.

"Prices have held up, and we have feed," said North County cattle grower Joy Fitzhugh who's also a legislative analyst for Farm Bureau.



Wayne Nicholls/Telegram-Tribune

Jorge Hir distributes crates for a Hayashi and Sons bok choy harvest Thursday at a field in SLO.

She said the rain came just at the right time. "Now we're going to have to find something else to complain about."

Liley said the rain has brought up natural grasses, and the price for meat has been good. Cattle growers have suffered through the drought, and now they're starting to build their herd sizes back up.

Robert Hayashi, who has vegetable fields from Oceano to Morro Bay, also appreciates the rain.

He and his family were among the first to grow nappa and bok choy Chinese vegetables in the South County three generations ago.

"We were among the first," he said. "Now people are growing it all over."

Hayashi, who lives in Arroyo Grande, will be among those celebrating the 56th annual Harvest Festival there Sept. 24 and 25.

He also grows broccoli, cauliflower,

er, celery and lettuce. His crews are harvesting all year long.

"It was OK at the beginning of the year," Hayashi said. "The weather was nice, the summer a little cooler than usual. Still it's been tough price-wise. So many farmers are growing lettuce and broccoli. It's been going pretty cheap."

But he doesn't want to sound like a whiner, said Hayashi. "I have to be an optimist. Nothing is a sure thing."

Farm-City Night set

SAN LUIS OBISPO — The fifth annual Farm-City Night will be held Thursday during Farmers Market.

Cal Poly agriculture groups will be on Garden Street hosting such activities as a petting zoo and a logging demonstration.

Friday Night Live representatives will also be on hand in celebration of Red Ribbon Week, and different agencies from law enforcement and drug prevention programs will be showcased on Chorro Street.

Farmers Market is held every Thursday night from 6 to 9.

October 18, 1993

APPLE FESTIVAL '93

**Join the Farmers' Market and
Business Improvement Association for
an educational and fun-filled evening.**

CONTESTS: Apple Pie • Shrived Apple Head

Guess the Number of Apple Seeds in a Jar

DEMONSTRATIONS: Grafting • Cider Making and Free Juice Samples
Apple Leather • Varieties of Locally Grown Apples

ENTERTAINMENT: Cloggers • Hansel & Gretel, Johnny Apple Seed and more!!!

WHERE: Downtown SLO, Garden Street

WHEN: 6:00 TO 8:00 p.m. Thursday, September 30

The contests are open to everyone. Pick up an entry form with apple head instructions from the BIA office. For further information, contact the Farmers' Market (544-9570) or BIA (541-0286)

APPLE FESTIVAL 1993 ENTRY FORM

Name _____

please print

Address _____

Phone _____

Circle One Contest

Apple Pie

(Traditional two crust pie)



Shrived Apple Head

CHEAP EATS

IO ALBERTO'S — This San Luis Obispo eatery keeps moving one of its restaurants around, but its legion of devotees don't seem to have any trouble finding it. Now on Santa Rosa Street (as well as the original on Broad Street downtown), the burritos are huge and reasonably priced, with an authentic Mexican flavor. It used to be called Tacos Acapulco until some Santa Barbara restaurant with a similar name started whining about it. Most locals just call it T.A.'s.

PASTA PRONTO — Located right next door to T.A.'s on Santa Rosa, it meets all the requirements: fast, cheap, filling and tasty. Hasn't been open that long, but an instant hit.

UPPER CRUST — Pizza, that staple of young people's diets, is available in abundance. But Upper Crust, located on Foothill Boulevard, is a little fancier, albeit more expensive, than most, with stuff like sun-dried tomatoes and a pizza made with white clam sauce.

SLO BREWING CO. — Food may not be on the minds of most people who go to SLO Brew, located on oh-so-quaint little Garden Street in downtown San Luis Obispo. The restaurant brews its own beer, and has live music most nights. Also, there's a classy pool room downstairs, so classy, in fact, they don't even play pool. It's billiards. But the food's pretty good, and the nightly specials, in particular, are cheap.

CISCO'S — San Luis Obispo's shining jewel is Mission Plaza and the creek. Cisco's is right on the creek across from the Mission and has a good selection of sandwiches, salads and beverages. There's also live music, which ranges from pretty darn good to earplug-bad.

KONA'S — A sandwich place located closer to Poly on Foothill Boulevard next to Burger King. Very popular — the line goes out the door at lunchtime. There's a pool parlor, by the name of, ahem, SLO Balls, next door.

HOFBRAU — If you want to dine on the water, but don't want to fork over big bills, try the Hofbrau on Morro Bay's Embarcadero. Deli-steamed sandwiches and fried fish with outdoor tables on the edge of the bay. After dinner, it's always a treat to stand by the water, look down and pretend to stare at something intently. When some fat guy from Bakersfield or Fresno joins you, give him a little kick in the behind. Ho ho ho! But be ready to run — some of them can swim.

FAT CAT'S — Another fairly cheap restaurant near the ocean, this one at Port San Luis near Avila Beach. Fat Cat's is the place to go now at 2 a.m. now that the inexplicably beloved Farm Boy's in San Luis Obispo has closed. Taco Bell is also open into the wee hours, and gets jampacked after the bars close and people's taste buds are thoroughly anesthetized.

FARMERS MARKET — Higuera Street, San Luis Obispo's main drag, is barricaded on Thursday nights so farmers can sell produce, restaurants can barbecue and Operation Rescue can save the unborn. Plenty of good barbecue, and if you're not picky about your fruits and vegetables, wait until the stands are closing and the farmers will practically give it away.

HOME — The cheapest of all. Better still, it can be as sanitary, or unsanitary, as you like. "If you work in restaurants, you don't eat at restaurants," said one young man.

Farmers Markets

If it's not Sunday, then there's a farmers market happening somewhere in SLO County, which means that no matter what time of year it is, there's plenty of tempting fresh produce ready to be bagged for you right off the back of a local farm truck.

SLO County's farmers markets seem to personify much of what we all love about the Central Coast. They're weekly meeting places that harken back to simpler times, helping to impart a sense of community; they're healthy and fun and honest and

What's in Season this Week

Figs, pumpkins, grapes, raspberries, green beans, corn, apples (including Golden Delicious, Red Delicious, Gala, Splendor, Pearmain, Winesap, Pippin, Ozark Gold, and many others), and peppers (sweet Italian, Anaheim, Chili Negro, super hot chili, yellow wax, Hungarian sweet, banana, bell, and others).

