

FREE!

BUY FRESH BUY LOCAL

The Eater's Guide to Local Food

BAY AREA, 4TH EDITION

Restaurants & Grocers

FARMERS MARKETS

Farms

FARMSTANDS

FOOD ARTISANS

**U-PICKS
& CSA'S**

Organizations

ALAMEDA

CONTRA COSTA

MARIN • NAPA

SAN FRANCISCO

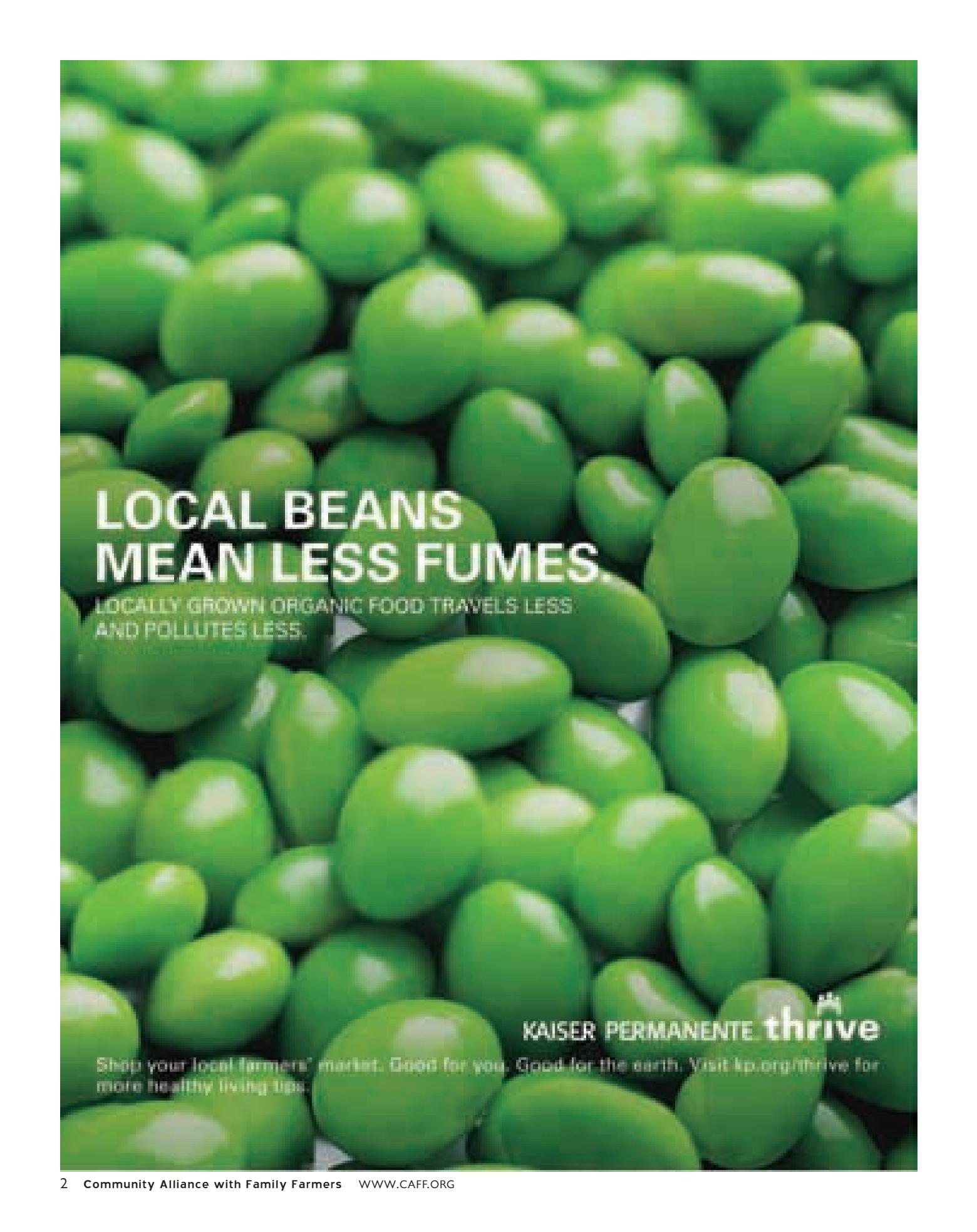
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A publication of CAFF with a contribution by Michael Pollan | WWW.CAFF.ORG



LOCAL BEANS MEAN LESS FUMES.

LOCALLY GROWN ORGANIC FOOD TRAVELS LESS.
AND POLLUTES LESS.

Shop your local farmers' market. Good for you. Good for the earth. Visit kp.org/thrive for more healthy living tips.

KAISER PERMANENTE  **thrive**

About this Guide

There has been a lot of revolution in our food revolution in the past year! Since the last edition of this guide appeared, we've seen both growth and radical change in the Bay Area's Local Food System. Since 2009 venerable restaurants have closed their doors, while new ones have launched into the fray, both ambitious and humble. A mobile cart or taco truck has likely rumbled through your world and serving tasty local food is becoming the rule rather than the exception. In the meantime the number of farmers markets is still growing, and more markets are accepting EBT and WIC, making local food accessible to all. Truly the Bay Area is leading the nation in the local food movement. Fortunately for all us residents, the terrific abundance of our home is well suited to feeding the revolution! We are proud to present to you this year's Buy Fresh Buy Local Bay Area Eater's Guide to Local Food. This guide is designed to be a useful tool in identifying local, fresh, and delicious foods wherever you are in the Bay. The guide was developed by the Community Alliance with Family Farmers (CAFF) in an effort to help improve access to healthy food and raise awareness about the importance of buying local. Throughout the guide, you will find valuable information to help advance your commitment to eating fresh, local foods, such as:

- A Bay Area seasonality chart highlighting the diverse fruit and vegetable crops that are produced throughout the year
- The schedule and location information on over 160 farmers markets that operate weekly or seasonally throughout the region
- A list of Community Supported Agriculture (CSA) programs, including meat CSAs
- Editorials about the Bay Area food system, urgent food policy initiatives, and inspiring practices you can adopt right away
- A list of organizations and websites within the Bay Area that support healthy food and a sustainable food system

Hungry for more? All the information in this guide, and more – including listings for other regions of California – is available on CAFF's website at: www.caff.org

CREDITS AND ACKNOWLEDGMENTS

EDITORS Ariane Michas, Allyse

Heartwell Contributors: Susan

Coss, Temra Costa, Nicolette Hahn-Niman, Kari Hammerschlag, Jason Mark, Ariane Michas, Michael Pollan, David Runsten, Karyn Smith.

GRAPHIC DESIGNER Kate Murphy, Sacramento News and Review.

PRODUCTION ASSISTANCE Kacey Berry, Maggie Bertolani, Josh Edge, Rebecca Eiseman, Megan Sabato, Leslie Pace, Rachel Solvason, Natalie Theys.

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COMMUNITY ALLIANCE WITH FAMILY FARMERS

Growing food, growing farms, growing communities

The Community Alliance with Family Farmers (CAFF) advocates for California family farmers and sustainable agriculture.

CAFF is cultivating strong partnerships between family farmers and their communities by building on shared values around food and agriculture and working together in practical, on-the-ground programs. These relationships create local economic vitality, improved human and environmental health, and long-term sustainability.

This guide is a project of CAFF's Buy Fresh Buy Local program, which opens new opportunities for family farmers by educating consumers and food businesses about the benefits of buying locally. Other CAFF programs and projects include Farm to School, Biological Agriculture, and Policy.

For more information about CAFF's programs, please visit www.caff.org.



CAFF Bay Area
2150 Allston Way, Suite 320
Berkeley, CA 94704
510 832 4625

FOOD ROUTES NETWORK

The California Buy Fresh Buy Local program is a project of CAFF in collaboration with the national organization, the Food Routes Network. For more information, please visit www.foodroutes.org



Many of us by now have heard the piece of distilled wisdom from Michael Pollan's *In Defense of Food*: **Eat Food. Not too much. Mostly Plants.** Following this came a handy compendium of food rules, drawn from "a deep reservoir of food wisdom... the distillation of an evolutionary process involving many people in many places figuring out what keeps people healthy." Taken from *Food Rules: An Eater's Manual*, here is a list of our favorites, graciously lent to this guide by Michael Pollan for everyone's benefit.



EAT FOOD

Avoid food products containing ingredients that no ordinary human would keep in the pantry.

Ethoxylated diglycerides? Cellulose? Xanthan gum? Calcium propionate? Ammonium sulfate? If you wouldn't cook with them yourself, why let others use these ingredients to cook for you?

Avoid food products containing ingredients that a third-grader cannot pronounce.

Keep it simple!

Avoid foods that are pretending to be something they are not.

Imitation butter – aka margarine – is the classic example. To make something like nonfat cream cheese that contains neither cream nor cheese requires an extreme degree of processing; such products should be labeled as imitations and avoided.

Avoid foods you see advertised on television.

Only the biggest food manufacturers can afford to advertise their products on television: More than two thirds of food advertising is spent promoting processed foods (and alcohol), so if you avoid products with big ad budgets, you'll automatically be avoiding edible foodlike substances. As for the 5 percent of food ads that promote whole foods (the prune or walnut growers or the beef ranchers), common sense will, one hopes, keep you from tarring them with the same brush.

Eat only foods that will eventually rot.

The more processed a food is, the longer the shelf life, and the less nutritious it typically is. Real food is alive – and therefore it should eventually die.

Buy your snacks at the farmers' market.

You'll find yourself snacking on fresh or dried fruits and nuts – real food – rather than chips and sweets.

MOSTLY PLANTS

Eat your colors.

The idea that a healthy plate of food will feature several different colors is a good example of an old wives' tale about food that turns out to be good science too.

Eat animals that have themselves eaten well.

The diet of the animals we eat strongly influences the nutritional quality, and healthfulness, of the food we get from them, whether it is meat or milk or eggs. This should be self-evident, yet it is a truth routinely overlooked by the industrial food-chain in its quest to produce vast quantities of cheap animal protein.

Eat well-grown food from healthy soil.

It would have been easier to say "eat organic," and it is true that food certified organic is usually well grown in relatively healthy soil – soil nourished by organic matter rather than chemical fertilizers. (It also will contain little or no residue from synthetic pesticides or pharmaceuticals.) Yet there are exceptional farmers and ranchers in America who for one reason or another are not certified organic, and the excellent food they grow should not be overlooked.

Eat sweet foods as you find them in nature.

In nature, sugars almost always come packaged with fiber, which slows their absorption and gives you a sense of satiety before you've ingested too many calories.

Don't eat breakfast cereals that change the color of the milk.

NOT TOO MUCH

Pay more, eat less.

There's no escaping the fact that better food – measured by taste or nutritional quality (which often correspond) – costs more, because it has been grown or raised less intensively and with more care. Not everyone can afford to eat well in America, which is a literal shame, but most of us can: Americans spend less than 10% of their income on food, less than the citizens of any other nation.

BY MICHAEL POLLAN

*Excerpted with permission from
Food Rules: An Eater's Manual*



EAT, DRINK AND
BE LOCAL

THE WORLD'S BEST PILSNER.
BREWED FRESH IN BERKELEY.

For the TRU story visit www.trumer-international.com

FARMER'S MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	SNC/WIC/EBT
SUN	Alameda	Irvington	9AM -1PM	y/r	Bay St & Chapel Way	Irvington	pcfma.com	WIC/EBT
SUN	Alameda	Jack London Square	9AM-2PM	y/r	Webster & Embarcadero St	Oakland	pcfma.com	WIC/EBT
SUN	Alameda	Livermore	9AM-1PM	y/r	2nd St btwn J & K	Livermore	pcfma.com	WIC/EBT
SUN	Alameda	Montclair Farmers' Mrkt	9AM- 1PM	y/r	Moraga Ave at La Salle Ave	Oakland	urbanvillageline.com	WIC/EBT
SUN	Alameda	Newpark Mall	9AM-1PM	y/r	New Park Mall Parking Lot	Newark	agriculturalinstitute.org	ALL
SUN	Alameda	Oakland Fruitvale	10AM-3PM	y/r	34th Ave & E 12th St	Oakland	unitycouncil.org/servicesII.htm	WIC/EBT
SUN	Alameda	Temescal	9AM-1PM	y/r	5300 Claremont Ave - DMV	Oakland	urbanvillageonline.com	WIC/EBT
SUN	Contra Costa	Martinez	10AM-2PM	May-Oct	Main St & Castro	Martinez	cccfm.org	WIC
SUN	Contra Costa	Moraga	9AM-1PM	y/r	Moraga Rd at Moraga Way - Moraga Center	Moraga	cafarmersmkts.com	WIC
SUN	Contra Costa	Somersville Towne Center	10AM-2PM	June-Nov	Delta Fair Blvd, btwn Macy's & Sears	Antioch	pcfma.com	WIC/EBT
SUN	Contra Costa	Walnut Creek	8AM-1PM	y/r	N Locust Ave, btwn Cole & Lacassie	Walnut Creek	cccfm.org	WIC/EBT
SUN	Marin	Sunday Marin Farmers Mrkt	8AM-1PM	y/r	Marin Civic Center	San Rafael	agriculturalinstitute.org	ALL
SUN	San Francisco	Divisadero	10AM-2PM	y/r	Grove at Divisadero St	San Francisco	pcfma.com	WIC/EBT
SUN	San Francisco	Fort Mason Center	9:30AM-1:30PM	May - Dec	Marina & Buchanan	San Francisco	cafarmersmkts.com	WIC/EBT
SUN	San Francisco	Heart of the City	7AM-5PM	y/r	Market at Hyde St	San Francisco	hocfarmersmarket.org	WIC/EBT
SUN	San Francisco	Inner Sunset	9AM-1PM	y/r	Parking lot btwn 8th & 9th Ave, South of Irving St	San Francisco	pcfma.com	WIC/EBT
SUN	San Francisco	N Beach Farmers Mrkt	9AM-1PM	June-Oct	Mason St - btwn Columbus & Lombard	San Francisco	urbantable.org	NONE
SUN	San Francisco	Stonestown	9AM-1PM	y/r	3251 20th Ave - Stonestown Galleria	San Francisco	agriculturalinstitute.org	ALL
SUN	San Mateo	Belmont	9AM-1PM	y/r	CalTrain parking lot, El Camino Real & O'Neill St	Belmont	pcfma.com	WIC/EBT
SUN	San Mateo	Burlingame Fresh Mrkt	9AM-1:30PM	Apr - Dec	Park Rd at Burlingame Ave	Burlingame	burlingamechamber.org/fresh-market	NONE
SUN	San Mateo	Cow Palace	9AM-1PM	July - Oct	Lower Lot at Gate 5	Daly City	urbanvillageonline.com	WIC/EBT
SUN	San Mateo	Downtown San Mateo	10AM-2PM	May-Oct	5th Ave & San Mateo Dr	San Mateo	urbantable.org	NONE
SUN	San Mateo	Menlo Park	9AM-1PM	y/r	Santa Cruz Ave & Chestnut St	Menlo Park	localharvest.org/menlo-park-farmers-market-M3662	NONE

