



"Dedicated to building local capacity and improving quality of life of the rural communities it serves"



**San Joaquin Valley
Rural Development Center**

This spring, the Avenal Farmers Market gave farmers an opportunity to sell and shoppers to buy. One couple came from Santa Maria to offer their delicious red strawberries.

The Avenal Farmers Market in Kings County is one of three locations where RDC offered assistance to local farmers, helping them with market development through its **USDA Farmers Market Promotion Program**. The other two are Huron Farmers Market and Orange Cove Farmers Market, both in Fresno County.

Throughout the year, RDC provided **small farmer technical assistance** through Good Agricultural Practices (GAP) training, water and energy efficiency funding applications, and farmers market participation.

RDC invested its resources in our rural areas through the **USDA Rural Community Development Initiative**, with housing, community development, and economic development technical assistance to the Cities of Arvin, Huron, McFarland, Orange Cove, Parlier and San Joaquin, and Biola Community Services District.