WEDNESDAY

• Year round, the farmers market in Atascadero is held at the City Hall Sunken Gardens from 3 to 7 pm. Further information can be easily obtained by calling the Atascadero Chamber of Commerce at 466-2044.

• The Arroyo Grande farmers market gets going Wednesday mornings from 9 to 11:30 am throughout the year at the Oak Park Plaza (Hwy 101 and Oak Park Ave.), featuring a wide selection of fruits, vegetables, and much more. For further information, just call 544-9570.

THURSDAY

• Year round, the biggest farmers market in San Luis Obispo County livens up Higuera Street in San Luis Obispo from 6 to 9:30 pm with a vast array of food and produce, people, entertainment, and much, much more.

Oct. 7:

It's Fire Prevention Week, so don't be alarmed when you find six fire engines plus plenty of specialized equipment at the market from five different fire prevention agencies. All units will be staffed to show, tell, and answer questions, including Smokey Bear (Because of this special program, the regular Thursday night entertainment will be on hold until next Thursday, Oct. 14, when fire dancer (!) Bob Heart lights up the streets again).

In addition to all the familiar fresh produce and

they're filled with good things to eat and great people to meet. With so many markets happening each week, we want to make sure you know exactly where and when to find them all. And with several of them boasting different weekly live entertainment, you'll also want to know who's going to be performing where.

Easily done. Because here's our new farmers market page to keep you in touch each week with the bounty of the county, and all the fun to be had at each.

flowers, there'll be plenty of local restaurants on hand hosting chowder, meatball sandwiches, turkey drumsticks, and (of course) ribs. We'd suggest getting to them before Smokey does.

Lots of downtown stores will be open til 9, including Stress Busters and Body Suite, who'll be offering a relaxing chair massage for those wanting to get off their feet a moment. And Unique Beads will have a large display of, well, unique beads on sale, a mere sampling of what they've got back in their store.

Questions while you're at the market? Stop at the BIA's information booth, corner of Higuera and Chorro streets. They'll answer just about anything you can come up with.

• If you couldn't make it into San Luis for the Mother of All Farmers Markets on Thursday, don't forget that throughout the year, Young's Giant Food parking lot in Morro Bay has plenty of fresh produce available from 3 to 5 pm every Thursday, too. Details: 544-9570.

FRIDAY

• In Paso Robles throughout the year, you'll find produce aplenty at 12th and Park streets from 4 to 8 pm. Details are available at 238-4103 or 461-3477.

• Year round, Cambria hosts its farmers market from 2:30 to 5:30 pm on Main Street next to the Vets Hall. Details: 927-4715 or 927-3624.



• In Morro Bay throughout the year, the north end of the Embarcadero in Morro Bay hosts a market from 6 to 8:30 pm. You'll find fresh produce, arts and crafts, belly dancers, musical entertainment by Kevin Reese and Jim Murphy. And maybe a thing or two else, besides. Further info: 772-4467.

SATURDAY

• For those who missed out on Thursday's Higuera Street extravaganza, take heart. Central Coast Plaza's parking lot near Gottschalks in San Luis Obispo becomes a tasty sea of produce year round from 8 to 10:30 am. For complete details, call 544-9570.

• Year round at Templeton Park, 6th and Crocker streets, the Templeton farmers market offers up some of the county's freshest produce, and you can take your pick any time between 9:30 am and 1 pm.

• The Arroyo Grande City Hall parking lot fills up with great tasting stuff noon to 4 pm, where you'll find fruits and vegetables, baked goods, plus live entertainment. Info: 544-9570. Oct. 9: Live entertainment today at the market is brought to you by Les Beck on keyboards, performing lots of favorite pop tunes and

rhythm'n'blues.

MONDAY

• Throughout the year, the Baywood/Los Osos farmers market livens up Los Osos at 2nd and Santa Maria streets from 2 to 5 pm (Summer hours start at around 1 pm). For further info, contact the Los Osos/Baywood Chamber of Commerce at 528-4884.

TUESDAY

• From May through October, the Pismo Beach farmers market takes over Main and Dolliver streets from 4 to 8 pm, overflowing two parking lots just a block from the beach. The market also features live entertainment throughout the season. For further information, contact the market through the Pismo Chamber of Commerce, 773-4382 or at 544-9570.

Oct. 12: Live entertainment by singer/saxophonist Bubba Ramey, mixing jazz, blues, and plenty of contemporary pop sounds for your enjoyment.

• Get on down to 14th and Park streets in Paso Robles for their weekly farmers market from 10 am to 1 pm. Details are available at 238-4103 or 461-3477. □

No middle man here

Farmers sell excess at open market

By Brenna O'Boyle
Record Staff Writer

LOMPOC — Fruit and veggie heaven is not just not a vegetarian's dream, it is a reality in Lompoc.

Once a week, local growers bring their excess fresh produce to a farmers market in the 200 block of West Ocean Avenue. Everything in season is there, including strawberries, carrots, raspberries, melons, flowers and fish.

When it started eight years ago in Lompoc, its purpose was to help the local growers.

"It was a way for the farmers to get rid of their excess products without the middleman getting all the money," said Nyda Michelson, manager of the Central City Certified Farmers Markets that runs Lompoc's farmers market.

But it ended up being beneficial to the customers, too.

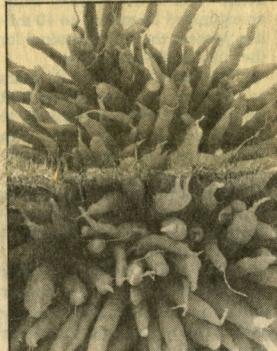
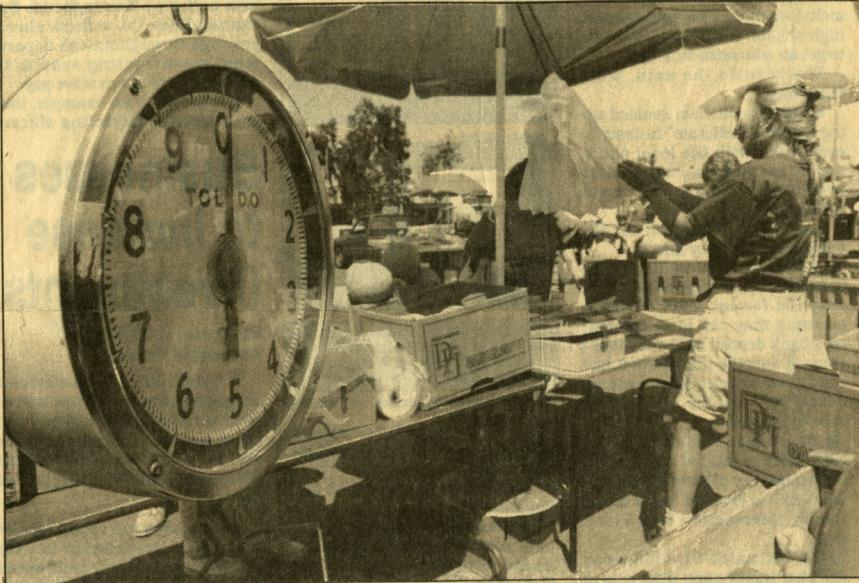
"The fruit and vegetables, they're much fresher than the ones in the grocery store and they last longer," said Cordella Lomnes, a faithful customer since it opened.