SUN	San Mateo	San Bruno	9AM - 1PM	May - Oct	San Mateo Ave btwn Jenevein & Sylvan	San Bruno	pcfma.com	WIC/EBT
SUN	Santa Clara	Blossom Hill	10AM-2PM	y/r	Kooser & Meridian Ave - Princeton Plaza Mall	San Jose	cafarmersmkts.com	WIC
SUN	Santa Clara	Alum Rock Village	9AM-1PM	y/r	James Lick High School, 57 N White Blvd	Alum Rock Village	pcfma.com	WIC/EBT
SUN	Santa Clara	Campbell	9AM-1PM	y/r	Campbell Ave & Central Ave	Campbell	urbanvillageonline.com	WIC/EBT
SUN	Santa Clara	Downtown Los Gatos	8AM-1PM	y/r	Montebello Way & Broadway - Adjacent to Town Park Plaza	Los Gatos	408-353-4293	NONE
SUN	Santa Clara	Evergreen	9AM-1PM	y/r	Evergreen Village Square, Ruby at Classico Ave	Evergreen	pcfma.com	WIC/EBT
SUN	Santa Clara	Milpitas	8AM-1PM	y/r	525 Los Coches, India Comm Cntr	Milpitas	pcfma.com	WIC/EBT
SUN	Santa Clara	Mountain View	9AM-1PM	y/r	Hope St at W Evelyn Ave	Mountain View	cafarmersmkts.com	WIC
SUN	Santa Clara	Palo Alto California Avenue	9AM-1PM	y/r	California Ave & El Camino	Palo Alto	urbanvillageonline.com	WIC/EBT
SUN	Santa Clara	San Jose Japantown Certified Farmers Mrkt	8:30AM-12PM	y/r	Jackson St at Sixth St	San Jose	japantownsanjose.org/market.html	NONE
SUN	Santa Clara	Santana Row	11AM-3PM	y/r	Plaza Valencia, Santana Row	San Jose	pcfma.com	WIC/EBT
SUN	Sonoma	Old Downtown Windsor	10AM-1PM	May - Dec	Market St & Windsor Town Green	Windsor	windsorfarmersmarket.com	SNC/WIC
SUN	Sonoma	Sebastopol Farmers Mrkt	10AM-1:30PM	Apr-Nov	Petaluma St & Weeks Way - Across from Whole Foods	Sebastopol	sebastopolfarmmarket.com	ALL
SUN	Sonoma	Windsor	10AM-1AM	May - Dec	Market St - Town Green	Windsor	windsorfarmersmarket.com	WIC
TUE	Alameda	Alameda	9AM-1PM	y/r	Haight Ave & Webster St	Alameda	pcfma.com	WIC/EBT
TUE	Alameda	Berkeley Farmers Mrkt	2-6PM	y/r	Derby St & Martin Luther King Jr Way	Berkeley	ecologycenter.org/bfm	WIC/EBT
TUE	Alameda	Kaiser Union City	10AM-2PM	y/r	3553 Whipple Rd	Union City	pcfma.com	WIC/EBT
TUE	Contra Costa	Concord	10AM-2PM	y/r	Todos Santos Plaza, Willow Pass & Grant	Concord	pcfma.com	WIC/EBT
TUE	Contra Costa	El Cerrito	9AM-1PM	y/r	San Pablo & Fairmount Ave	El Cerrito	elcerriotpiazza.com	SNC/WIC
TUE	Contra Costa	Kaiser Walnut Creek	10AM-2PM	y/r	I425 Main St	Walnut Creek	pcfma.com	WIC/EBT
TUE	Marin	Novato Tuesday Evening Mrkt	4-8PM	May - Sept	Reichert & Grant Ave	Novato	agriculturalinstitute.org	ALL
TUE	Marin	Tam Valley's Farmers Mrkt	3-7PM	May - Sep	Tennessee Valley Rd & Marin Ave	Mill Valley	tcsd.us/jadworks/tcsd/jwsuite.nsf/SiteWelcome/Home	WIC/EBT
TUE	Oakland	Children's Hospital	2-7PM	y/r	52nd Street at Children's Hospital	Oakland	phatbeetsproduce.org	NONE
TUE	San Francisco	Crocker Galleria	11AM-3PM	May - Sep	50 Post & Montgomery - Crocker Galleria	San Francisco	cafarmersmkts.com	WIC/EBT
TUE	San Francisco	Ferry Building Farmers Mrkt	10AM-2PM	y/r	I Ferry Building Plaza	San Francisco	cuesa.org	ALL
TUE	San Mateo	25th Ave San Mateo	4-8PM	May - Oct	194 W 25th St, Presbyterian Church Lot	San Mateo	pcfma.com	WIC/EBT
TUE	San Mateo	Kaiser So. San Francisco	10AM-2PM	May - Sept	1200 El Camino Real	So San Francisco	pcfma.com	WIC/EBT
TUE	Sonoma	Healdsburg Tuesday Mrkt	4-6:30PM	June - Oct	North & Vine	Healdsburg	healdsburgfarmersmarket.org	ALL

FARMER, S MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	SNC/WIC/EBT
TUE	Sonoma	Sonoma Valley Farmers Mkt at Sonoma Plaza	5:30-Dusk	April-Oct	Broadway & Napa Rd	Sonoma	sonomavalleyfarmersmarket.com	SNC/WIC
WED	Alameda	Kaiser Hayward	10AM-2PM	y/r	27400 Hesperian Blvd	Hayward	pcfma.com	WIC/EBT
WED	Alameda	San Leandro	4-8PM	May-Oct	E Parrott & 14th St	San Leandro	pcfma.com	WIC/EBT
WED	Contra Costa	Point Richmond	4-8PM	May-Oct	Park Place, North of W Richmond Ave	Point Richmond	pcfma.com	WIC/EBT
WED	Marin	Corte Madera	12-5PM	y/r	Tamalpais & Hwy 101	Corte Madera	shoptowncenter.com/events.html	WIC
WED	Marin	Fairfax	4-8PM	May-Sep	Bolinas Rd & Elsie Ln - Bolinas Park	Fairfax	agriculturalinstitute.org	All
WED	San Francisco	Castro	4-8PM	Apr-Oct	Noe & Market St	San Francisco	pcfma.com	WIC/EBT
WED	San Francisco	Heart of the City	7AM-5:30PM	y/r	Market at Hyde St	San Francisco	hofarmersmarket.org	WIC/EBT
WED	San Francisco	Kaiser San Francisco	10AM-2PM	y/r	Geary at St. Joseph St	San Francisco	pcfma.com	WIC/EBT
WED	San Francisco	Mint Plaza	10AM-2PM	April-Oct	Mint & Jessie St - Mint Plaza	San Francisco	urbantable.org	WIC/EBT
WED	San Francisco	Mission Bay at UCSF	10AM-2PM	Apr-Nov	4th St at Gene Friend Way	San Francisco	pcfma.com	WIC/EBT
WED	San Francisco	Upper Haight	4-8PM	Apr-Oct	Waller at Stanyon St	San Francisco	pcfma.com	WIC/EBT
WED	San Mateo	Kaiser Redwood City	10AM-2PM	Apr-Sep	1150 Veterans Blvd	Redwood City	pcfma.com	WIC/EBT
WED	San Mateo	Rockaway Beach	2:30-6:30PM	May-Dec	200 Rockaway Beach Ave - Rockaway Beach	Pacifica	coastsidefarmersmarket.org	WIC/SNC
WED	San Mateo	Sam Mateo	9AM-1PM	y/r	College of San Mateo	San Mateo	pcfma.com	WIC/EBT
WED	Santa Clara	Cambrian Park Certified Farmers' Mrkt	4-8PM	May-Sep	Camden & Union Ave	San Jose	urbanvillageonline.com	WIC/EBT
WED	Santa Clara	Evergreen	9AM-1PM	y/r	Evergreen Village Square, Ruby Ave at Classico Ave	San Jose	pcfma.com	WIC/EBT
WED	Santa Clara	V.A. Palo Alto	10AM-2PM	May-Oct	3801 Miranda Ave	Palo Alto	pcfma.com	WIC/EBT
WED	Sonoma	Petaluma Farmers Markets	4:30-8PM	June-Oct	2nd & B St	Petaluma	petalumafarmersmarket.com	WIC/EBT
WED	Sonoma	Santa Rosa	8:30AM-12PM	y/r	1351 Maple Ave	Santa Rosa	santarosafarmersmarket.blogspot.com	NONE
WED	Sonoma	Santa Rosa Downtown	5-8:30PM	May-Sep	4th St & Mendocino Ave	Santa Rosa	srdowntownmarket.com	NONE
THU	Alameda	Berkeley Farmers' Mrkt - All Organic	3-7PM	y/r	Shattuck Ave at Rose St	Berkeley	ecologycenter.org/bfm	WIC/EBT
THU	Alameda	Kaiser Fremont	10AM-2PM	y/r	39400 Paseo Padre Pkwy	Fremont	pcfma.com	WIC/EBT
THU	Alameda	Livermore	4-8PM	May-Oct	Carnegie Park, Third & J St	Livermore	pcfma.com	WIC/EBT
THU	Alameda	Oakland Fruitvale	12-7PM	y/r	34th Ave & E 12th St	Oakland	unitycouncil.org/servicesII.htm	WIC/EBT
THU	Contra Costa	Concord	4-8PM	Apr-Oct	Todos Santos Plaza, Willow & Grant	Concord	pcfma.com	WIC/EBT

THU	Contra Costa	Kaiser Antioch	10AM-2PM	Apr-Oct	4501 Sand Creek Rd	Antioch	pcfma.com	WIC/EBT
THU	Contra Costa	Kaiser Martinez	10AM-2PM	y/r	200 Muir Rd	Martinez	pcfma.com	WIC/EBT
THU	Contra Costa	Lafayette	4-8PM	May-Sep	Moraga Rd & Mt. Diablo - Plaza Park	Lafayette	cccfm.org	WIC
THU	Contra Costa	Martinez	10AM-2PM	May-Nov	Court St btwn Main & Escobar St	Martinez	pcfma.com	WIC/EBT
THU	Marin	Ross Valley Farmers Mrkt	3-7PM	May-Oct	Sir Francis Drake & Lagunitas - Marin Art and Garden Center	Ross	magc.org	WIC
THU	Marin	San Rafael Downtown	6-9PM	April-Sep	4th & B St	San Rafael	sanrafaelmarket.org	NONE
THU	Marin	Thursday Marin Farmers Mrkt	8AM-1PM	y/r	10 Avenue of the Flags - Marin Vets Memorial Auditorium Parking Lot	San Rafael	agriculturalinstitute.org	All
THU	San Francisco	Crocker Galleria	11AM-3PM	y/r	50 Post and Montgomery - Crocker Galleria	San Francisco	cafarmersmkts.com	WIC/EBT
THU	San Francisco	Ferry Bldng Farmers Mrkt	10AM-2PM	y/r	I Ferry Building Plaza	San Francisco	cuesa.org	All
THU	San Mateo	Burlingame Fresh Mrkt	4-8PM	May-Aug	Park Rd at Burlingame Ave	Burlingame	burlingamechamber.org/fresh-market	NONE
THU	San Mateo	Daly City	9AM-1PM	y/r	Serramonte Blvd & Gellert Dr - Serramonte Center	Daly City	cafarmersmkts.com	WIC
THU	San Mateo	San Carlos	4-8PM	May-Sep	Laurel St btwn Cherry & Olive	San Carlos	pcfma.com	WIC/EBT
THU	Santa Clara	Kaiser Santa Clara	10AM-2PM	y/r	710 Lawrence Expressway	Santa Clara	pcfma.com	WIC/EBT
THU	Santa Clara	Los Altos Certified Farmers Mrkt	4-8PM	May-Sep	State & 2nd St	Los Altos	urbanvillageonline.com	WIC/EBT
THU	Solano	Benicia Certified Farmers Mrkt	4-8PM	May-Oct	Btwn B & D along 1st St	Benicia	beniciamainstreet.org	SNC/WIC
THU	Solano	Dixon	4-8PM	May-Sep	N 1st at C St - Women's Improvement Park	Dixon	pcfma.com	WIC/EBT
THU	Solano	Fairfield	4-8PM	May 6-Oct 7	Jefferson St, North of Texas St	Fairfield	pcfma.com	WIC/EBT
THU	Sonoma	Cotati	4:30-7:30PM	June-Sep	La Plaza Park, Old Redwood Hwy & W Sierra Ave	Cotati	cotati.org	WIC/EBT
THU	Sonoma	Old Downtown Windsor	5-8PM	June-Aug	Market St & Windsor Town Green	Windsor	windsorfarmersmarket.com	SNC/WIC
THU	Sonoma	Windsor	5-8PM	June-Aug	Market St - Town Green	Windsor	windsorfarmersmarket.com	WIC
FRI	Alameda	Kaiser Oakland	10AM-2PM	y/r	3801 Howe St	Oakland	pcfma.com	WIC/EBT
FRI	Alameda	Old Oakland	8AM-2PM	y/r	9th St at Broadway	Oakland	urbanvillageonline.com	WIC/EBT
FRI	Contra Costa	Richmond Certified Farmers Market	7AM-5PM	y/r	24th & Barrett	Richmond	richmondfarmersmarket.org	All
FRI	Contra Costa	Tice Valley	9AM-1PM	May-Oct	2071 Tice Valley Blvd - JCC	Walnut Creek	cccfm.org	WIC
FRI	Marin	Mill Valley Farmers Mrkt	9AM-2PM	y/r	759 E Blithedale Ave - Alco Shopping Cntr Mill Valley	cafarmersmarkets.com	WIC	
FRI	Marin	Sausalito	4-8PM	May-Oct	Bridgeway & Bay St	Sausalito	cafarmersmarkets.com	WIC
FRI	Napa	St. Helena Farmers Mrkt	7:30AM-12PM	May-Oct	Crane Ave & Grayson Ave - Crane Park	St. Helena	sthelenafarmersmkt.org	WIC/EBT
FRI	Santa Clara	Kaiser San Jose	10AM-2PM	y/r	270 International Circle	San Jose	pcfma.com	WIC/EBT
FRI	Santa Clara	San Jose Downtown	10AM-2PM	May-Dec	San Pedro Sq btwn Santa Clara & John St	San Jose	pcfma.com	WIC/EBT
FRI	Santa Clara	Vallejo	9AM-1PM	y/r	Stevens Creek Blvd & Wolfe Rd	Cupertino	pcfma.com	WIC/EBT

FARMER'S MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	SNC/WIC/EBT
FRI	Solano	Kaiser Vallejo	10AM -2PM	y/r	975 Sereno Dr.	Vallejo	pcfma.com	WIC/EBT
FRI	Sonoma	Cloverdale	5:30-9:30PM	June-Sep	1st & 3rd St, Downtn Plaza	Cloverdale	cloverdale.net	WIC
FRI	Sonoma	Occidental Bohemian Frmr's Market	4PM-Dusk	June-Oct	3611 Main St (Bohemian Hwy)	Occidental	occidentalfarmersmarket.com	SNC/WIC
FRI	Sonoma	Sonoma Valley Farmers Mrkts at Arnold Field	9AM-12PM	y/r	1st St West at Arnold Field	Santa Rosa	sonomavalleyfarmersmarket.com	NONE
FRI	Alameda	Alameda	9AM-1PM	y/r	Haight Ave & Webster St	Alameda	pcfma.com	WIC/EBT
FRI	Alameda	Castro Valley	9AM-1PM	May-Oct	Redwood Rd at Norbridge Ave	Castro Valley	urbanvillageline.com	WIC/EBT
FRI	Alameda	Grand Lake Farmers Mrkt	9AM-2PM	y/r	Grand Ave & Lake Park Ave	Oakland	agriculturalinstitute.org	ALL
SAT	Alameda	Berkeley Farmers Mrkt	10AM-3PM	y/r	Center St & Martin Luther King Jr Way	Berkeley	ecologycenter.org/bfm	WIC/EBT
SAT	Alameda	Hayward	9AM -1 PM	y/r	777 B St - Hayward City Hall Plaza	Hayward	agriculturalinstitute.org	ALL
SAT	Alameda	Mo' better Food Mrkt	10AM-3PM	June-Nov	7th St & Mandela Pkwy	Oakland	mobetterfood.com	NONE
SAT	Alameda	Oakland Community Farmers Market	10AM-2PM	y/r	4215 Macarthur Blvd	Oakland	foodcommunityculture.org	ALL
SAT	Alameda	Pleasanton	9AM-1PM	y/r	Main & W Angela St	Pleasanton	pcfma.com	WIC/EBT
SAT	Alameda	San Leandro-Bayfair Mall	9AM-1PM	y/r	Fairmont Dr at E 14th St - Bayfair Mall	San Leandro	cafarmersmkts.com	WIC/EBT
SAT	Alameda	San Lorenzo	9AM-1PM	May-Oct	Hesperian Blvd & Paseo Grande	San Lorenzo	pcfma.com	WIC/EBT
SAT	Alameda	Union City	9AM-1PM	y/r	Old Alvarado Park, Smith & Watkins St	Union City	pcfma.com	WIC/EBT
SAT	Contra Costa	Brentwood	8AM -12PM	Apr-Oct	First St, btwn Oak & Chestnut St	Brentwood	pcfma.com	WIC/EBT
SAT	Contra Costa	Clayton	8AM -12PM	May-Oct	Diablo St, btwn Main & Center St	Clayton	pcfma.com	WIC/EBT
SAT	Contra Costa	Danville	9AM-1PM	y/r	Railroad Ave & Prospect Ave	Danville	pcfma.com	WIC/EBT
SAT	Contra Costa	Diablo Valley, Walnut Creek	9AM-1PM	y/r	Mitchell Dr & N Wiget Ln - Shadelands Office Complex	Walnut Creek	cafarmersmkts.com	WIC
SAT	Contra Costa	El Cerrito	9AM-1PM	y/r	San Pablo Ave & Fairmount Ave	El Cerrito	elcerritoplaza.com	SNC/WIC
SAT	Contra Costa	Orinda	9AM-1PM	May-Nov	Avenida de Orinda & Orinda Way	Orinda	cccfm.org	WIC
SAT	Contra Costa	Pinole	9AM-1PM	y/r	Fernandez Ave & Pear St	Pinole	pcfma.com	WIC/EBT
SAT	Contra Costa	Pittsburg	9AM-1PM	May-Oct	Railroad Ave & 5th St	Pittsburg	pcfma.com	WIC/EBT
SAT	Contra Costa	Pleasant Hill	9AM -1 PM	May-Nov	Crescent Dr at Century Movie Theatre	Pleasant Hill	pcfma.com	WIC/EBT
SAT	Marin	Marin City	9AM-1PM	June-Sep	164 Donahue St - Gateway Shopping Cntr	Marin	agriculturalinstitute.org	ALL
SAT	Marin	Marin Comm Farmers Mrkt	9AM-2PM	y/r	Marinwood Ave & Miller Creek Rd	San Rafael	none	NONE
SAT	Marin	Point Reyes Station	9AM-1PM	June-Nov	11250 Hwy 1 - Toby's Feed Barn	Pt Reyes Station	marinorganic.org/p_reyes.php	WIC
SAT	Napa	Calistoga	8:30AM-12PM	May-Oct	1235 Washington St - Sharpsteen Plaza	Calistoga	calistogafarmersmarket.org	SNC/WIC