Her husband Eldon said that a few items may be a little bit more expensive, but it is worth it because the quality is a lot nicer.

Farmers markets don't claim to be the cheapest, they claim to be the best," Michelson said. But, for the most part, the booths sell their products at minimal prices because they do not have the expense of the middleman.

That is what keeps bringing more than 800 people to Lompoc's farmers market every week.

About 40 percent of the booths are manned by local growers from



Scott Miquette/Lompoc Record

Fresh from the fields

Clockwise from top, Kim Davis from Dick Bell Farms, bags up another sale. Bugs Bunny's favorite food, carrots, is also a popular vegetable. Kathy McNay, farmers market site manager, blows the whistle to signal the start of the selling.

Please see Market, A5

Market

(Continued from page A1)

Lompoc and the Santa Ynez Valley who come to sell their goods in rain or shine.

The 30 to 40 booths make more than \$5,000 every Friday afternoon from 2 p.m. to 6 p.m., Michelson said. The individual profits depend upon what the booth sells and, right now, cherries and strawberries are hot items, she said.

Cantaloupe, honeydew melon, winter squash and varieties of apples are coming into season. She said that those will most likely be very desirable items, too.

The old faithfuls said their business is also doing well.

The owners of Lompoc Honey Company have been selling their goods here since the beginning of Lompoc's farmers market.

Nancy Larson described their product, honey, as "directly from the bee to you."

Norman Larson, her husband, attributed their success to their

honey being a better quality and less expensive than the grocery store.

Thelma Derwin of Creekside Apple Ranch has been selling eight different varieties of apples plus juice at her booth for the last four years. She said that she keeps her prices down by turning the leftover apples into juice.

Margery Avila of Avila Seafood said her booth is "pretty close to being sold out every time." She said it is because it's the only one that sells crab and fish. Avila said that she sells it for \$1.50 a pound, "10 times cheaper here than at a store."

Customer Tam Sanders has been coming to farmers market since she moved to Lompoc seven years ago. She said she always finds "better prices and much better produce than the stores."

Many people, like Lera Shelby, planned their work break around farmers market. So when people are scurrying around the booths and keep checking their watches, the reason probably is that work is on hold. But they their fruits are worth being late for labor.

Farmers Markets

Farmers markets are held throughout each week from one end of the county to the other. All offer great local produce, and many provide live entertainment and numerous other activities.

What's in Season This Week

Pumpkins, persimmons, feijoa, dried apricots, figs, grapes, Indian corn, apple juice, raspberries, green beans, corn, apples (including Golden Delicious, Red Delicious, Gala, Splendor, Pearmain, Winesap, Pippin, Ozark Gold, and many others), and peppers (sweet Italian, Anaheim, Chili Negro, super hot chili, yellow wax, Hungarian sweet, banana, bell, and others).

WEDNESDAY

• Year round, the farmers market in Atascadero is held at the City Hall Sunken Gardens from 3 to 7 pm. Further information can be easily obtained by calling the Atascadero Chamber of Commerce at 466-2044.

• The Arroyo Grande farmers market gets going Wednesday mornings from 9 to 11:30 am throughout the year at the Oak Park Plaza (Hwy 101 and Oak Park Ave.), featuring a wide selection of fruits, vegetables, and much more. For further information, just call 544-9570.

• The Santa Maria farmers market arrives, with abundant fresh produce, at the corner of Broadway and Main streets from 2 to 6 pm. Info: 343-2135.

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• Year round, the biggest farmers market in San Luis Obispo County livens up Higuera Street in San Luis Obispo from 6 to 9:00 pm with a vast array of food and produce, people, entertainment, and loads more. Often, special events are planned, too, so watch this section for those. More info: 541-0286.

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Deck your children out in their spookiest, most festive Halloween regalia, and bring them down to haunt Higuera Street during the Halloween costume contest sponsored by the BIA, Tom's Toys, and SLY 96. Incognito youngsters aged 0 to 14

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Photo by Marjorie Jones

Mother of All Farmers Markets on Thursday, don't forget that throughout the year, the Young's Giant Foods parking lot in Morro Bay has plenty of fresh produce available from 3 to 5 pm every Thursday, too. Details: 544-9570.

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OCTOBER 24, 1993
FARMER'S MARKET BARBECUE
BIDDLE PARK







THE FARMER'S MARKET

A growing opportunity

by George St. Johns

Farmers Markets have been around for a long time. Not that long ago you might have seen a procession of animal drawn carts winding their way to a central location to sell their goods. Today you see everything from the 4-wheeler to that trusty old farm truck doing exactly the same thing. What's exciting is that the consumer, in increasing numbers, has rediscovered this beneficial and enjoyable way to shop.

Like U-Pick, or Roadside Stands, the Farmers Market is a form of direct marketing. It gives the grower the opportunity to increase income by eliminating middle layers of cost. It's a way to get a larger percentage of the retail dollar. Farmers who sell directly set their own prices, receive cash payment

for their sales and realize increased net profits.

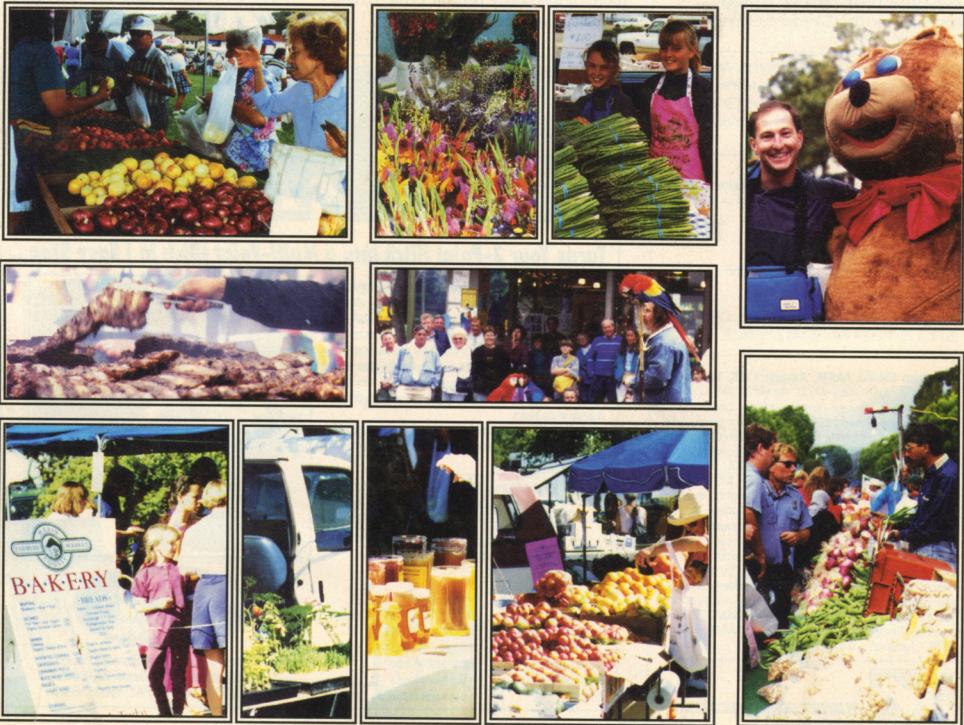
A growing opportunity

The recent growth of Farmers Markets, which exist and operate in virtually all states, is significant. In 1988 there were fewer than 1700 Farmers Markets. Three years later the number of markets had increased to over 1800, a 7% growth rate, and their numbers are still growing. In Iowa there are over 140 markets; in New York more than 120. Pennsylvania, Texas and Wisconsin all have large numbers as well. But nowhere is the growth of Farmers Markets more visible, or more dramatic, than in California.

Today, almost 200 Farmers Markets are operating in California. That's an increase of over 60 markets in just five years. And growth is continuing as market operators and farmers move into urban and suburban locations.

California Farmer's Markets

If you're looking for similarities they are easy to spot. Customers seem to be enjoying themselves. They are smiling and talking to each other. Farmers are getting the chance to let the shopper know more about how and where their food is grown; to introduce and explain new varieties. Sampling is going on and there are a lot of recipes being exchanged. People know people and the atmosphere is convivial. Freshness is everywhere. You can see it. You can taste it.



MARKETPLACE

It's the differences in how these markets operate that needs to be looked at. Each market has its own personality. Its own way of doing things. Most operate in the daytime, some at night. Some are open weekdays, others on weekends, some both. Some are one day a week markets where others are open two or more days each week. Some serve rural areas while others are as urban. Some even have a mascot.

Seeing is believing

Buellton is a small town in a rural area. Population 3,900, it is located in the Santa Ynez valley off highway 101 as it winds north through Santa Barbara county. It is about a 2 hour drive north of Los Angeles. On May 2 of this year what seemed like the entire county converged on Buellton. The occasion was the opening of its new Certified Farmers Market.

The Buellton market is now open every Sunday between 10:00 am and 2:00 pm. It is located in the middle of town on the grass center divider of the main street. There are 54 10'x 10' selling stalls at the market for which the Farmers pays a fixed fee. Organized as a non-profit corporation, the Buellton Certified Farmers Market is managed, and was started, by Ed Ando who as a youngster grew up on a farm in Indiana. Ando, whose family sold their product at local Farmers Markets in Indiana, has been off the farm for years though he has continued to dabble. Now he is back in the middle of things.

Ando thinks you need about \$10,000 to start a new market. He underscores the importance of up front costs including legal fees and advertising. "Lot's of advertising" he says "people have to know you are there". If you are ever in Buellton, and you meet a big man in bib overalls, who has a grin and a greeting for everyone, you will know you've met Ed Ando. His advice "early to bed, early to rise, work like hell and advertise".

If a furry 7 foot bearlike critter hugs you and says hello you will know you are in San Luis Obispo. You will also know that it is Thursday night. How? Easy! That 7 foot critter who hugged you is Downtown Brown, the official mascot of the San Luis Obispo Farmers Market.

Located about a 1-1/2 hour drive

north of Buellton, or a 3 hour drive south of the San Francisco bay area, San Luis Obispo is a medium sized city. It is a county seat, the home of a major university, and on Thursday night, the location of what is best described as "a street scene" that is also a Farmers Market.

The market, which uses four full blocks of the main downtown thoroughfare, is open every Thursday evening, year around, between 6:00 and 9:00 pm. Featuring fresh fruits, vegetables, flowers and seasonal specialties of all types and kinds, the market also offers a wide variety of foods ranging from barbecue to Jambalya. Entertainment includes musical performers, juggling acts, dancers and pupeteers. It is truly one big party.

Unlike most Farmers Markets, which have a single manager or management team, this market is jointly managed. The city's Business Improvement Association, concerned with downtown business and promotion, handles the food and entertainment aspects of the market. The San Luis Obispo County Farmers Market Association, which operates other markets throughout the county, is responsible for the market aspect of the event. The two groups meet weekly to discuss programs, deal with problems and plan. Both are non-profit. Farmers pay a percentage of their gross sales for selling stalls.

While it is not the oldest market in California, the Marin Civic Center Farmers Market, which sets up for business in the Civic Center parking lot, is among the best known. It was also the first of the six markets now operated by the Marin County Farmers Market.

Located in San Rafael, along the northern shore of the San Francisco Bay area, and serving an urban suburban clientele, the Marin Civic Center market was started in 1983. It was an immediate success. 70 farmers, who pay a fixed fee for their space, showed up to sell on that opening day; and sell is what they did.

Today, a Thursday market in peak season will attract about 70 farmers and up to 6,000 customers. Sunday market will draw about 60 farmers and 5,000 shoppers. Open from 8 am to 1 pm year around market sales average \$30,000 a day. Growers average about \$500 to \$600 in the summer and about \$300 to

\$400 in the winter.