SAT	Oakland	North Oakland	9AM-2PM	y/r	5715 Market Street	Oakland	Phatbeetsproduce.org	NONE
SAT	San Francisco	Alemany Mrkt	8AM-3PM	y/r	100 Alemany Blvd	San Francisco	sfgas.org/index.aspx?page=1058	All
SAT	San Francisco	Ferry Bldg Farmers Mrkt	8AM-2PM	y/r	I Ferry Building Plaza	San Francisco	cuesa.org	All
SAT	San Francisco	Fillmore	9AM - 1PM	y/r	O'Farrell & Fillmore St - Fillmore Cntr Pl	San Francisco	pcfma.com	WIC/EBT
SAT	San Francisco	Noe Valley Farmers Mrkt	8AM - 1PM	y/r	3861 24th St	San Francisco	noevalleyfarmersmarket.com	NONE
SAT	San Mateo	Daly City	9AM - 1PM	y/r	Serramonte Blvd & Gellert Dr - Serramonte Center	Daly City	cafarmersmkts.com	WIC
SAT	San Mateo	Half Moon Bay	9AM-1PM	May-Dec	225 Cabrillo Hwy - Shoreline Station	Half Moon Bay	coastsidfarmersmarket.org	SNC/WIC
SAT	San Mateo	Millbrae	8AM - 1PM	y/r	Broadway & Victoria Ave	Millbrae	millbrae.com/farmersmarket.htm	farmersmarket/ NONE
SAT	San Mateo	Redwood City	8AM-12PM	April-Nov	850 Winslow St	Redwood City	rwckfm.org	WIC
SAT	San Mateo	San Mateo	9AM-1PM	y/r	College of San Mateo	San Mateo	pcfma.com	WIC/EBT
SAT	San Mateo	South San Francisco	9AM - 1PM	May-Oct	Orange Memorial Park, Orange Ave & Tennis Dr	So San Francisco	pcfma.com	WIC/EBT
SAT	San Ramon	San Ramon Farmers Mrkt	9AM-1PM	May-Oct	19953 San Ramon Valley Blvd - Forest Home Farms Historic Park	San Ramon	ci.san-ramon.ca.us/market	WIC
SAT	Santa Clara	Morgan Hill	9AM - 1PM	May-Dec	E Third & Depot St	Morgan Hill	cafarmersmkts.com	WIC
SAT	Santa Clara	Berryessa	9AM-1PM	y/r	I376 Piedmont Rd, San Jose	Berryessa	pcfma.com	WIC/EBT
SAT	Santa Clara	Palo Alto Downtown	8AM-12PM	May-Dec	Hamilton Ave & Gilman St	Palo Alto	pafarmersmarket.org	NONE
SAT	Santa Clara	Santa Clara	9AM-1PM	y/r	Jackson St & Homestead Rd	Santa Clara	urbanvillageonline.com	WIC/EBT
SAT	Santa Clara	Santa Teresa KP San Jose	9AM-1PM	May-Oct	Santa Teresa Blvd & Camino Verde	San Jose	pcfma.com	WIC/EBT
SAT	Santa Clara	Saratoga	9AM-1PM	y/r	Fruitvale at Alendale Ave - West Valley College	Saratoga	cafarmersmkts.com	WIC
SAT	Santa Clara	Sunnyvale	9AM-1PM	y/r	121 W Evelyn - Caltrain Parking Lot	Fremont	urbanvillageonline.com	WIC/EBT
SAT	Santa Clara	Willow Glen	9:30AM-1:30PM	May-Oct	Willow & Lincoln St - Garden Theater	San Jose	willowgen.org/index.php	NONE
SAT	Solano	Vacaville	8AM-12PM	May-Oct	Main St btwn Parker & Dobbins	Vacaville	pcfma.com	WIC/EBT
SAT	Solano	Vallejo	9AM - 1PM	y/r	Georgia & Marin St	Vallejo	pcfma.com	WIC/EBT
SAT	Sonoma	Healdsburg Saturday Mrkt	9AM-12PM	May-Nov	North & Vine	Healdsburg	healdsburgfarmersmarket.org	All
SAT	Sonoma	Oakmont	9AM-12PM	y/r	White Oak & Oakmont Dr	Santa Rosa	707-538-7023	SNC/WIC
SAT	Sonoma	Petaluma Farmers Mrkts	2-5PM	May-Oct	Petaluma Blvd South & D St - Walnut Park Petaluma	Petaluma	petalumafarmersmarket.com	EBT/WIC
SAT	Sonoma	Santa Rosa	8:30AM-12PM	y/r	1351 Maple Ave	Santa Rosa	santarosafarmersmarket.blogspot.com	NONE

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children; a program of the USDA for low-income pregnant women, breastfeeding women, and infants and children under the age of five.

EBT cards are issued by WIC and can be used at point of sale locations such as the markets listed above

SNC are Senior Nutrition Coupons are a benefit of the USDA's Senior Farmers Market Nutrition Program and can be used at point of sale locations such as the markets listed above

changes to the availability of their spaces. Please check with market manager to confirm time and location.

WIC and SNC are commonly accepted directly by the farmer, although not all farmers will accept this type of payment.

NOTES: Farmers Markets times and locations sometimes vary due to seasonality, winter hours, and other times vary due to point of sale locations such as the markets listed above

COMMUNITY SUPPORTED AGRICULTURE

VEG, FRUIT, AND EGGS

Baia Nicchia Sunol (Alameda) baianicchia.blogspot.com

Separate summer and fall CSA programs, with pick up locations in Menlo Park, Berkeley, and Sunol. Baia Nicchia specializes in rare and one-of-a-kind tomato varieties, as well as scrumptious winter greens and other unique vegetables.

Blue House Farm Pescadero (San Mateo) 650-879-0704

Six months of organic produce. Pick ups in Pescadero, Half Moon Bay, San Gregorio, Woodside, and Palo Alto.

Canvas Ranch Petaluma (Sonoma) 707-766-7171

Mixed vegetables and optional extras including fruits and eggs. Pick ups in Marin and Sonoma County.

County Line Harvest Petaluma (Marin) countylineharvest.com

This 35 acre organic farm in northern Marin specializes in salad greens of all types, as well as strawberries and other mixed vegetables. Their CSA-style "Rogue Market" is week-to-week, with drop-off points at local restaurants throughout the Bay Area.

Dig Deep Farms San Leandro (Alameda) www.digdeep-farms.weebly.com Dig Deep CSA members support community farming practices that are healthy for people and the environment, and support local jobs for local folks. Three box sizes, with neighborhood pick up locations in Ashland, Cherryland, San Lorenzo, and Hayward.

Draper Farms San Anselmo (Marin) 415-457-3431

Most CSA members harvest their own produce at this Marin County Farm.

Eat Outside the Box Walnut Creek (Contra Costa)

eatoutsidethebox-gail.blogspot.com

Organic fruits and vegetables from Frog Hollow and Knoll Farms. Pick up points in Walnut Creek and Lafayette.

Eating With the Seasons San Francisco (San Francisco)

831-245-8125 Choose your own produce; they source from several different local growers. Pick up locations in Alameda, San Mateo, Santa Clara, and San Francisco Counties.

Eatwell Farm Dixon (Solano) 866-627-2465

The best of the week's harvest available at pick up sites in San Francisco, Marin, Alameda, Yolo County and more.

Farm Fresh To You Capay (Yolo) 800-796-6009 With thousands of members and counting, this bundled CSA serves locations all over the Bay Area and offers several different box options. Delivered to your door in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties.

First Light Farm Sebastopol (Sonoma) 707-480-5346

Shares contain an average 6 to 9 different types of vegetables and herbs each week. First Light grows over 100 varieties of food each season, and also works with other local farms to provide supplemental items.

Foggy River Farm Healdsburg (Sonoma)

www.foggyriverfarm.org This small diversified family farm

operates a small local CSA, with drop off points in Healdsburg and Windsor. Organic vegetables with the option to add on pastured eggs.

Frog Hollow Farm Brentwood (Contra Costa)

www.frog'hollow.com Get a regular dose of Frog Hollow's famous fruit! Numerous delivery points across the Bay Area.

Full Belly Farm Guinda (Yolo) 530-796-2214 Full Belly's CSA has pick up points in the East and South Bay as well as in Yolo, Alameda, Marin, and Santa Clara Counties.

Full Circle Farm Sunnyvale (Santa Clara) www.fullcircle-sunnyvale.org This educational farm operates a small vegetable CSA. Shares are by the quarter year and pick up is at the farm.

Good Humus Produce Capay (Yolo) 530-787-3187

Year round CSA, mainly vegetables. Pick up site in San Francisco's Presidio, as well as Sacramento and Yolo Counties.

Gospel Flat Farm Bolinas (Marin) 415-868-0921 A small CSA mostly serving the Bolinas community.

Grandpa Jacks Napa (Napa) 707-287-7366 Heirloom and unusual vegetables varieties, free range eggs, and more. Napa only.

Green Oaks Creek Farm Pescadero (San Mateo)

www.greenoakscreek.com Organic vegetable CSA that runs June through November. Multiple pick up locations throughout the Central Coast.

Grub Box (People's Grocery) Oakland (Alameda)

510-652-7607 West Oakland residents can sign up for affordable, healthy veggies grown by People's Grocery's urban agriculture program. Non-residents can sign up for Sponsor Boxes, and help low-income Oakland families eat healthy & affordable food.

Happy Child Brentwood (Contra Costa) 888-779-4511 x. 4

Year-round, all-organic, all-fruit CSA from Frog Hollow Farm. Numerous pick-up points throughout the Bay Area.

Hidden Villa Farm Los Altos Hills (Santa Clara)

650-949-8647 Pick up on the farm or at Mountain View and Palo Alto locations. Full and half shares available.

J & P Farms San Jose (Santa Clara) 408-264-3497

Nestled in the heart of Silicon Valley, this small family CSA specializes in delicious fruit.

Laguna Farm Sebastopol (Sonoma) 707-823-0823

Pick ups in Sonoma County with a fruit option available.

Ledesma Family Farms & M.A.N.O. CSA San Jose (Santa Clara) www.chikomekoatl.org M.A.N.O. is the "accessible community supported agro-ecology program" operated by Ledesma Family Farms. Their season runs June through September, and shares are available weekly or biweekly with low upfront payments.

CONTINUED ON PAGE 14...

BAY AREA SEASONAL SPECIALTIES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples												
Apricots												
Artichokes												
Arugula												
Asparagus												
Avocados												
Basil												
Beets												
Blackberries												
Blueberries												
Bok Choy												
Broccoli												
Brussel Sprouts												
Cabbage												
Carrots												
Cauliflower												
Celery												
Chard												
Cherries												
Collards												
Corn												
Cucumber												
Eggplant												
Figs												
Garlic												
Grapefruit												
Grapes												
Kale												
Leeks												
Lemons												
Lettuces												
Melons												
Mushrooms												
Nectarines												
Onions												
Oranges												
Peaches												
Pears												
Peas												
Peppers, bell												
Persimmons												
Plums												
Pomegranates												
Potatoes												
Radishes												
Raspberries												
Spinach												
Strawberries												
Squash, summ												
Squash, winter												
Tomatoes												



Live Earth Farm Watsonville (Santa Cruz) 831-763-2448
Enjoy fresh, delicious, organically grown fruits and vegetables, April through November. Convenient pick-up sites in Santa Clara, Santa Cruz, and Monterey Counties.

Orchard Farms Sebastopol (Sonoma) 707-823-6528
Sonoma County pick ups and deliveries of certified organic produce.

Petaluma Bounty Box Petaluma (Sonoma)
www.petalumabounty.org The Bounty Box is a partnership between Petaluma Bounty and the community. This CSA program offers fresh organic vegetables year-round, delivered to drop-off points throughout Petaluma.

Redwood Empire Farm Santa Rosa (Sonoma)
www.redwoodempirefarm.com Redwood Empire Farm's CSA packs boxes of seasonal Certified Naturally Grown fruits and vegetables from May-November. Standard Box \$20/week. Family Box \$28/week. Pickup on the farm and in Santa Rosa.

Richmond Farm 2 Table Richmond (Contra Costa)
510-236-8339 Year-round fresh fruits and veggies through Richmond Children's Foundation and Eco Village Farm. Pick up biweekly at the MLK center in Richmond. Subsidized boxes available for low-income Richmond residents.

Riverdog Farm Guinda (Yolo) 530-796-3802 A year-round organic CSA with drop sites in Napa, Alameda, Solano, Contra Costa, Sacramento, and Yolo Counties.

Shooting Star Suisun (Solano)
www.shootingstarcsa.blogspot.com The Shooting Star CSA program begins and June and continues through November with drop sites in the East Bay, Fairfield, Ft. Travis AFB, and Napa.

Silveira Farms Merced (Merced) 209-380-9104 A small CSA featuring mixed vegetables that is just expanding into the Oakland area.

Smiling Sun Farms Sebastopol (Sonoma) 707-824-9241
Small biodynamic CSA with pickup on the farm.
Eggs & flowers possible as well. Contact them for more info.

Sol Food Farm Sebastopol (Sonoma) 707-874-2300
Vegetables available June 1 through Thanksgiving. Pick ups on the farm just east of Occidental.

Terra Firma Farm Winters (Yolo) 530-756-2800
Three types of boxes available. Pick ups in San Francisco, Alameda, Solano, and Yolo Counties.

Tierra Vegetables Santa Rosa (Sonoma) 707-837-8366
Sustainably grown vegetables available at their farmstand at 651 Airport Blvd in Santa Rosa. Drop off in Sonoma County.

Two Small Farms (High Ground Organics & Mariquita Farms) Watsonville (Santa Cruz) 831-786-0286 Pick ups in San Francisco, Monterey, and Santa Cruz Counties as well as Silicon Valley. CSA runs March through November.

Valley End Farm Santa Rosa (Sonoma)
www.valleyendfarm.com This small CSA offers three box sizes. Shares include exceptional produce and the option to add on eggs. Weekly pick-up is on the farm in Santa Rosa.

MEATS

Bay Area Meat CSA Online- Social Networking Site
www.bamcsa ning.com A network of Bay Area residents who cooperate to buy meat directly from local ranchers. Groups in San Francisco, Oakland, San Leandro, San Jose, Tri Valley, East Bay, Alameda, Mt. Diablo, and rural Davis.