Offering a remarkable spectrum of product the Marin market is also well known for organically-grown produce although most Farmers Markets have a strong contingent of organic growers selling their goods. "Now more than ever people want to know where their food comes from," says market Founder Lynn Bagley. "They like to know how it's grown, when it's ripe, and how to cook it. The direct interaction with farmers at the markets makes this possible." Says Bagley, a twinkle in her eye, "I believe in the market heart and soul because it helps save a culture and allows farmers to sell directly to consumers."

In my hometown

Do you have a Farmers Market? If you do you may want to look into selling there. It could be an excellent opportunity. If you don't, or can't find one nearby, you may want to talk to some of your neighbors who are growers and might have an interest. Speak with potential customers, network with other like minded people and discuss the possibility with local officials. After all there is no "one way to do it". But doing it seems to make dollars and sense. **ASF**

For Information Contact:

Mr. Ed Ando, Manager
Buellton Certified Farmers Market
Post Office Box 207
Buellton, CA 93427

Lynn Block, Administrator
San Luis Obispo
Business Improvement Association
Post Office Box 1402
San Luis Obispo, CA 93406

Peter & Linda Jankay, Market Managers
San Luis Obispo County
Farmers Market Association
Post Office Box 1402
San Luis Obispo, CA 93406

Ms. Lynn Bagley, Executive Director
Marin County Farmers Market
1114 Irwin Street
San Rafael, CA 94901

George St. Johns is the publisher of
American Small Farm Magazine.

1993
HALLOWEEN-PISMO BEACH







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Pumpkins, figs, grapes, Indian corn, apple juice, raspberries, green beans, corn, apples (including Golden Delicious, Red Delicious, Gala, Splendor, Pearmain, Wine-sap, Pippin, Ozark Gold, and many others), and peppers (sweet Italian, Anaheim, Chili Negro, super hot chili, yellow wax, Hungarian sweet, banana, bell, and others).

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Oct. 14

Fire dancer **Bob Heart** lights up the streets again; he's just one of a host of entertainers strolling the streets this evening.

Oct. 21

Garden Street hosts **Cal Poly Farm-City Night**, so in come the creatures and the machinery and equipment displays. Visit the petting zoo and admire the Cal Poly Agriculture Club displays, while moving to music by the Roadhouse Rockers—all on that one block of Garden just off Higuera Street. It's also Red Ribbon Week, so

several law enforcement agencies are offering ribbons and information on drug abuse awareness. And on the lighter side, **Bob Heart the Fire Dancer, Jim the Juggler, Bubba Ramey, and Street Corner** provide lively entertainment.

In addition to all the familiar fresh produce and flowers, local restaurants vie for your favor with their chowder, meatball sandwiches, turkey drumsticks, and (of course) ribs.

The downtown merchants stay open till 9 pm—so you can do a lot more than window shopping on Thursday nights.

Questions while you're at the market? Stop at the BIA's information booth, at the corner of Higuera and Chorro streets. They can answer just about anything you can come up with.

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FRIDAY

• In **Paso Robles** throughout the year, you'll find produce aplenty at 12th and Park streets from **4 to 8 pm**. Details are available at 238-4103 or 461-3477.

• Year round, **Cambria** hosts its farmers market from **2:30 to 5:30 pm** on Main Street next to the Vets Hall. Details: 927-4715 or 927-3624.



SATURDAY

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Oct. 16, 23, 30

Live entertainment today at the market is brought to you by **Les Beck** on keyboards, performing lots of favorite pop tunes and rhythm'n'blues.

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TUESDAY

• From May through October, the **Pismo Beach** farmers market takes over Main and Doliver streets from **4 to 8 pm**, overflowing two parking lots just a block from the beach. The market also features live entertainment throughout the season. For further information, contact the market through the Pismo Chamber of Commerce, 773-4382 or 544-9570.

• Get on down to 14th and Park streets in **Paso Robles** for their weekly farmers market from **10 am to 1 pm**. Details are available at 238-4103 or 461-3477. △

Downtown SLO Gets Some Professional Advice

As Winner of a National Revitalization Contest, SLO Was Given a Looking Over by a 'Downtown Specialist,' Who Found a Lot Going Right Here

BY COLEEN BONDY

Downtown merchants in San Luis Obispo got some national recognition and some professional advice this month. SLO's historic downtown was chosen as one of five winners in the Edward D. Jones & Co.'s Downtown Revitalization Contest. More than 150 communities entered the contest, according to the sponsoring company.

As a winner, San Luis Obispo's Downtown Business Improvement Association won a matching grant to cover half of the \$5,000 cost of a two-day visit from downtown specialist Lynn Bowness. Bowness toured the town,

- the best farmers market in the state;
- the special events calendar;
- retail oriented promotions;
- top-notch signage;
- the downtown bench program;
- the Christmas decoration program;
- high-quality window displays;
- the graffiti abatement program;
- Mission Plaza;
- refurbished theaters such as the Fremont. Bowness had several recommendations for the downtown, including:
- preparing a market analysis of the downtown in order to help the Promotions Committee set goals;
- and celebrating the downtown's accomplishments with an annual event.

The BIA was also urged to make use of volunteers from the community, obtain non-profit status, and hold a retreat to formulate a plan of action to implement the recommendations.

talked to business leaders and city officials, and took notes on the city's status.

At an Oct. 13 meeting, Bowness summed up her observations and recommendations.

The city's strong points, she said, included:

formulate a plan of action to implement the recommendations.

Bowness also talked about general trends in retail. She said the 1990s are a period of extreme competition and narrow, specialized



markets.

She said amount of retail space jumped up 40 percent from 1980 to 1990, but sales tax figures show retail spending was only up 7 percent. That means more business owners are fighting for fewer dollars, Bowness said.

The average downtown takes a 14 percent share of an area's total retail revenue, she said. But in San Luis Obispo, the downtown captures between 16 and 17 percent of the retail trade.

Bowness also said the county's average household income, which she pegged at \$50,000, was higher than the national average of \$36,000. That means SLO residents probably more disposable income, she said.

Lynn Block, executive director of the BIA, said she thought Bowness' recommendations would help the BIA set priorities and focus on

■ **On the right track:** Refurbished movie theaters, like the Fremont, were one of the many pluses found during a tour of downtown SLO by a specialist in revitalization.

its goals.

She said the organization sometimes tries to do too much, or to be "all things to all people," spreading its volunteers too thin.

"I think she just kind of helped us see how we can use the positives we already have," Block said.