Clark Summit Farm Meat Buying Club Tomales (Marin)
www.clarksummitfarm.com/meatclub Three month memberships with monthly pick-ups, supplying beef (grass-finished), pork, chicken, and eggs. Pick-ups in Emeryville, San Francisco, and Tiburon.

Highland Hills Farms Vacaville (Solano) 530-908-5672
A grass-fed meat CSA that will be available either as an add-on to Eatwell Farm, or standalone.

Live Power Community Farm Covelo (Mendocino)
707-983-8196 Diversified CSA serving Mendocino, San Francisco, Marin, and San Mateo County year round. Fruit, grain, beef, chicken, rice, and more offered in addition to fresh vegetables.

Marin Sun Farms Meat Buying Club Point Reyes Station (Marin) 415-663-8997 Six month and one year memberships with monthly pick-ups, offering beef (grass-finished), veal, pork, lamb, goat, and poultry. Pick-ups in Marin, San Francisco, Alameda, and San Mateo Counties.

Morris Grassfed Beef San Juan Bautista (San Benito) 831-623-2933 Split halves of a grass fed cow delivered in three installments. Pick up in San Francisco, San Jose, Aptos, Scotts Valley, San Juan Bautista, and Oakland.

Sierra Farms Lamb Oroville (Butte) www.sierrafarmslamb.blogspot.com Sierra Farms Lamb delivers grass fed lamb once a month to the Presidio in San Francisco. Visit their website to learn more and sign up.

Sneaky Meats Healdsburg (Sonoma) www.wyethacres.com Monthly portions of 5, 10, or 15 lbs include variety of meats, including beef, lamb, pork, goat, and chicken. Along with frozen cuts, you will find bacon, ham and cured meats such as pancetta, coppa, and prosciutto. Pick up monthly in Healdsburg and Berkeley. Add on box of mixed vegetables also available.

Soul Food Farms Vacaville (Solano) www.soulfoodfarm.com Organic pastured chickens and eggs. Deliveries weekly to San Francisco, Berkeley, Emeryville, and Napa. Add on olive oil, vinegars, and culinary lavender.

BOTH

Live Power Community Farm Covelo (Mendocino)
707-983-8196 Diversified CSA serving Mendocino, San Francisco, Marin, and San Mateo County year round. Fruit, grain, beef, chicken, rice, and more offered in addition to fresh vegetables.

Sneaky Meats Healdsburg (Sonoma) www.wyethacres.com Monthly portions of 5, 10, or 15 lbs include variety of meats, including beef, lamb, pork, goat, and chicken. Along with frozen cuts, you will find bacon, ham, and cured meats such as pancetta, coppa, and prosciutto. Pick up monthly in Healdsburg and Berkeley. Add on box of mixed organic vegetables also available.

Alameda

A predominantly urban county, Alameda hosts a wide range of food artisans, vintners, and cutting-edge retailers and restaurants, all drawing on the bounty of ingredients available in the region. Artisan creations include charcuterie, olive oil, wine, cheese, jam, tofu, sake, beer, and pickles - a variety which speaks both to the richness of the foodshed and to gastronomic curiosity among East Bay residents. A century ago agriculture was centered on Alameda Island, providing garden vegetables for dinner tables in San Francisco. Today, the remaining farms in the county are concentrated on its eastern border with San Joaquin County and in the Livermore area.

GROWERS

Baia Nicchia ● ●

Fred Hempel
PO Box 428
Sunol, CA 94586
510-384-2716

BTTRventures ●

Alejandro Velez
1501 Powell St, Unit B
Emeryville, CA 94608

City Slicker Farms ● ●

Barbara Finnin
1724 Mandela Pkwy, #5
Oakland, CA 94607
510-763-4241

Dig Deep Farms ● ●

San Leandro, CA
510-667-3275

Fico ●

Luciana Messina
PO Box 245
Sunol, CA 94596

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS
- FRUITS
- MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY



G & M Farms ●

Dan Marciel
487 East Airway Blvd
Livermore, CA 94551
925-447-3276

Hayward Community Gardens ●

25051 Whitman St
Hayward, CA 94544
510-537-8901

Iu-Mien Village Farms ● ●

Muang & Warn Saechao
505 Paloma Way
Sunol, CA 94586
510-715-6850

J. E. Perry Farms ●

Doug Perry
34600 Ardenwood Blvd
Fremont, CA 94555
510-791-0340
sales@perryfarmsorganic.com
www.perryfarmsorganic.com

J.E. Perry Farms is a family-run, CCOF-certified organic farm that produces an abundant variety of vegetables at affordable prices. Perry's Fresh Organic Produce farmstand is open summer through fall, and Perry's Family Pumpkin Patch opens in October. J.E. Perry Farms is a proud supporter or Buy Fresh Buy Local.

Kassenhoff Growers ●

Peggy Kass & Helen Krayenhoff
3629 Dimond Ave
Oakland, CA 94602
510-482-1314
tomatogals@yahoo.com
www.kassenhoffgrowers.com

Kassenhoff Growers provides CCOF certified organic plants that are locally grown out of doors. Their plants are acclimated to Alameda County and carefully selected to flourish in local micro-climates. Find them at the Grand Lake & Temescal farmers markets. Kassenhoff Growers is a proud supporter of the Buy Fresh Buy Local.

People's Grocery ●

3236 Market St, #103
Oakland, CA 94607
510-652-7607

Rancho Alegre Lavender ●

Bill Webster & Sandi Bohner
PO Box 607
Sunol, CA 94586
877-586-3748

Swarm Catcher ● ●

Diane Dovholuk
11835 Foothill Rd
Sunol, CA 94586
510-604-8335

Terra Bella Family Farm ● ● ●

Shawn Seufert & Joe Sunderland
7637 Foothill Rd
Pleasanton, CA 94566
925-462-3569

GROCERS & PRODUCE STANDS

Alameda Natural Grocery

1650 Park St
Alameda, CA 94501
510-865-1500

Berkeley Bowl

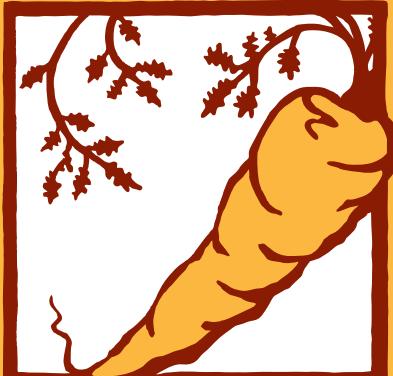
2020 Oregon St
Berkeley, CA 94703
510-843-6929

920 Heinz Ave
Berkeley, CA 94710
510-898-9555

Berkeley Natural Grocery Company

1336 Gilman St
Berkeley, CA 94706

ECOLOGY CENTER'S



BERKELEY FARMERS' MARKETS

For More Information,
Call 510/548-3333 or Visit
WWW.ECOLOGYCENTER.ORG/BFM

Voted the Best Farmers' Market in the bay area in the SFGate Baylist Best Contest!

TUESDAYS

2 pm - 7 pm

Derby Street at
Martin Luther King,
Jr. Way

THURSDAYS

3 pm - 7 pm

(3 pm-6pm during
daylight saving time)

Shattuck Avenue at
Rose Street

SATURDAYS

10 am - 3 pm

Center Street at
Martin Luther King,
Jr. Way

All Year Round

Rain or Shine

EBT and WIC Always Accepted
Wheelchair Accessible

a program of



"2010 Best Locally Sourced Menu" - East Bay Express

Gather

Seasonal Farm Fare & Organic Bar



2200 Oxford at Allston . 510-809-0400

Open 7 days a week

~
Lunch ~ Brunch ~ Dinner

Full Service Patio Dining

~
Reservations available online

www.gatherrestaurant.com

510-526-2456

www.naturalgrocery.com

Berkeley Natural Grocery Company is a friendly neighborhood grocery store. They have an all-organic produce department featuring many local products, as well as a wide selection of sustainable meat and seafood.

The Natural Grocery Company is a proud partner of Buy Fresh Buy Local, and also includes sister store El Cerrito Natural Grocery Company.

Dan's Fresh Produce

2300 Central Ave
Alameda, CA 94501

510-523-1777

farmdirect@dansfreshproduce.com

www.dansfreshproduce.com

Dan the Produce Man must have been born in the back of a wholesale turnip truck, because he knows the grocery business inside and out. His stand features interesting fruits and vegetables typically only found at farmers markets and he has a classic approach to the business. Dan's Fresh Produce is a proud partner of the Buy Fresh Buy Local campaign.

Encinal Market

3211 Encinal Ave
Alameda, CA 94501
510-522-7171

Farmer Joe's

3426 Fruitvale Ave
Oakland, CA 94602
510-482-8899

3501 MacArthur Blvd
Oakland, CA 94619
510-482-8178

Food Mill

3033 MacArthur Blvd
Oakland, CA 94602
510-482-3848

Green Market Lane

Albany, CA 94706
415-457-9950
joyce@greenmarketlane.com
www.alignedinvestments.com

Opening soon, Green Market Lane is an innovative shopping and dining marketplace that offers local, artisan food and beverage pairings, spaces for cooking demonstrations, and neighborhood gatherings. Green Market Lane is a unique "green cuisine" destination and a proud supporter of Buy Fresh Buy Local.

Mandela Foods Cooperative

1364 7th St
Oakland, CA 94607
510-452-1133

Market Hall Produce

5655 College Ave
Oakland, CA 94618
510-250-6041

Monterey Market

1550 Hopkins St
Berkeley, CA 94707
510-526-6042
info@montereymarket.com
www.montereymarket.com

Monterey Markets seeks to run a village-based business that supports both local farmers and the local community. They sell tasty and healthy organic foods at great prices. The Monterey Market provides good fruits and vegetables in season, and is a proud supporter of Buy Fresh Buy Local.

Piedmont Grocery

4038 Piedmont Ave
Oakland, CA 94611
510-653-8181

Piedmont Grocery has been providing North Oakland with fine gourmet and organic foods for decades. They're known for their intimate atmosphere, wide selection of both fresh and packaged items, and delectable deli offerings. Piedmont Grocery is a proud supporter of Buy Fresh Buy Local.

CONTINUED ON NEXT PAGE...

RE-IMAGINE YOUR EVERYDAY TAKE-OUT

Summer Kitchen
1914 College Ave • Berkeley

KIDS FUN
YOGA
LIVE MUSIC
COOKING DEMONSTRATIONS

STROLL BIKE KAYAK ALONG THE WATERFRONT

NEW PRODUCERS
FARMERS
FOOD ARTISANS & MORE CHOICES

KIDS FUN
YOGA
LIVE MUSIC
COOKING DEMONSTRATIONS

STROLL BIKE KAYAK ALONG THE WATERFRONT

NEW PRODUCERS
FARMERS
FOOD ARTISANS & MORE CHOICES

KIDS FUN
YOGA
LIVE MUSIC
COOKING DEMONSTRATIONS

JACK LONDON SQUARE

FARMERS' MARKET

SUNDAY
9 AM - 2 PM
YEAR ROUND
WEBSTER & WATER ST.
OAKLAND
ON THE WATERFRONT

Free Yoga
weekly at 9:30am

Cooking Demos
first & last week of every the month

Other reoccurring events include:
Kids' activities
Nutrition Educator
Live Concerts

VOTED
"Best Farmer's Market"
by the readers of
Oakland Magazine & Alameda Magazine

JACK LONDON SQUARE

For more information please contact: www.jacklondonsquare.com / 510.645.9292
www.JLSmarket.com / www.pcfma.com / 1.800.949.FARM

WWW.CAFF.ORG Buy Fresh Buy Local 17

Bay Area Green Tours *Sustainability in Action!*

PRESENTS

Farm to Fork TOURS



Enjoy a delicious meal from sustainably-minded restaurants and travel to their local food sources throughout the Bay Area.

Our "seminar on wheels" travels to beautiful locations to learn about:

- "Slow Money" and "Slow Food"
- Agricultural Land Trusts
- Community Supported Agriculture (CSAs)
- Bio-dynamic Farming
- Food Justice

...from experts in the field.





Photographs © Erin Robinson

MORE INFO: 510.704.0379 TICKETS: www.bayareagreentours.org

A 501(c)3 non-profit and project of the Sustainable Business Alliance CST# 2053683-50



Star Grocery

3068 Claremont Ave
Berkeley, CA 94705
510-652-2490

The Cooperative Grocery

1450 67th St
Emeryville, CA 94608
510-868-2883

Village Market

Steve Gorecki
5885 Broadway Terrace
Oakland, CA 94618
510-547-3200

Whole Foods Market

3000 Telegraph Ave
Berkeley, CA 94705
510-649-1333

230 Bay Pl
Oakland, CA 94612
510-834-9800

5980 Horton St, Ste 200
Emeryville, CA 94608
510-428-7400

Yasai Market

6301 College Ave
Oakland, CA 94618
510-655-4880

Full Belly Farm

Delicious boxes of fresh-picked, organic fruits & vegetables - \$17.00 each!
Many neighborhood delivery locations.
For more information:
www.fullbellyfarm.com

PEOPLE ACROSS CALIFORNIA ARE WORKING TOGETHER TO CREATE A SUSTAINABLE FOOD SYSTEM FOR THE STATE.

Roots of Change



Find out how you can join the Changemakers Network & build a bright future for healthy communities, farms and food in California

www.RootsOfChange.org



Amanda's
Feel Good Fresh Food

2122 Shattuck Avenue
(at Center Street)
Berkeley, CA
510-548-2122
amandas.com



Picnic-fresh,
naturally delicious food
that's easy on your schedule,
wallet, and conscience.

SPECIALTY STORES & FOOD ARTISANS

Arizmendi

4301 San Pablo Ave
Emeryville, CA 94608
510-547-0550

3265 Lakeshore Ave
Oakland, CA 94610
510-268-8849

Artisana

2342 Shattuck Ave, #342
Berkeley, CA 94704
866-237-8688

Blue Chair

Oakland, CA
510-459-6135

Cultured

800 Bancroft Way, Ste 105
Berkeley, CA 94710
510-540-5185
culturedsauerkraut@sbcglobal.net
www.culturedpickleshop.com

Cultured is a small family-owned business dedicated to preserving pickling traditions from around the world. They challenge themselves and their customers to expand their notions of how 'sauerkraut' or 'pickles' are enjoyed in the diet. Indeed sour vegetables constitute a food group unto themselves! Cultured is a proud supporter of Buy Fresh Buy Local.

Ici

2948 College Ave
Berkeley, CA 94705
510-665-6054

June Taylor Company - The Still-Room

2207 Fourth St
Berkeley, CA 94710
510-548-2236

Living Tree Community Foods

PO Box 10082
Berkeley, CA 94709
800-260-5534

Mom's Pizza Dough

Oakland, CA 94619

510-967-9181

Monterey Fish

1620 Hopkins St
Berkeley, CA 94707
510-525-5600

Morell's Bread

944 Fort Barry
Sausalito, CA 94965
415-302-8609

Nabolom Bakery

2708 Russell St
Berkeley, CA 94705
510-845-2253

Star Meats

3068 Claremont Ave
Berkeley, CA 94705
510-652-7712

Sweet Adeline Bakeshop

3350 Adeline St
Berkeley, CA 94703
510-985-7381

The Cheese Board

1504 Shattuck Ave
Berkeley, CA 94709
510-549-3183

The Pasta Shop

5655 College Ave
Oakland, CA 94618
510-547-4005

1786 4th St
Berkeley, CA 94710
510-528-1786

RESTAURANTS & CAFÉS

À Côté

5478 College Ave
Oakland, CA 94618
510-655-6469

Adagia

2700 Bancroft Way
Berkeley, CA 94704
510-647-2300

Amanda's

2122 Shattuck Ave
Berkeley, CA 94704
510-548-2122
www.amandas.com

Enjoy picnic-fresh, naturally delicious food that is easy on your schedule, wallet and conscience. Amanda's is a committed green business and a proud supporter of Buy Fresh Buy Local.