"She said we were so far ahead of most other cities," Block added. △

Coleen Bondy is a New Times staff writer.

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Photo by Marjorie Jones

• In Morro Bay throughout the year, the north end of the Embarcadero in Morro Bay hosts a market from 6 to 8:30 pm. You'll find fresh produce, arts and crafts, bellydancers, musical entertainment by Kevin Reese and Jim Murphy. And maybe a thing or two else, besides. Further info:

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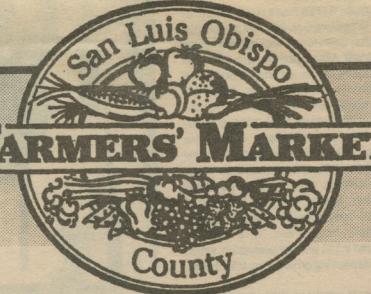
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Customer Appreciation Days!

Featuring Give-aways, Merchant Gift Certificates, Farmers Market T-Shirts, Baskets of Produce, Cupcakes, Balloons & more!

Oct. 30th
Saturday 12-4 PM
Arroyo Grande
City Hall Parking Lot

Nov. 6th
Saturday 8-10:30 AM
San Luis Obispo
Gottschalk's Parking Lot

**ALL MARKETS OPERATE YEAR 'ROUND...
RAIN OR SHINE. CALL 544-9570 FOR INFO.**

1993 • October 27 • November 3 • New Times • 43

OCTOBER 30, 1993
CUSTOMER APPRECIATION DAY
ARROYO GRANDE







NOVEMBER 6, 1993
CUSTOMER APPRECIATION DAY
SAN LUIS OBISPO



FARMER'S MARKET BOARD

1994

PRESIDENT MIKE CERONE
VICE PRESIDENT RUDY DOMINO
SECRETARY CHARLOTTE TURNER
TREASURER JIM PARKS



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• The **Santa Maria** farmers market arrives, with abundant fresh produce, at the corner of Broadway and Main streets from 2 to 6 pm. Info: 343-2135.

THURSDAY

• Year round, the biggest farmers market in San Luis Obispo County livens up Higuera Street in San Luis Obispo from 6 to 9:00 pm with a vast array of food and produce, people, entertainment, and loads more. Often, special events are planned, too, so watch this section for those. More info: 541-0286.

Nov. 11

Robert Heart, everyone's favorite fire dancer, sets Chorro Street ablaze (figuratively speaking!); guitarist Dan Greenberg brings music to Garden Street; Jim the Juggler performs on Broad Street,

and Family Affair blends African-American drumming, dancing, and storytelling in front of the China Bowl on Higuera.

Nov. 18

Patti and Troupe Humas belly dance around Morro Street; Robert Heart the fire dancer heats up Chorro Street; Rockin' Robin sings on Garden Street; Jim the Juggler tosses things around on Broad Street, and the Family Affair drumming and dancing group converges in front of the China Bowl on Higuera.

In addition to all the familiar fresh produce and flowers, local restaurants vie for your favor with their chowder, meatball sandwiches, turkey

drumsticks, and ribs. And the downtown merchants stay open till 9 pm—so you can do a lot more than windowshopping on Thursday nights.

■ Entertainment: Always something to cheer about at farmers markets.

from 2:30 to 5:30 pm on Main Street next to the Vets Hall. Details: 927-4715 or 927-3624.

• In Morro Bay throughout the year, the north



Have questions while you're at the market? Stop at the BIA's information booth, at the corner of Higuera and Chorro streets. They can answer just about anything you can come up with.

• If you couldn't make it into San Luis for the Mother of All Farmers Markets on Thursday, don't forget that throughout the year, the Young's Giant Food parking lot in **Morro Bay** has plenty of fresh produce available from 3 to 5 pm every Thursday, too. Details: 544-9570.

FRIDAY

• In **Paso Robles** throughout the year, you'll find produce aplenty at 12th and Park streets from 4 to 8 pm. Details are available at 238-4103 or 461-3477.

• Year round, **Cambria** hosts its farmers market

end of the Embarcadero in Morro Bay hosts a market from 6 to 8:30 pm. You'll find fresh produce, arts and crafts, belly dancers, musical entertainment by Kevin Reese and Jim Murphy. And maybe a thing or two else, besides. Further info: 772-4467.

SATURDAY

• For those who missed out on Thursday's Higuera Street extravaganza, take heart. Central Coast Plaza's parking lot near Gottschalks in San Luis Obispo becomes a tasty sea of produce year round from 8 to 10:30 am. For complete details, call 544-9570.

• Year round at Templeton Park, 6th and Crocker streets, the **Templeton** farmers market offers up some of the county's freshest produce, and you can take your pick any time between 9:30 am and 1 pm.

• The Arroyo Grande City Hall parking lot fills up with great tasting stuff **noon** to 4 pm, where you'll find fruits and vegetables, baked goods, plus live music by **Bubba Ramey**. Info: 544-9570.

MONDAY

• Throughout the year, the **Baywood/Los Osos** farmers market livens up Los Osos at 2nd and Santa Maria streets from 2 to 5 pm (Summer hours start at around 1 pm). For further info, contact the Los Osos/Baywood Chamber of Commerce at 528-4884.

TUESDAY

• The **Nipomo** farmers market brightens up the corner of Tefft and Malloch Streets from 3 to 7 pm, so come and gather up your favorite goodies. More details: 343-2135.

• Get on down to 14th and Park streets in **Paso Robles** for their weekly farmers market from 10 am to 1 pm. Details are available at 238-4103 or 461-3477. △

Farmers Markets

Farmers markets are held throughout each week from one end of the county to the other. All offer great local produce, and many provide live entertainment and other free activities.

What's in Season This Week

Pumpkins, walnuts, pistachios, oranges, kiwi, persimmons, European salad mix, baby carrots, basil, feijoas, dried apricots, figs, grapes, Indian corn, apple juice, strawberries, green beans, corn, and apples (including Pearmain, Winesap, Pippin, and Granny Smith).

WEDNESDAY

• Year round, the farmers market in Atascadero is held at the City Hall Sunken Gardens from 3 to 7 pm. Further information can be easily obtained by calling the Atascadero Chamber of Commerce at 466-2044.

• The Arroyo Grande farmers market gets going Wednesday mornings from 9 to 11:30 am throughout the year at the Oak Park Plaza (Hwy 101 and Oak Park Ave.), featuring a wide selection of fruits, vegetables, and much more. For further information, just call 544-9570.