Asena Restaurant

2508 Santa Clara Ave
Alameda, CA 94501
510-521-4100

Awaken Café

414 14th St
Oakland, CA 94612
510-836-2058

B Restaurant

499 9th St
Oakland, CA 94607
510-251-8770

Bay Wolf

3853 Piedmont Ave
Oakland, CA 94611
510-655-6004

Bobby G's Pizzeria

2072 University Ave
Berkeley, CA 94704
510-665-8866

Bocanova

55 Webster St
Oakland, CA 94607
510-444-1233

Boot & Shoe Service

3308 Grand Ave
Berkeley, CA 94610
510-763-2668

Brown Sugar Kitchen

2534 Mandela Pkwy
Oakland, CA 94607
510-839-7685

Café 817

817 Washington St
Oakland, CA 94607
510-271-7965

Café Fanny

1603 San Pablo Ave
Berkeley, CA 94702
510-524-5447

Café Gratitude

1730 Shattuck Ave
Berkeley, CA 94709
510-725-4418

230 Bay Pl

Oakland, CA 94612
510-250-7779
info@cafe
www.cafegratitude.com

Café Gratitude is a celebration of a world of plenty. They select the finest organic ingredients, support local farmers, and offer food that is prepared and presented with love. Café Gratitude is a proud supporter of Buy Fresh Buy Local.

Café Rouge

1782 Fourth St
Berkeley, CA 94611
510-525-1440
caferouge@sbcglobal.net
www.caferouge.net

CONTINUED ON NEXT PAGE...

Café Rouge offers rustic Mediterranean and American fare, with an emphasis on fresh meats, house-made charcuterie, and organic produce. They also feature a full bar, meat market, and oyster bar. Café Rouge is a proud supporter of Buy Fresh Buy Local.

Camino

**3917 Grand Ave
Oakland, CA 94610
510-547-5035**

Cesar Espana & Cesar Latino

**1515 Shattuck Ave
Berkeley, CA 94709
510-883-0222**
**4039 Piedmont Ave
Oakland, CA
510-985-1200**

Cheeseboard Pizza

**1512 Shattuck Ave
Berkeley, CA 94709
510-549-3055**

Chez Panisse

**1517 Shattuck Ave
Berkeley, CA 94709
510-548-5525**
www.chezpanisse.com

A pioneer of California cuisine and early champion of local, sustainable food, Chez Panisse has been a Bay Area institution and inspiration since 1971. Much imitated but never duplicated, the restaurant continues to offer a singular, not-to-miss dining experience. Chez Panisse is a proud supporter of Buy Fresh Buy Local.

Commis

**3859 Piedmont Ave
Oakland, CA 94611
510-653-3902**

Digs Bistro

**1453 Dwight Way
Berkeley, CA 94702
510-548-2322**

Doña Tomas

**5004 Telegraph Ave
Oakland, CA 94609
510-450-0522**

Dopo

**4293 Piedmont Ave
Oakland, CA 94611
510-652-3676**

Elmwood Cafe

**2900 College Ave
Berkeley, CA 94705
510-843-1300**

Essanay Cafe

**37533 Niles Blvd
Fremont, CA 94536
510-792-0112**

Flora

**1900 Telegraph Ave
Oakland, CA 94612
510-286-0100**

Garibaldi's

**356 College Ave
Oakland, CA 94618
510-595-4000**

Gregoire

**2109 Cedar St
Berkeley, CA 94709
510-883-1893**

**4001 B Piedmont Ave
Oakland, CA 94611
510-547-3444**

Hibiscus

**1745 San Pablo
Oakland, CA 94612
510-444-2626**

Lalime's

**1329 Gilman St
Berkeley, CA 94706
510-527-9838**

Local 123

**2049 San Pablo Ave
Berkeley, CA 94702
510-647-5270**

Locanda de Eva

**2826 Telegraph Ave
Berkeley, CA
510-665-9601**

Luka's

**2221 Broadway
Oakland, CA 94608
510-451-4677**

Manzanita Restaurant

**4009 Linden St
Oakland, CA 94608
510-985-8386**

Nomad Cafe

**6500 Shattuck Ave
Oakland, CA 94609
510-595-5344**

Old Weang Ping

**6217 MacArthur Blvd
Oakland, CA 94605
510-569-9023**

Oliveto Café and Restaurant

**5655 College Ave
Oakland, CA 94618
510-547-5356
info@oliveto.com
www.oliveto.com**

Situated at the foot of the Oakland hills, Oliveto is both a friendly neighborhood Café and a world-class fine dining Restaurant. Chef Paul Canales serves traditional Italian dishes made from local, seasonal products. Oliveto Café & Restaurant is a proud supporter of Buy Fresh Buy Local.

Picante

**I328 Sixth St
Berkeley, CA 94710
510-525-3121**

Pizzaiolo

**5008 Telegraph Ave
Oakland, CA 94609
510-652-4888
www.pizzaioloakland.com**

Pizzaiolo serves up delicious wood-fired pizza made from sustainably sourced ingredients to a large and loyal Oakland following. At Pizzaiolo, they believe that the simple act of feeding people is at the core of what it is to be human, and this focus on people makes for a wonderful convivial dining experience. Pizzaiolo is a proud supporter of Buy Fresh Buy Local.

Remedy Coffee

**4316 Telegraph Ave
Oakland, CA 94609
510-922-8455**

Revival

**2102 Shattuck Ave
Berkeley, CA 94704
510-549-9950**

Riva Cucina

**800 Heinz Ave
Berkeley, CA 94710
510-841-7482
massi@rivacucina.com
www.rivacucina.com**

In Italian, “riva” is the place where the land meets the water, and Riva Cucina’s Emilia-Romagna inspired menu focuses on organic foods procured from both nearby land and local waters. Riva Cucina is a proud supporter of Buy Fresh Buy Local.

Rivoli Restaurant

**1539 Solano Ave
Berkeley, CA 94707
510-526-2542**

Sam's Log Cabin

945 San Pablo Ave
Albany, CA 94706
510-558-0494

Saul's Restaurant & Deli

1475 Shattuck Ave
Berkeley, CA 94709
510-848-3354
saulsdeli@gmail.com
www.saulsdeli.com

Saul's is remaking the traditional Jewish deli, connecting a cultural institution with the future of food. They source humanely raised meat, sustainable seafood, and local, seasonal produce. They are a certified green business and a proud supporter of Buy Fresh Buy Local.

Sea Salt

2512 San Pablo Ave
Berkeley, CA 94702
510-883-1720

Slow

1966 University Ave
Berkeley, CA 95704
510-647-3663

Small Thyme Café and Catering

4301A Piedmont Ave
Oakland, CA 94611
510-594-6899

Summer Kitchen

2944 College Ave
Berkeley, CA 94705
510-981-0538
info@summerkitchenbakeshop.com
www.summerkitchenbakeshop.com

Summer Kitchen's menu shows a dedication to sustainability: they cook what's in season and develop relationships with local growers, source organic and fair trade, recycle their waste oil, and use compostable containers. They also happen to serve up delicious food in a lovely setting. Summer Kitchen is a proud supporter of Buy Fresh Buy Local.

Tacubaya

1788 4th St
Berkeley, CA 94710
510-525-5160

Thai Delight Cuisine

1700 Shattuck Ave
Berkeley, CA 94709
510-549-0611

The Restaurant at Wente Vineyards
5050 Arroyo Rd
Livermore, CA 94550
925-456-2450

The Sunny Side Café

1499 Solano Ave
Albany, CA 94706
510-527-5383

2136 Oxford St
Berkeley, CA 94704
510-845-9900
www.eco-chef.com

"Eco-Chef" Aaron French takes a fun and sustainable approach to brunch. The Sunnyside Café is a Certified Green Restaurant, and they go the extra step of designating "low carbon" options on their playful and tasty menu. The Sunnyside Café is a proud supporter of Buy Fresh Buy Local.

T-Rex BBQ

1300 Tenth St
Berkeley, CA 94710
510-527-0099

Tribu Café

6501 San Pablo Ave
Oakland, CA 94608
510-653-6501

Venus

2327 Shattuck Ave
Berkeley, CA 94704
510-540-5950
venusrestaurant@gmail.com
www.venusrestaurant.net

Venus provides diners with an experience that nourishes the belly and comforts the spirit. Their meals are prepared with love and attention, as well as local, seasonal, and organic ingredients. Venus is a proud supporter of Buy Fresh Buy Local.

Zatar

1981 Shattuck Ave
Berkeley, CA 94704
510-841-1981

ZZA'S Trattoria & Wine Bar

552 Grand Ave
Oakland, CA 94610
510-839-9124

CATERERS & PREPARED FOOD

ACT Catering and Event Production

6535 Hollis St
Emeryville, CA 94608
510-654-0148
kristine@actcatering.com
www.actcatering.com

ACT is a full-service catering company. Their food is simple, seasonal, and spectacular, using produce from local farms. Exquisite settings and individually created menus are perfect for any occasion. ACT is a proud supporter of Buy Fresh Buy Local.

Back to Earth Catering

PO Box 10104
Berkeley, CA 94709
510-652-2000
info@backtoearth.com
www.organiccatering.com

Back to Earth's commitment is to leave the world in even better shape than they found it. Their food is organic, local, and sustainable, and it is crafted with integrity and passion. Back to Earth Organic Catering is a proud partner of the Buy Fresh Buy Local campaign.

Blue Heron Catering

3100 35th Ave
Oakland, CA 94519
510-533-0781

CEK Productions

6016 Johnston Dr
Oakland, CA 94611
510-326-4084

Greenleaf Platters

1465 Cornell Ave
Berkeley, CA 94702
510-647-5165

Hugh Groman Catering

2470 Martin Luther King Jr Wy
Berkeley, CA 94704
510-647-5165

Meals for Change

Oakland, CA 94612
510-271-8835

Table Nectar

2736 Myrtle St
Oakland, CA 94607
415-680-5831

Three Stone Hearth

1581 University Ave
Berkeley, CA 94703
510-981-1334



Contra Costa

Growers in Contra Costa County's Brentwood region are famous for their sweet cherries and their even-sweeter corn, while the whole county is noted for its intensely flavored Blenheim apricots (an heirloom variety), figs, and peaches. The produce of Contra Costa farms ripens in the county's hot, dry summers – the county boasts one of the longest growing seasons in the Bay Area. Historic farms of Contra Costa have diversified in recent years to produce fine wines and olive oils, using the southern Mediterranean climate to yield sunny, ripe flavors. Contra Costa's first farms were established in the mid-1800's and the county is still home to a number of multi-generational family farms.

GROWERS

Alhambra Valley Beef ●

PO Box 2091
Martinez, CA 94553
925-228-6560

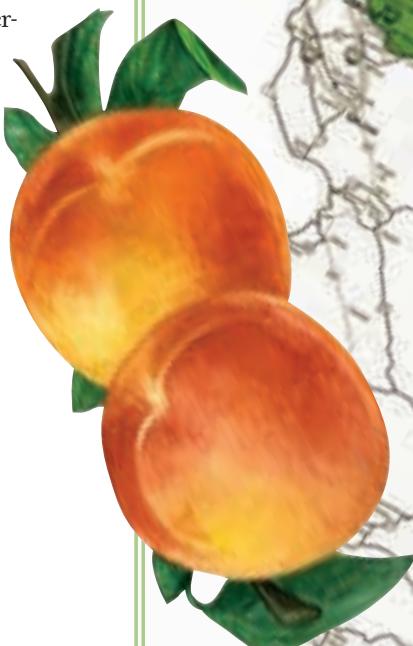
Alhambra Valley Farm & Olive Oil Company ● ● ●

Thomas Powers
6140B Alhambra Valley Rd
Martinez, CA 94553
925-366-8463
tompowers@alhambravalley.com
www.alhambravalley.com

Alhambra Valley Farms is a small, family-owned farm producing outstanding olive oils, cured olives, wine grapes, vegetables and fruit. Alhambra Valley Farm is a proud supporter of Buy Fresh Buy Local.

Canciamilla Ranch ●

401 Eureka Ave
Brentwood, CA 94513
925-634-5123



- VEGETABLES, SEEDLINGS
- FRUITS
- MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY



Chan's Fruit Stand

Tern Chan
2500B Walnut Blvd
Brentwood, CA 94513
925-325-0460

Chavez U-Pick Cherries

Marsh Creek Rd, btwn Walnut Blvd & Sellers Ave
Brentwood, CA 94513
925-625-3994

Darrel & Barbra Hartey

3475 Knightsen Ave
Knightsen, CA 94548
925-642-0647

DC's Extraordinary Cherries

Len Del Chiaro
Marsh Creek Road,
one mile west of Walnut Blvd
Brentwood, CA 94513
925-516-4495

Dwelley Farms

Mark Dwelley & Patrick Johnston
P.O. Box 1081
Brentwood, CA 94513
925-634-6508

Enos Family Farms

Ron M. Enos
PO Box 2131
Brentwood, CA 94513
925 437 9973

Farmer's Daughter

Meredith Nunn
Walnut Rd & Marsh Creek Rd
Brentwood, CA 94513
925-634-4827

Frog Hollow Farm

Al & Rebecca Courchesne
PO Box 2110
Brentwood, CA 94513
925-634-2845

G & S Farms

2490 Sellers Ave
Brentwood, CA 94513
925-634-1929

Gerlach Olive Oil

155 Dutra Rd
Martinez, CA 94553
925-370-8836

Gursky Ranch and Country Store

Roy Gursky
1921 Apricot Way
Brentwood, CA 94513
925-634-4913

gurskyranch@pacbell.net

www.gurskyranch.com

Gursky Ranch offers u-pick fruits and nuts. They are proud supporters of Buy Fresh Buy Local.

Knightsen Honey

Debbe Holeman
9255 Byron Hwy
Knightsen, CA 94548
925-634-4584

Lopez Ranch

Orchard Ln, south of Concord Ave
Brentwood, CA 94513
925-634-4433

Maggiore Cherry Ranch

Walnut Blvd, south of Balfour Rd
Brentwood, CA 94513
925-634-4176

Mike's U-Pick

Concord Ave, east of Walnut Blvd
Brentwood, CA 94513
925-698-7459

Moffatt Ranch

1870 Walnut Blvd
Brentwood, CA 94513
925-634-3049

Olio Bello d'Olivo

Don & Gail Della Nina
3654 Willow Way
Byron, CA 94514
925-634-5051

Papini Family Orchards

2160 Walnut Blvd, 2750 Concord Ave &
301 Sellers Ave
Brentwood, CA 94513
925-759-6735

Pease Ranch

Marsh Creek Rd, west of Hwy 4
Brentwood, CA 94513
925-634-4646

Pomeroy Farm

Marsh Creek Rd, west of Walnut Blvd
Brentwood, CA 94513
925-634-7712

Salvador Family Farm- U-pick Cherries

815 Hoffman Lane
Brentwood, CA 94513
925-634-1957

Seko Ranch

Len Del Chiaro
1594 Cherry Blossom Ct
Brentwood, CA 94513
925-516-3771

Sharp Ranch U-Pick Cherries

795 Hoffman Lane
Brentwood, CA 94513
925-513-1517

Shelly's Garden

Shelly McMahon
175 Diablo Lane
Brentwood, CA 94513
925-550-6300

Simoni & Massoni Farms

Dianne Simoni
2510 Taylor Ln
Byron, CA 94514
925-634-2304

Smith Family Farms

Pumpkin Patch

Kenneth Smith
4430 Sellars Ave
Knightsen, CA 94548
925-625-5966

Sunnyside Organic Seedlings

Pilar Reber
333 Valencia St, #325
San Francisco, CA 94103
415-215-7247
pilar@organic.biz
www.organic.biz

Sunnyside Organic Seedlings is a certified organic, wholesale nursery supplying the greater Bay Area with beautiful flats of high quality vegetable, herb, and flower starts at excellent prices. They are proud supporters of Buy Fresh Buy Local.

Tachella Family Farms

2017 Walnut Blvd
Brentwood, CA 95413
925-513-8495

Tairwa'-Knoll Farms

Kristie & Rick Knoll
12510 Byron Hwy
Brentwood, CA 94513
925-634-5959
kristie@knollorganics.com
www.knollorganics.com

Tairwa'-Knoll Farms has been practicing sustainable agriculture for over 25 years. They are committed to the health of their agro-ecosystem, and produce delicious fruits, vegetables, herbs, breads, and flowers. Tairwa'-Knoll Farms is a proud supporter of Buy Fresh Buy Local.

Terada Farms

400 Eureka Ave
Brentwood, CA 94513
925-634-2210

Terada Farms is a proud supporter of Buy Fresh Buy Local.

CONTINUED ON NEXT PAGE...

TK's Best Produce ●

Corner of Walnut Blvd
& Marsh Creek Rd
Brentwood, CA 94513

Victorine Valley Farms ●

Susan Hermanson
2150 Portola Ave, Ste D 117
Livermore, CA 94551
925-454-8777

von Uhlit Ranch ●

Ray von Uhlit
1400 Chestnut St
Brentwood, CA
925 240 7553

GROCERS & PRODUCE STANDS

Diablo Foods

3515 Mt. Diablo Blvd
Lafayette, CA
925-283-0737

Draeger's Supermarket

4100 Blackhawk Plaza Cir
Danville, CA 94506
925-648-5800

El Cerrito Natural Grocery Company

10367 San Pablo Ave
El Cerrito, CA 94530
510-526-0205

Whole Foods Market

100 Sunset Dr
San Ramon, CA 94583
925-355-9000

1333 Newell Ave
Walnut Creek, CA 94596
925-274-9700

SPECIALTY STORES & FOOD ARTISANS

Brentwood Spice & Olive Oil Company

70 Eagle Rock Way, Suite A
Brentwood, CA 94513
925-240-6457

Chicks and Love

2976 Dorothy Dr
Pleasant Hill, CA 94523
925-933-9417

RESTAURANTS & CAFÉS

Artisan Bistro

1005 Brown Ave
Lafayette, CA 94549

Blackhawk Grille

3540 Blackhawk Plaza Cir
Danville, CA 94506
925-736-4295

Bo's Barbecue

3422 Mount Diablo Blvd
Lafayette, CA 94549
925-283-7133

Brentwood's CoCo County Wine Company

633 First St
Brentwood, CA 94513
925-634-9463

Bridges Restaurant & Bar

44 Church St
Danville, CA 94526
925-820-7200

Chow

53 Lafayette Cir
Lafayette, CA 94549
925-962-2469

EATING GOOD HAS NEVER BEEN BETTER

Are you looking for locally grown? Well look no further! With over 60 farmers' markets throughout the Bay Area, we have a market near you! To find your neighborhood farmers' market visit: www.yourfarmersmarket.com

Get Your Farmers' Markets On!

Contra Costa Certified Farmers' Markets!
Cultivating Roots of Tradition since 1982

Visit our website for a location near you:
www.cccfm.org 925-431-8361



Giovanni's Deli

1600 Liberty St
El Cerrito, CA 94530
510-235-1233

Knoxx Restaurant & Bar

3576 Mt Diablo Blvd
Lafayette, CA 94549
925-284-5225

Lark Creek Walnut Creek

1360 Locust St
Walnut Creek, CA 94596
925-256-1234

Metro Lafayette

3524 Mt Diablo Blvd
Lafayette, CA 94549
925-284-4422

Nature's Bounty Café & Catering Company

211 G St
Antioch, CA 94509
925-777-0600

Nibblers Eatery & Wine Bar

1922 Oak Park Blvd
Pleasant Hill, CA 94523
925-944-0402
trace@nibblerseatery.com
www.nibblerseatery.com

Serving sustainable small plates in Pleasant Hill, Nibblers offers a weekly changing menu of international flavors produced from local, organic, sustainable & fair-trade sources. Dinner is served daily, with over 40 wines by the glass and over 200 bottles. Nibblers is a proud supporter of Buy Fresh Buy Local.

Nines Restaurant

100 Summerset Dr
Brentwood, CA 94513
925-516-3400
vince.moore@bwdgolf.com
www.ninesatbrentwood.com

Nines American Cooking at Brentwood Golf Club serves a delicious selection of freshly prepared cuisine, including soups, salads and sandwiches for lunch and a complete entrée menu for dinner. A proud supporter of Buy Fresh Buy Local, Nines Restaurant is great for a hearty meal for the family or a relaxing evening among friends.

Piatti Restaurant

100 Sycamore Valley Rd West
Danville, CA 94526
925-838-2082

Post Meridian

1568 Oak View Ave
Kensington, CA 94706
510-525-1350

Postino

3565 Mount Diablo Blvd
Lafayette, CA 94549
925-299-8700

Prima

1522 N Main St
Walnut Creek, CA 94596
925-935-7780

Shutter's Brasserie

2013 Elkins Rd
Brentwood, CA 94513
925-516-4131

Shutters Brasserie is a French-American pub/bistro that boasts a city, lofty feel. Their menu is seasonal, organic, fresh – all high-end ingredients. Shutters Brasserie is a proud supporter of Buy Fresh Buy Local.

Sunrise Bistro & Catering

1559 Botelho Dr
Walnut Creek, CA 94596
925-930-0122

The Peasant & the Pear

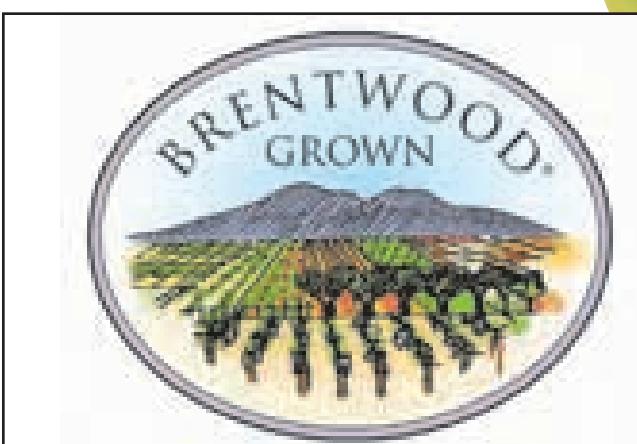
267 Hartz Ave
Danville, CA 94526
925-820-6611

Va de Vi Bistro

1511 Mount Diablo Blvd
Walnut Creek, CA 94596
925-979-0100

Walnut Creek Yacht Club

1555 Bonanza St
Walnut Creek, CA 94596
925-944-3474



Are you
IN A HURRY
and don't know why?



Is your list of things to do growing with each page you turn - after all what's not to love about the Buy Fresh Buy Local Guide? It can be a lot to digest, so just remember that the local food movement was intended to help us slow down, dig in, and chew thoughtfully. Take a breath and follow the lead of farmers Dennis and Sandy Dierks, of Paradise Valley Produce. Even though their days are brimming with things to do on the farm, they still maintain a peaceful energy in Paradise Valley and a real value for quality food and quality of life. Come get a taste at the Agricultural Institute's farmers markets.

The Dierks have been farming in Bolinas for over 30 years. For a full interview visit agriculturalinstitute.org.

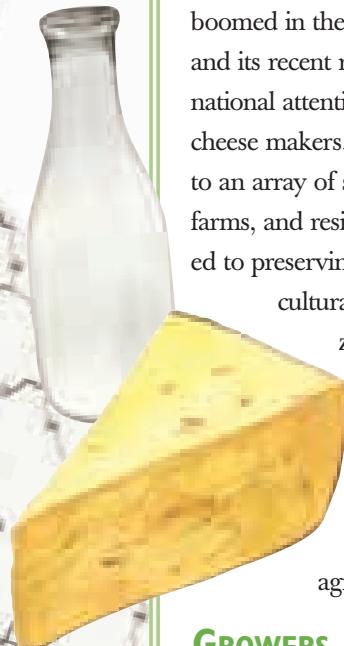


MARIN CIVIC CENTER (SUN & THURS, 8-1, ALL YEAR)
MARIN CITY (SAT, 9-1, JUNE-SEPTEMBER)
NOVATO (TUES, 4-8, MAY-SEPTEMBER)
FAIRFAX (WED, 4-8, MAY-SEPTEMBER)

STONESTOWN — SAN FRANCISCO (SUN, 9-1, ALL YEAR)
GRAND LAKE — OAKLAND (SAT, 9-2, ALL YEAR)
HAYWARD (SAT, 9-1, ALL YEAR)
NEWARK (SUN, 9-1, ALL YEAR)

Marin

Marin County, distinguished by cool winds coming off the Pacific, rolling headlands, and warm valleys, is renowned for its abundant wild and farmed oyster farms and its pastured dairies. Dairy first boomed in the county in the mid 1800's, and its recent resurgence has brought national attention to Marin's farms and cheese makers. The county is also home to an array of small, diverse vegetable farms, and residents of Marin are dedicated to preserving farmland through agricultural land trusts and strong zoning laws. As the first county to ban the cultivation of genetically modified organisms, Marin has long been a pioneer in sustainable agricultural policy.



GROWERS

Allstar Organics ● ●

Janet Brown & Marty Jacobson
PO Box 19
Woodacre, CA 94973
415-488-9464

Barinaga Ranch ● ●

Marcia & Corey Goodman
PO Box 803
Marshall, CA 94940

Blackberry Farm ●

Aggie & Muriel Murch
77 Olema/Bolinas Rd
Bolinas, CA 94924
415-868-0683

Chileno Valley Ranch ● ● ● ●

Mike & Sally Gale
5105 Chileno Valley Rd
Petaluma, CA 94952
707-765-6664
mgale@chilenobeef.com
www.chilenobeef.com

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS ● FRUITS ● MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS ● EGGS ● DAIRY

The ranch grows apples, pears, tomatoes, squash, beans, corn, raspberries, eggs, and grass-fed beef. They are proud supporters of Buy Fresh Buy Local.

Clark Summit Farm ● ●

PO Box 105
Tomales, CA 94971
707-876-3516

County Line Harvest ● ●

David Retsky
PO Box 2742
Petaluma, CA 94953
707-769-1802
clharvest@gmail.com
www.countylineharvest.com

County Line Harvest is a small Marin Organic certified farm in northern Marin. They specialize in salad greens of all types, as well as strawberries and other mixed vegetables. They are proud supporters of Buy Fresh Buy Local.

Creekside Gardens ● ● ●

Susan Martinelli
PO Box 328
Bolinas, CA 94924
415-868-1247

Devil's Gulch Ranch ● ●

Mark Pasternak
PO Box 557
Nicasio, CA 94946
707-953-0923

Drake's Bay Family Farms ●

Kevin Lunny
17171 Sir Francis Drake Blvd
Inverness, CA 94937
415-669-1149
kevin@drakesbayoyster.com
www.drakesbayfamilyfarms.com

As conscious stewards of the land, Drakes Bay Family Farms employs practices driven by a deep respect for the earth and waters of the Estero ecosystem. They provide sustainably raised fresh oysters and certified grass-fed beef, and they are proud supporter of Buy Fresh Buy Local.

Draper Farms ● ●

Jerry Draper
11 Sacramento Ave
San Anselmo, CA 94960
415-457-3431

Fairfax Fresh ●

Patty Elliott
53 Ridge Rd
Fairfax, CA 94930
415-453-5634

Fresh Run Farm ● ●

Peter Martinelli
PO Box 237
Bolinas, CA 94924
415-868-2313

Gospel Flat Farm ●

Don & Mickey Murch
140 Olema/Bolinas Rd
Bolinas, CA 94924
415-868-0921

Green Gulch Farm ● ●

Sarah Tascher
1601 Shoreline Hwy
Sausalito, CA 94965
415-354-0420

Hog Island Oyster Company ●

John Finger
20215 Hwy 1
Marshall, CA 94940
415-663-9218
farm@hogislandoysters.com
www.hogislandoysters.com

Hog Island Oyster Company was founded by three marine biologists who shared a love of the ocean, a passion for quality seafood, and unique skills in marine aquaculture. They produce healthy, beautiful oysters, clams, and mussels in the waters of Tomales Bay. The company is a proud supporter of Buy Fresh Buy Local.



Oil painting Farmers Market by Anthony Woodward

URBAN VILLAGE
FRESH & LOCAL FOODS

CALIFORNIA AVENUE FARMERS MARKET
CAMBRIAN PARK FARMERS MARKET
CAMPBELL FARMERS MARKET
CASTRO VALLEY FARMERS MARKET
LOS ALTOS FARMERS MARKET

MONTCLAIR FARMERS MARKET
OLD OAKLAND FARMERS MARKET
SANTA CLARA FARMERS MARKET
SUNNYVALE FARMERS MARKET
TEMECAL FARMERS MARKET

Indian Valley Organic Farm & Garden

Bethallyn Black
1800 Ignacio Blvd
Novato, CA 94949
415-883-2211

La Tercera

Annabelle Lenderlink
PO Box 507
Bolinas, CA 94924
415-868-0831

Little Organic Farm

David Little
1855 Tomales Rd
Petaluma, CA 94952
707-773-1338

Marin Roots Farm

Jesse Kuhn
PO Box 74
Petaluma, CA 94952
415-309-2474

Marin Sun Farms

David Evans
PO Box 1136
Point Reyes Station, CA 94956
415-663-8997

McEvoy Ranch

5935 Red Hill Rd
Petaluma, CA 94953
707-778-2307

Paradise Valley Produce

Dennis & Sandy Dierks
PO Box 382
Bolinas, CA 94924
415-868-0205

Point Reyes Farmstead Cheese

PO Box 9
Point Reyes Station, CA 94956
800-591-6878

Point Reyes Oyster Company

Martin Strain
PO Box 16
Tomales, CA 94971
707-765-6010
www.pointreyesoyster.com

Point Reyes Oyster Company harvests their shellfish the day before market, offering oysters and clams that are still brimming with fresh sea water. Their products are sustainably produced in beautiful Tomales Bay, and you can find them at farmers markets around the Bay Area. The company is a proud supporter of Buy Fresh Buy Local.

RedHill Farms

Don Gilardi
5225 B RedHill Rd
Petaluma, CA 94952
707-477-8751
www.redhillfarms.biz

RedHill Farms is a 4th generation family ranch, nestled in the rolling hills of West Marin and home to 300 roaming Dorset, Suffix, and Friesen sheep. They currently offer delicious grass-fed lamb, and there are also plans to re-open the family dairy. RedHill Farms is a proud supporter of Buy Fresh Buy Local.

Sartori Farms

Russ Sartori
PO Box 32
Tomales, CA 94971
707-878-2428

Star Route Farms

Warren Weber
95 Olema/Bolinas Rd
Bolinas, CA 94924
415-868-1658

Stemple Creek Ranch

Loren Poncia
PO Box 85
Tomales, CA 94971
415-883-8253

Straus Family Creamery

PO Box 768
Marshall, CA 94940
707-776-2887
family@strausmilk.com
www.strausfamilycreamery.com

Along the pristine shores of Tomales Bay, this family-owned dairy is a sustainable agriculture pioneer. As the first certified organic dairy west of the Mississippi, their award-winning line of dairy products tastes great and comes from happy cows. Straus Family Creamery is a proud supporter of Buy Fresh Buy Local.

Tomales Bay Oyster Company

Drew Alden & Scott M. Yancy
15479 Hwy 1
Marshall, CA 94940
415-663-1242

Wild Blue Farm

Margie McDonald
PO Box 83
Tomales, CA 94971
707-878-2831

Worsley Farms

Peter Worsley
PO Box 319
Inverness, CA 94937
415-663-1207

GROCERS & PRODUCE STANDS

Bolinas People's Store

14 Wharf Rd
Bolinas, CA 94924
415-868-1433

Golden Point Produce

80 Fourth St
Point Reyes Station, CA 94956
415-663-1957

Good Earth Natural Foods

1966 Sir Francis Drake Blvd
Fairfax, CA 94930
415-454-0123
www.goodearthnaturalfoods.net

Good Earth Natural Food's mission is to help the people of planet Earth maintain their primary vehicles in top performance by providing the finest natural and organic foods. Since 1969, they've offered food grown and prepared with care to the people of Fairfax and beyond. Good Earth Natural Foods is a proud supporter of Buy Fresh Buy Local.

Harvest Market

155 San Marin Dr
Novato, CA 94945
415-898-1925

Marin County Organic Farmstand & CSA

PO Box 134
San Geronimo, CA 94963
415-497-9496

Mill Valley Market

12 Corte Madera Ave
Mill Valley, CA 94941
415-388-3222
info@millvalleymarket.com
www.millvalleymarket.com

Mill Valley Market is an independent family-owned grocery store. They're old fashioned, yet it seems things have come full circle back to their approach. Mill Valley Market has always been about quality, service, selection, and sustainability. They are proud supporters of Buy Fresh Buy Local.