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THURSDAY

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Nov. 18

Patti and Troupe Humaa belly dance around Morro Street; Robert Heart the fire dancer heats up Chorro Street; Rockin' Robin sings on Garden

Street; Jim the Juggler tosses things around on Broad Street, and the Family Affair drumming and dancing group converges in front of the China Bowl on Higuera. And tonight's the night to gather up your Thanksgiving vegetables and flowers.

Nov. 25

The farmers market is closed for Thanksgiving—you oughta be home feasting tonight anyway.

In addition to all the familiar fresh produce, local restaurants vie for your favor with their chowder, meatball sandwiches, turkey drumsticks, and ribs. And the downtown merchants stay open till 9 pm—so you can do a lot more than window shopping on Thursday nights.

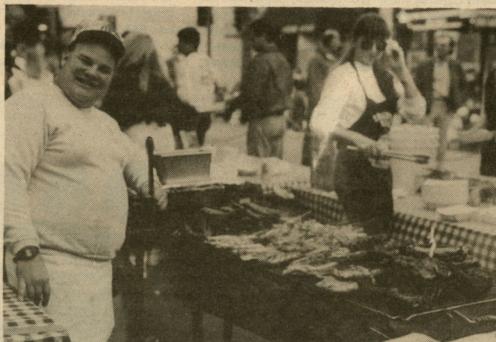
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just about anything you can come up with.

• If you couldn't make it into San Luis for the Mother of All Farmers Markets on Thursday, don't forget that throughout the year, the Young's Giant Foods parking lot in Morro Bay has plenty of fresh produce available from 3 to 5 pm every Thursday, too. Details: 544-9570.

FRIDAY

• In Paso Robles throughout the year, you'll find produce aplenty at 12th and Park streets from 4 to 8 pm. Details are available at 238-4103 or 461-3477.



■ Where to Eat: You can get a full meal at the Farmers' Market in SLO.

• Year round, Cambria hosts its farmers market from 2:30 to 5:30 pm on Main Street next to the Vets Hall. Details: 927-4715 or 927-3624.

• In Morro Bay throughout the year, the north end of the Embarcadero in Morro Bay hosts a market from 6 to 8:30 pm. You'll find fresh produce, arts and crafts, belly dancers, musical enter-

tainment by Kevin Reese and Jim Murphy. And maybe a thing or two else, besides. Further info: 772-4467.

SATURDAY

• For those who missed out on Thursday's Higuera Street extravaganza, take heart. Central Coast Plaza's parking lot near Gottschalks in San Luis Obispo becomes a tasty sea of produce year round from 8 to 10:30 am. For complete details, call 544-9570.

• Year round at Templeton Park, 6th and Crocker streets, the Templeton farmers market offers up some of the county's freshest produce, and you can take your pick any time between 9:30 am and 1 pm.

• The Arroyo Grande City Hall parking lot fills up with great tasting stuff noon to 4 pm, where you'll find fruits and vegetables, baked goods, plus live music by keyboardist Les Beck on Nov. 20 and by jazzster Bubba Ramey on Nov. 27. Info: 544-9570.

MONDAY

• Throughout the year, the Baywood/Los Osos farmers market livens up Los Osos at 2nd and Santa Maria streets from 2 to 5 pm (Summer hours start at around 1 pm). For further info, contact the Los Osos/Baywood Chamber of Commerce at 528-4884.

TUESDAY

• The Nipomo farmers market brightens up the corner of Tefft and Malloch Streets from 3 to 7 pm, so come and gather up your favorite goodies. More details: 343-2135.

• Get on down to 14th and Park streets in Paso Robles for their weekly farmers market from 10 am to 1 pm. Details are available at 238-4103 or 461-3477. □

Agriculture

County farmers markets generate \$3 million in sales

Savvy consumers support homegrown businesses

By Mary Williver

Country News Reporter

"There's no question that, in California, you're eating the safest food in the world," says deputy agricultural commissioner Rick Landon.

To further protect consumers, the county department of agriculture has initiated a new program whereby all produce sold at farmers markets is randomly tested for pesticide residues.

As Landon explained, "Inspector Alicia Doran goes to farmers markets and purchases about five or 10 pounds of whatever commodity and sends it to the state lab for analysis."

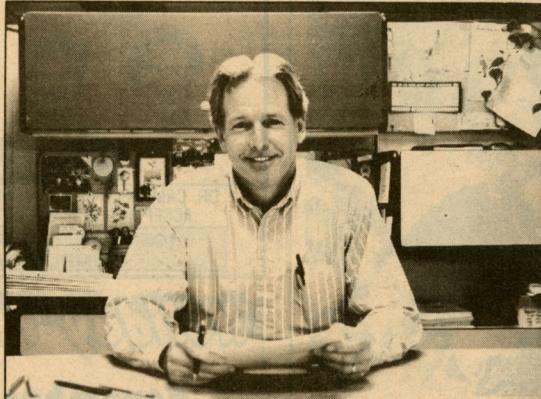
In the past, he said, produce was checked for pesticide residues as it passed through wholesalers. But with the growing success of county farmers markets, officials realized a need to close this gap.

Landon estimated that the 14 farmers markets held throughout the county engender approximately \$3 million in total sales revenues each year.

For the third quarter of this year, North County markets estimated \$249,500 in total sales while South County markets grossed \$536,420.

In fact, SLO County ranks second for number of farmers markets, preceded only by Los Angeles County.

Anyone who sells produce at county farmers markets must report all pesticides used on their crops to the agriculture department, even if the material is something as innocuous as Safer's soap or diatomaceous earth.



Mary Williver/County News
Deputy agricultural commissioner Rick Landon monitors and issues operating permits for county farmers markets.

Besides supervising random testing of produce, Landon verifies that vendors at farmers markets are actually growing the commodities they sell.

"The whole purpose of the program is to allow the grower to sell to the consumer without going through a middleman," he noted. "So we are responsible for making sure people are not just brokering the produce."

Toward this end, Landon and his colleagues make annual site visits to about 10 percent of the growers represented at farmers markets.

Family members may sell produce on behalf of the grower, as can employees, he said.

If an employee represents a grower at farmers markets, Landon requires a signed statement verifying that the employee is being paid a salary or wage, not commission. "If they get

paid by commission, that's brokering," he explained.

Entrepreneurs who intend to sell excess produce at farmers markets must first pay \$30 for a certified producers certificate from the county department of agriculture, renewable annually.

In North County, vendors must also pay an annual fee of \$12 to become a member of the nonprofit North County Farmers Market Association.

Landon explained that his office also collects a \$150 yearly fee from the appropriate association that is levied on each town's market.

"The County Board of Supervisors said this has to be a self-funding program, so we recover the clerical costs of issuing certificates and site-checking through these fees," he said.

The first certified farmers market in the county was started in San Luis Obispo in 1977 by the Economic Opportunity Commission for the benefit of senior citizens and low-income consumers.

By 1983, the first North County farmers market was held at the Livestock Auction Yard in Templeton, under the direction of Leo and Becky Wood. Three years later, the market moved to its present site at the Templeton city park.

Only Los Angeles County has more farmers markets than San Luis Obispo County

In 1985, farmers markets were established in Atascadero and Paso Robles, and more recently, additional markets were launched in Baywood Park and Paso Robles.

Landon believes that farmers markets offer the community many benefits.

"One of the reasons we bring tourists into the county is due to the rural atmosphere, pastoral settings and farmers markets," he said.

"I know a lot of times people plan their stays in San Luis Obispo to include the farmers market on Thursday nights."

By shopping at farmers markets, consumers can avoid the additional costs and loss of quality of produce that has been packed, shipped, brokered and distributed from long distances.

Another advantage of shopping at farmers markets is being able to buy

FARMERS

Continued from page 23
in bulk for home canning, freezing and drying.

And if you're not sure about the best way to process any sort of produce, all you have to do is ask the grower directly.

For information about joining a farmers market, contact Rick Landon at 473-7090 or call Bill Berry of the North County Farmers Market Association at 461-3477. For a listing of times and places of farmers markets, check the community calendar page.

Please see FARMERS page

Farmers Markets

Farmers markets are held throughout each week from one end of the county to the other. All offer great local produce, and many provide live entertainment and numerous other activities.

What's in Season This Week

Persimmons, walnuts, pistachios, oranges, kiwi, dried apricots, figs, apple juice, garlic, poinsettias, chayote, arugula, honey, eggs, almond butter, Brussels sprouts.

WEDNESDAY

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Dec. 9

• **Jim the Juggler** throws things around on Morro Street; **Bob Heart** warms you up with his fire dancing on Chorro Street; singer-guitarist **Kevin Rees** fills the Garden Street air with sweet

music; **Patti and the Troupe Humaa** belly dancers shake it around Broad Street, and **Janus** strums his 6- and 12-string guitars in front of the China Bowl on Higuera.

Dec. 16

• This is Christmas entertainment night, featuring a "singing Christmas tree" formed by those adorable Bishop's Peak Elementary 3rd graders, on Garden Street. You can also meander over to Chorro to see **Jim the Juggler** tossing carrots and knives in a highly entertaining fashion.

• If you couldn't make it into San Luis Obispo for the Mother of All Farmers Markets on Thursday, don't forget that throughout the year, the Young's Giant Food parking lot in **Morro Bay** has plenty of fresh produce available from 3 to 5 pm every Thursday, too. Details: 544-9570.

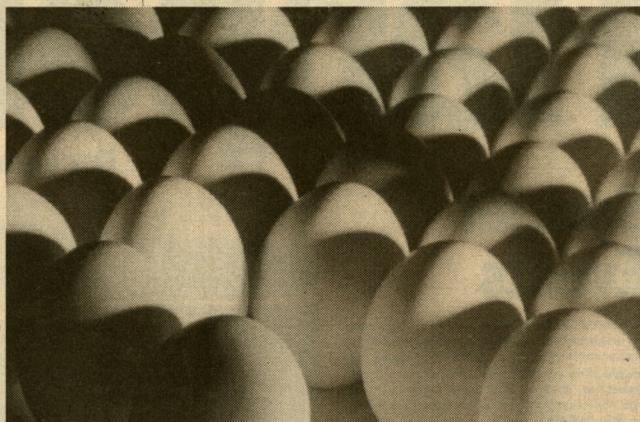
FRIDAY

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• Year round, **Cambria** hosts its farmers market from 2:30 to 5:30 pm on Main Street next to the Vets Hall. Details: 927-4715 or 927-3624.

SATURDAY

• For those who missed out on Thursday's Higuera Street extravaganza, take heart. Central



■ Egg-cellent market: Come out to any of the county's farmers markets and pick up some eggs.

Coast Plaza's parking lot near Gottschalks in **San Luis Obispo** becomes a tasty sea of produce year round from 8 to 10:30 am. For complete details, call 544-9570.

• Year round at Templeton Park, 6th and Crocker streets, the **Templeton** farmers market offers up some of the county's freshest produce, and you can take your pick any time between 9:30 am and 1 pm.

• The Arroyo Grande City Hall parking lot fills up with great tasting stuff **noon to 4 pm**, where you'll find fruits and vegetables, baked goods, plus live music til 2:30 pm by **Bubba Ramey** Dec. 11 and **Les Beck** on Dec. 18. Info: 544-9570.

MONDAY

• Throughout the year, the **Baywood/Los Osos**

farmers market livens up Los Osos at 2nd and Santa Maria streets from 2 to 5 pm (Summer hours start at around 1 pm). For further info, contact the Los Osos/Baywood Chamber of Commerce at 528-4884.

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Poor can trade food stamps for farmers market fare

Governing Magazine

Walk down most any city street, and you'll find it easier to buy a burger than a piece of fresh fruit. Around the country, there is a growing effort to give the urban poor better access to fresh fruit and vegetables by making it easier for them to buy at farmers markets.

Some farmers markets already

accept food stamps. Now, a growing number of states are giving coupons that can be redeemed at farmers markets to participants in the Special Supplemental Food Program for Women, Infants and Children.

Twenty-four states now operate some kind of WIC/farmers market program, says Jim Stephenson, president of the National Association of Farmers Market Nutrition

Programs. Eleven of them receive federal funds for their programs.

But even without federal funds, Stephenson says the programs are a good opportunity to promote economic development by boosting business for area farmers. And with the added bonus of better nutrition for the poor, Stephenson calls them "the ultimate in making a rural-urban connection."

In Maine, where a pilot nutrition program started this summer, WIC clients received a book of coupons for use at local farmers markets. Seventeen different markets across the state participated. "The clients are really excited — some of them have never been to farmers' markets before," says Shelley Rowley, assistant director of the Maine WIC program.

PISMO BEACH
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