CONTINUED ON NEXT PAGE...

Mollie Stone's

100 Harbor Dr
Sausalito, CA 94965
415-331-6900

270 Bon Air Shopping Center
Greenbrae, CA 94904
415-461-1164

Paradise Foods, Inc

5627 Paradise Dr
Corte Madera, CA 94925
415-945-8855

Real Foods

200 Caledonia St
Sausalito, CA 94965
415-332-9640

Toby's Feed Barn

II250 State Rte I
Point Reyes Station, CA 94956
415-663-1223

Tomales Bay Foods

80 4th St
Point Reyes Station, CA 94956
415-457-8160

Whole Foods Market

414 Miller Ave
Mill Valley, CA 94941
415-381-1200

340 3rd St
San Rafael, CA 94901
415-451-6333

731 East Blithedale
Mill Valley, CA 94941
415-381-3900

790 De Long Ave
Novato, CA 94945
415-878-0455

Woodlands Market

735 College Ave
Greenbrae, CA 94904
415-457-8160

SPECIALTY STORES & FOOD ARTISANS

Ancient Organics
PO Box 691
Stinson Beach, CA 94970
415-686-2900

Bovine Bakery
II315 Shoreline Hwy
Point Reyes Station, CA 94956
415-663-9420

Cowgirl Creamery

80 4th St
Point Reyes Station, CA 94956
415-663-9335

Fairfax Scoop

63 Broadway Blvd
Fairfax, CA 94930
415-453-3130

Fat Angel Bakery

71 Broadway Blvd
Fairfax, CA 94930
415-455-0590

Flour Chylde Bakery

850 Grant Ave
Novato, CA 94945
415-893-7700

Noci Gelato

17 E Blithedale Ave
Mill Valley, CA 94941
415-388-2423
nocigelato@gmail.com
www.nocigelato.com

Noci Gelato (formerly Gelateria Cici) is an Italian gelateria offering sorbetti, gelati oggi, panini, quiche, soups, and more. Their creations range from the traditional to the fanciful, and are deliciously made from local, sustainable ingredients. Noci Gelato is a proud supporter of Buy Fresh Buy Local.

The Wild Pear Co.

PO Box 17
Tomales, CA 94971
415-505-1744

Three Twins Ice Cream

641 Del Ganado Rd
San Rafael, CA 94903
415-577-0144

Toby's Coffee Bar

II250 State Rte I
Point Reyes Station, CA 94956
415-663-1223

Tomales Bakery

2700 Hwy I
Tomales, CA 94971
707-878-2429

Wedgewood Organic Baking

PO Box 707
Bolinas, CA 94924
415-868-1532

RESTAURANTS & CAFÉS

Bolinas Coast Café

46 Wharf Rd
Bolinas, CA 94924
415-868-2298

Café Gratitude

2200 Fourth St
San Rafael, CA 94901
415-578-4928
info@cafegratitude.com
www.cafegratitude.com

Café Gratitude is a celebration of a world of plenty. They select the finest organic ingredients, support local farmers, and offer food that is prepared and presented with love. Café Gratitude is a proud supporter of Buy Fresh Buy Local.

Caffe DiVino

37 Caledonia St
Sausalito, CA 94965
415-331-9355
elizabeth@divinosausalito.com

Caffe DiVino offers delicious casual dining as well as frequent live music. They are proud supporters of Buy Fresh Buy Local.

Comforts Restaurant and Deli

335 San Anselmo Ave
San Anselmo, CA 94960
415-454-9840

Drakes Beach Café

I Drakes Beach Rd
Inverness, CA 94937
415-669-1297

Dream Farm

198 Sir Francis Drake Blvd
San Anselmo, CA 94960
415-453-9898

Farley Bar

601 Murray Cir
Sausalito, CA 94965
415-339-4750
info@cavallopoint.com
www.cavallopoint.com

Farley Bar at Cavallo Point is a Bay Area gathering place for great casual food, wine, spirits, and fun. Offering an informal menu in a convivial atmosphere, Farley Bar is a great setting to meet friends, hang out, and unwind. Cavallo Point is a proud supporter of Buy Fresh Buy Local.

FISH.

350 Harbor Dr
Sausalito, CA 94965
415-331-3474

Frantoio Ristorante and Olive Oil Co

152 Shoreline Hwy
Mill Valley, CA 94941
415-289-5777

L'Appart

636 San Anselmo Ave
San Anselmo, CA 94960
415-256-9884

Manka's Inverness Lodge

30 Calendar Way
Inverness, CA 94937
415-669-1034

Marche aux Fleurs

23 Ross Cmn
Ross, CA 94957
415-925-9200
info@marcheauxfleurs.com

www.marcheauxfleursrestaurant.com
Named for the farmers markets of Provence, Marche aux Fleurs offers a menu based on the flavors of southern France and the terroir of the Bay Area. Selections are comprised of only the freshest local and seasonal ingredients and complemented by an exceptional wine list. Marche aux Fleurs is a proud supporter of Buy Fresh Buy Local.

Murray Circle

601 Murray Cir
Sausalito, CA 94965
415-339-4750
info@cavallopoint.com

www.cavallopoint.com
Murray Circle at Cavallo Point offers vibrant taste combined with a sensibility for sustainable production. Using the freshest ingredients gathered at peak season from favorite local producers, the restaurant creates healthy, delicious meals in a historic setting. Cavallo Point is a proud supporter of Buy Fresh Buy Local.

Olema Inn & Restaurant

10000 Sir Francis Drake Blvd
Olema, CA 94950
415-663-9559

Osteria Stellina

11285 Highway 1
Point Reyes Station, CA 94956
415-663-9988

Piatti Ristorante & Bar

625 Redwood Hwy
Mill Valley, CA 94941
415-380-2525

Picco

320 Magnolia Ave
Larkspur, CA 94939
415-924-0300

Pizzeria Picco

316 Magnolia Ave
Larkspur, CA 94939
415-945-8900

Rustic Bakery

1139 Magnolia Ave
Larkspur, CA 94939
415-925-1556
info@rusticbakery.com
www.rusticbakery.com

Rustic Bakery features an organic and local menu, focusing on seasonal soups and salads, as well as tasty sandwiches on house-made baked goods. They also produce artisan sourdough flatbreads made specifically to be paired with local, artisan cheeses. Rustic Bakery is a proud supporter of Buy Fresh Buy Local.

Small Shed Flatbreads

17 Madrona St
Mill Valley, CA 94941
415-383-4200

Sol Food

732 Fourth St
San Rafael, CA 94901
415-451-4765

901 Lincoln Ave
San Rafael, CA 94901
415-451-4765

Station House Café

11180 State Rte 1
Point Reyes Station, CA 94956
415-663-1515
sheryl@stationhousecafe.com
www.stationhousecafe.com

The Station House Café has been serving up great American Cuisine in West Marin since 1974. They use fresh organic ingredients from local farmers and from their own garden. The Station House Café is dedicated to supporting their local community and nonprofit organizations, and they are proud supporters of Buy Fresh Buy Local.

Surfer's Grill

Stinson Beach Park
Stinson Beach, CA 94970
415-868-1777

Table Café

1167 Magnolia Ave
Larkspur, CA 94939
415-461-6787

The Marshall Store

19225 State Rte 1
Marshall, CA 94940
415-663-1339

The Pine Cone Diner

60 4th St
Point Reyes Station, CA 94956
415-663-1536

CATERERS

a fork full of earth

92 East Crescent Dr
San Rafael, CA 94901
415-497-1719
angela@forkfull.org
www.forkfull.org

a fork full of earth is more than a catering business. In addition to a creative, holistic approach to catering that focuses on local, sustainable ingredients, they offer workshops, cooking classes, and customized education. a fork full of earth is a proud supporter of Buy Fresh Buy Local.

Delicious Catering, Inc.

26 Medway Rd, #7
San Rafael, CA 94901
415-453-3710

Indian Peach Food Company

11201 Hwy 1
Point Reyes Station, CA 94956
415-663-8478

Leigh Trombley Catering

Mill Valley, CA 94941
415-699-0749

Pamela Ferrari Catering & Event Planning

PO Box 662
Inverness, CA 94937
415-669-7285

VedaGreen

72 Central Ave
Sausalito, CA 94965
415-497-9519





Farm Bill 2012: Eaters Deserve a Place at the Table

BY KARI HAMERSCHLAG

Federal nutritional guidelines advise us to eat five-to-nine servings of fruits and vegetables a day. That's not too difficult if you are lucky enough to have access to the fresh and tasty produce grown by many of the farmers in this guide.

But many folks in this region and in the rest of the country aren't so lucky. Fresh vegetable consumption has declined by 9 pounds per person over the past 10 years. And it's no wonder, considering how little US agricultural policy invests in fruit and vegetable production.

Instead, the sprawling federal Farm Bill, written by Congress every five years, is geared towards supporting large farms that grow five commodity crops: corn, soybeans, rice, cotton and wheat. These commodities, which mostly provide cheap feed for livestock and a base for highly processed foods, are primarily grown in the Midwest, though California is no stranger to large-scale cotton and rice production.

Last year, California upland cotton growers received the largest share of federal agricultural payments issued in the state – \$198 million in taxpayer subsidies. That equals the amount given to support all fruit and vegetable production and marketing in the state, even though the cotton crop, valued at \$105 million in 2009, is tiny compared to California's \$18 billion annual fruit and vegetable harvest.

In 2009, the top 1 percent of subsidy recipients in the state – just 125 growers – reaped \$57 million in subsidies, a jaw-dropping \$453,000 each. That precisely equals

It's time for urban and rural eaters and their representatives to have a seat at the table and to demand sustainable agricultural policies

the amount spent on the Environmental Quality Incentive Program, the state's most important agricultural conservation program, which had to turn away 70 percent of its applicants last year for lack of funds.

Even more troubling, just \$12 million in Farm Bill funding went to local and regional food systems in California in 2009.

Unlike direct farmer subsidies, these programs support farmers' markets, community-supported agriculture (CSAs) programs, local garden and youth agriculture projects, value-added agricultural enterprises, farm-to-school initiatives and others that make fresh food more accessible while creating new outlets and returning higher prices to local farmers.

According to the U.S. Department of Agriculture, the acreage dedicated to fruit and vegetable production would have to nearly double to meet the national healthy diet guidelines. This is a worthy and unifying goal for the 2012 Farm Bill.

It can't just be about expanding the status quo, however. With Congressional discussions on the Farm Bill already underway, it's time for urban and rural eaters and their representatives to have a seat at the table and to demand sustainable agricultural policies that expand fruit and vegetable production while significantly reducing chemical fertilizer and pesticide use and ramping up organic production. We also need increased investment in local processing and distribution to connect farmers effectively with local retail and institutional markets. We must also spur demand by expanding access to fresh fruits and vegetables in our food assistance and school lunch programs.

At a time of daunting federal deficits, the agricultural budget is a zero-sum game. Prying resources away from the commodity growers will not be easy. But if any state outside the Farm Belt can do it, it's California – the nation's leading agricultural producer and home to 55 members of Congress and the Speaker of the House. But it will take a lot of eaters making a lot of noise to make sure that the next Farm Bill is written by more than a few senators and congressmen from the center of the country.

Kari Hamerschlag is senior analyst for the Environmental Working Group in Oakland. Her report: Farm Subsidies in California: Skewed Priorities and Gross Inequities can be found at: <http://farm.ewg.org/pdf/california-farm.pdf>



Napa

Napa County is characterized by dry, hot summers and dozens of different soil types – from gravelly loams to silty clay – crosscut with streams, rivers, and stands of madrone and live oak trees. The cooling breezes of the county's early mornings make it possible for vintners to cultivate a wide range of European grape varietals. These famous grapes ripen to perfection in the summer sun shining on the Napa Valley, created by the Mayacamas Hills on the county's western border and the Vaca range to the east. Year-round agriculture contributes to a local culture with a keen appetite for seasonal menus, and Napa County growers, vintners, and chefs are among the leaders in the development of 'California Cuisine'.

GROWERS

Big Ranch Farms ●

Mark Haberger
2056 Big Ranch Rd
Napa, CA 94558
707-738-9852

Clif Family Winery & Farm ●

Kathleen Crawford
1312 Vidovich Ave
St Helena, CA 94574
707-968-0625
farm@clifbar.com
www.cliffamilywinery.com

This family winery and farm from the people who created everyone's favorite energy bar now produces exceptional wines, olive oil, and nuts. They are proud supporters of Buy Fresh Buy Local.

Goat's Leap Cheese ●

Barbara & Rex Backus
3321 Saint Helena Hwy
Saint Helena, CA 94574
707-963-2337

Harris Ranch Napa Valley, LLC ●

Joseph & Virginia Harris
PO Box 627
Rutherford, CA 94573
707-967-8400

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS
- FRUITS
- MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY

Katz & Company ●

Albert Katz
101 S Coombs
Napa, CA 94559
800-676-7176

Long Meadow Ranch ● ● ● ●

PO Box 477
Rutherford, CA 94573
707-963-4555
info@longmeadowranch.com
www.longmeadowranch.com

At Long Meadow Ranch they believe that organic farming methods produce higher quality at lower cost, with real consumer benefit. From the grass-fed beef, top-quality extra virgin olive oil, and renowned wines produced on the ranch itself, to the abundance of heirloom fruits and vegetables grown at the LMR Rutherford Gardens, this integrated approach to farming produces obvious and delicious results. Long Meadow Ranch is a proud supporter of Buy Fresh Buy Local.

Marshall's Farm Honey ●

Helene Marshall
159 Lombard Rd
American Canyon, CA 94503
800-624-4637
honey@marshallshoney.com
www.marshallsfarmhoney.com

Marshall's Farm produces the finest natural and organic honeys from small apiaries scattered throughout the Bay Area. Their honey is healthful and delicious, preserving the floral integrity of the region's mountains, valleys, sea-coasts, and urban backyards. Marshall's Farm is a proud supporter of Buy Fresh Buy Local.

Rancho Gordo ●

Steve Sando
1924 Yajome St
Napa, CA 94559
707-259-1935

Scully Ranch ● ●

Emily Baron
3720 Mt. Veeder Rd
Napa, CA 94558
707-252-0588

GROCERS & PRODUCE STANDS

Cal Mart

1491 Lincoln Ave
Calistoga, CA 94515
707-942-6271

Oakville Grocery

7856 St. Helena Hwy
Oakville, CA 94562
707-944-8802

Oxbow Produce & Grocery

Oxbow Public Market

Napa, CA 94559
707-257-6828

Sunshine Foods

1115 Main St
St Helena, CA 94574
707-963-7070

Whole Foods Market

3682 Bel Aire Plaza
Napa, CA 94558
707-224-6300

SPECIALTY STORES & FOOD ARTISANS

Oxbow Public Market

644 1st St, Ste D
Napa, CA 94559
707-963-1345
www.oxbowpublicmarket.com

Oxbow Public Market features the finest locally available and sustainably produced foods, including meat, poultry, fish, cheese, produce, bread, and baked goods. The marketplace includes several casual dining and wine bar options specializing in farm to table cuisine and handcrafted wines. Oxbow Public Market is a proud supporter of Buy Fresh Buy Local.

Kara's Cupcakes

610 First St, Suite I9
Napa, CA 94559
707-258-2253

Three Twins Ice Cream

Oxbow Public Market
Napa, CA 94559
707-257-8946

Wallaby

American Canyon, CA 94503

RESTAURANTS & CAFÉS

ad hoc

6476 Washington St
Yountville, CA 94599
707-944-2487

BarBersQ

3900 Bel Aire Plaza
Napa, CA 94558
707-224-6600

Bardesso

6526 Yount St
Yountville, CA 94599
707-204 6030

Bottega Ristorante

6525 Washington St
Yountville, CA 94599
707-945-1050

Cindy's Backstreet Kitchen

1327 Railroad Ave
St Helena, CA 94574
707-963-1200

Farmstead

738 Main St
St Helena, CA 94574
707-963-9181

French Laundry

6640 Washington St
Yountville, CA 94599
707-944-2380

Go Fish

641 Main St
St Helena, CA 94574
707-963-0700

Gott's Roadside

933 Main St
St Helena, CA 94574
707-963-3486

Hog Island Oyster Bar

Oxbow Public Market
Napa, CA 94559
707-251-8113
bar@hogislandysters.com
www.hogislandysters.com

Hog Island Oyster Bar is part of the Hog Island Oyster Company, and their two retail locations serve up the ultimate oyster experience. The Bar's offerings reflect Hog Island Oyster Company's overall dedication and commitment to local, organic, and sustainable foods, and they are proud supporters of Buy Fresh Buy Local.

JoLe

1457 Lincoln Ave
Calistoga, CA 94515
707-942 5938

La Toque

1314 McKinstry St
Napa, CA 94573
707-257-5157

Mustards Grill

7399 St. Helena Hwy
Yountville, CA 94558
707-944-2424

Silverado Brew Co

3020 St Helena Hwy N
St Helena, CA 94574
707-967-9876

Terra

1345 Railroad Ave
St Helena, CA 94574
707-963-8931

Finding Good Meat: An Eater's Guide

BY NICOLETTE HAHN NIMAN

Ten years ago, I was an environmental lawyer working for Robert F. Kennedy, Jr. when he approached me about leading a national campaign to reform one of the nation's worst polluters of water and air: the industrialized livestock and poultry sector.

Initially, I hesitated. Then I visited towns in Missouri and North Carolina that had been overrun by factory-style production of hogs, chickens, and turkeys. I witnessed polluted streams, rivers, and groundwater; I saw fish with open sores caused by pollution from livestock and poultry operations; I spoke with people whose lives had been turned upside down by stenches daily pervading their homes and yards; and I heard details about the miserable conditions in which animals were raised.

Three years later, I moved from New York to California after marrying Bill Niman, a cattle rancher and founder of the natural meat company Niman Ranch. Since then I've worked on our ranch in Northern California and continued researching, writing, and speaking about factory farming.

Along the way, I've become something of an expert at hunting down the foods of non-industrial, traditional farms and ranches. People often ask me for advice about how to find such foods.

Most importantly, remember that pasture is the gold standard. All animals benefit tremendously from being outdoors regularly on natural vegetation (such as grasses and clover). They exercise, lie in the sun, breath fresh air, and

generally live much happier, healthier, more natural lives. Consequently, the food humans take from pasture raised animals is usually safer, tastier, healthier, and more nutritious.

With that in mind, here are my top ten suggestions for getting good meat, dairy, and eggs:

1. Be prepared to pay more. With food, you usually get what you pay for. Think value not price. Industrial agriculture is heavily subsidized, making its products artificially cheap. Until government supports organic, pasture-based and sustainable farming, it will cost more than industrially produced food. Consider it an investment in good health, an unspoiled environment, fair treatment for animals, and of course, tasty eating.

2. Plan on reducing consumption. A typical American eats well over 200 pounds of meat per year and our consumption continues to rise. On top of that, over the twentieth century, average cheese consumption increased ten fold. Chances are good that you're eating more meat and dairy than you need. Eat less meat. Eat better meat.

3. Know the source. The best way to ensure you're getting food from non-industrial farms is to buy from sources with full transparency, those where you can see how the animals are raised and fed, and learn from what farm or farms the food actually came. This guide is full of those sources. Be encouraged to ask producers the questions you care about.

4. Ask questions. There is real power in simply asking the questions: "Where is this from? How was it raised?" Get into the habit at meat counters and restaurants of asking where the meat is from.

5. Know your labels. For example, the term "free range" is most commonly used for poultry. When it's used on poultry meat, USDA requires that the birds have some access to the outdoors (although it can be a small cement

patio). Meanwhile, USDA has failed to create any definition of "free range" for egg laying hens.

6. Baby-steps are OK. Factory farms are ubiquitous and so are their products. Avoiding them takes effort. If you change your diet deliberately, one step at a time, chances are you will enjoy the transition and will stick with it.

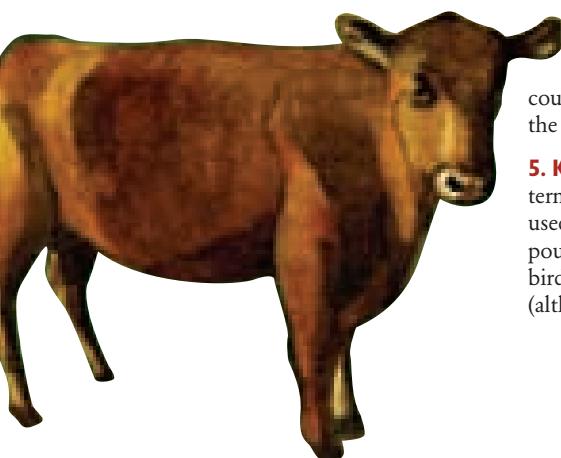
7. Stop being a supermarket zombie. Supermarkets are convenient. They are also offering more organic foods these days, which is a good thing. But supermarkets rarely carry foods from real, traditional family farms, although the ones in this guide all have a demonstrated commitment to sourcing from local, family farms.

8. Frequent your local farmers markets. Farmers markets are the best place to get local food from real farms. Locating a farmers market is easy, just check out the comprehensive chart on pages xx.

9. Join a CSA. You can buy a share in a farm's harvest by joining a local CSA (community supported agriculture). CSAs can be found by checking out the chart on page 14 or consulting Buy Fresh Buy Local's searchable online database at: buylocalca.org.

10. Seek chefs committed to sustainable sourcing. Some of my favorites in California are: Chez Panisse in Berkeley, Oliveto in Oakland, and Frantoi in Mill Valley. This guide contains comprehensive listings of Bay Area restaurants that source locally from family farmers and the Buy Fresh Buy Local website has a searchable database for when you're eating anywhere in California: www.buylocalca.org. Even fast food is possible: Chipotle Mexican Grills buy all their pork from traditional farms.

Nicolette Hahn Niman is a lawyer, rancher, and author of *Righteous Porkchop: Finding a Life and Good Food Beyond Factory Farms*



It's like having a farmers market **COME TO YOU!**



FRESHPOINT[®] Does Your Company?

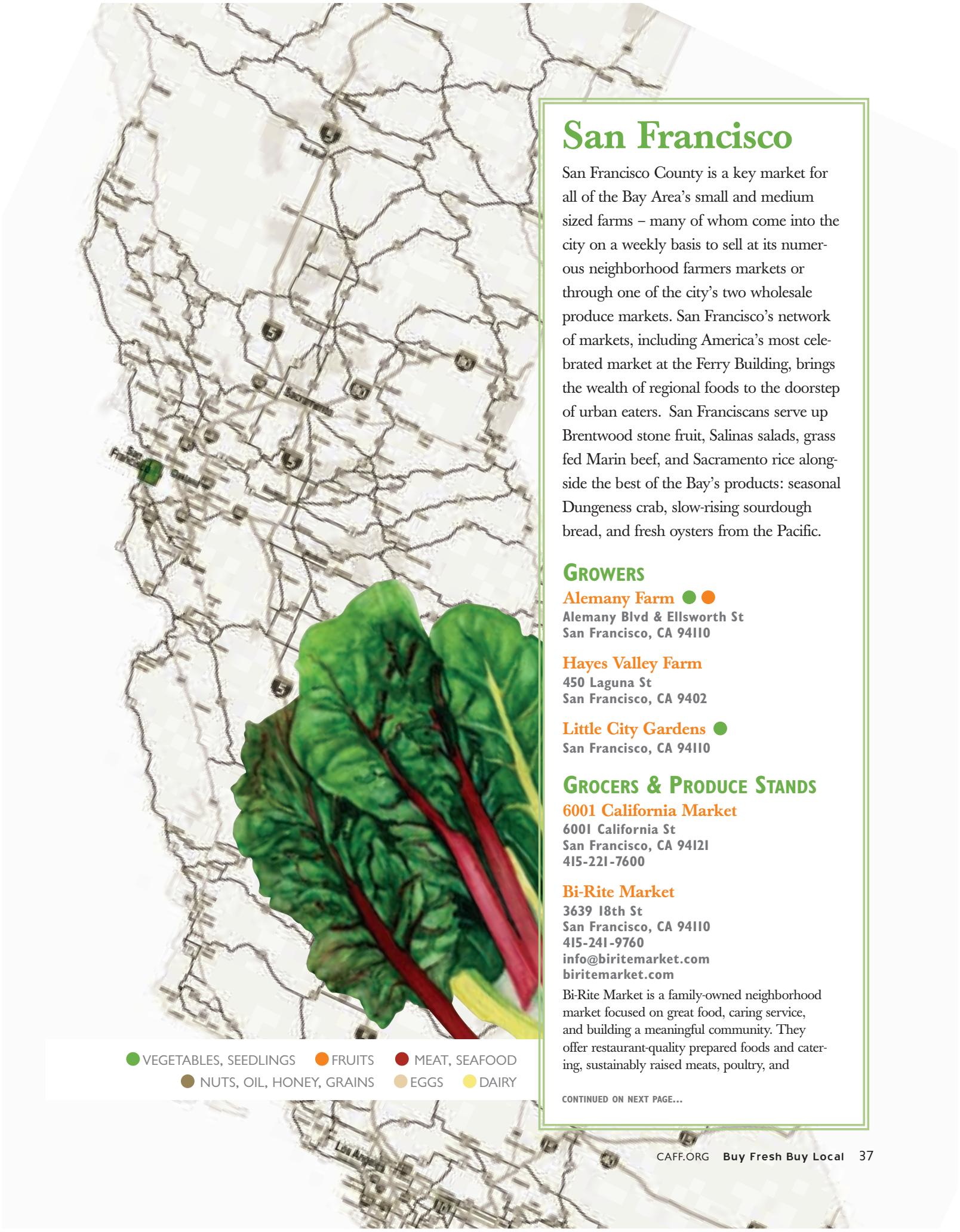
Yes no

1. Support local farmers?
2. Have the ability to show farm names on invoices?
3. Offer farm tours and biographies on all local farms?
4. Provide seasonal availability charts, current market information, and handling and storage units?
5. Send emails twice a week with the most up to date information on the hottest specialty and local items?
6. Give you monthly percentages on California, Local and Organic products purchased?

FreshPoint San Francisco

155 Terminal Ct. STE16
San Francisco, CA 94080

P 650.615.5600 | F 650.873.5550



San Francisco

San Francisco County is a key market for all of the Bay Area's small and medium sized farms – many of whom come into the city on a weekly basis to sell at its numerous neighborhood farmers markets or through one of the city's two wholesale produce markets. San Francisco's network of markets, including America's most celebrated market at the Ferry Building, brings the wealth of regional foods to the doorstep of urban eaters. San Franciscans serve up Brentwood stone fruit, Salinas salads, grass fed Marin beef, and Sacramento rice alongside the best of the Bay's products: seasonal Dungeness crab, slow-rising sourdough bread, and fresh oysters from the Pacific.

GROWERS

Alemany Farm ● ●

Alemany Blvd & Ellsworth St
San Francisco, CA 94110

Hayes Valley Farm

450 Laguna St
San Francisco, CA 9402

Little City Gardens ●

San Francisco, CA 94110

GROCERS & PRODUCE STANDS

6001 California Market

6001 California St
San Francisco, CA 94121
415-221-7600

Bi-Rite Market

3639 18th St
San Francisco, CA 94110
415-241-9760
info@biritemarket.com
biritemarket.com

Bi-Rite Market is a family-owned neighborhood market focused on great food, caring service, and building a meaningful community. They offer restaurant-quality prepared foods and catering, sustainably raised meats, poultry, and

- VEGETABLES, SEEDLINGS
- FRUITS
- MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY

CONTINUED ON NEXT PAGE...

The Mobile Revolution

Or How Tacos, Bao Buns And BBQ Are Reshaping Our Food Landscape

BY SUSAN COSS

Over the past couple of years, there's been a revolution happening on the streets of our urban landscape. Long derided as "roach coaches," street food trucks have been undergoing a transformation not only here in the Bay Area, but across the country. Mobile vending has been a staple of easy and affordable food around the world, but here in the U.S., it has been an underground and often marginalized business existing primarily in immigrant neighborhoods.

I for one could not be happier with this shift. A personal aside – nothing embodies the perfect fast food item more than a taco and its balance of fresh tortilla, savory meat, the heat of chiles, and the delicate squeeze of lime to balance the flavors. And on the side; pickled cucumber, radishes, and carrots. Fresh, delicious and oh-so-inexpensive.

A number of factors are at the root of the shift, chief among them, the sheer economics involved in opening a brick and mortar restaurant in the midst of a recession, the increasing cost of eating out on a limited budget, and of course the role of social media in helping people locate these moving vendors. The combination of the downturn in the economy and the rising popularity of Twitter and Facebook created the perfect storm in catapulting mobile vending into the limelight. And we should all be thankful for this because what we are seeing is the emergence of a new class of small-scale food entrepreneurs that are using local and seasonal ingredients in their menus and reshaping what fast food should look like.

This is not a passing trend. Cities like San Francisco are revisiting their zoning and permitting laws to allow for more trucks and carts to be on the streets and in parks, legally. Pop-up markets, like the Underground Market and the Pop-up General Store, are creating marketplaces where a new class of food artisans and producers can debut products and refine businesses at very low entry costs. And then there are organizations like La Cocina, an incubator kitchen, that help low income women develop informal businesses into full-fledged operations. The result is an explosion of great products using good ingredients. And the dollars generated remain in our regional food system.

We need to support these new businesses and encourage them to work with local farmers and other producers. We need to refine city policies to support these new businesses

and help existing businesses understand that their presence is not a threat, but rather an important part of growing a local economy. We can see this in the positive impact farmers markets have had in the local economy – increasing consumer awareness around fresh and seasonal produce, and driving demand for similar products in supermarkets. And this

The mobile revolution has begun, and as we seek to revitalize our regional food economies, this is one disruptive force we cannot afford to let fall by the wayside.

is not to mention the boon these markets have been for merchants in downtown areas, drawing new people to new locations. Civic leaders certainly understand their appeal, which is why there is such increasing demand for more markets in more locations.

But perhaps the greatest result of the popularity of mobile vending is the raising of the bar in the quality of "fast food." The sheer variety of the menus is not to be believed – curry burritos, bao buns, banh mi sandwiches, Korean tacos, lobster rolls, fresh made pizza with seasonal toppings, bowls of steaming ramen, tamales, falafel – the list goes on and on. And for people on a budget, wanting restaurant quality food at lower prices for their lunches or weekend outings, it can't be beat.

The mobile revolution has begun, and as we seek to revitalize our regional food economies, this is one disruptive force we cannot afford to let fall by the wayside.

Susan Coss, an aficionado of all things that can be eaten in a taco, is the Director of the Eat Real Festival, an annual celebration of good food with a focus on food craft, street food, artisan beers, local wine, all featuring sustainable, delicious ingredients. She is also a co-founder of Kitchen Table Talks, a monthly food salon series focusing on local food issues and policies.





seafood, fine wines, everyday grocery items, and organic, local produce (much of which is grown on their very own farm). Bi-Rite Market is a proud supporter of Buy Fresh Buy Local.

Buffalo Whole Foods

598 Castro St
San Francisco, CA 94114
415-626-7038

Canyon Market

2815 Diamond St
San Francisco, CA 94131
415-586-9999

Falletti Foods

308 Broderick St
San Francisco, CA 94117
415-626-4400

Farm Fresh to You

I Ferry Building Plaza, Ste 9
San Francisco, CA 94111
415-834-9981
carol@farmfreshtoyou.com
farmfreshtoyou.com

Farm Fresh to You offers both a convenient downtown retail location and regular deliveries of fresh produce straight to your home or office. Their thriving CSA links more than 6,000 local families with local family farms, including their own Capay Organic. Farm Fresh to You is a proud supporter of Buy Fresh Buy Local.

Green Earth Natural Foods

860 Divisadero St
San Francisco, CA 94117
415-922-6418

Mollie Stone's

2435 California St
San Francisco, CA 94115
415-567-4902

635 Portola Dr
San Francisco, CA 94127
415-664-1600

Other Avenues

Food Store Cooperative
3930 Judah St
San Francisco, CA 94122
415-661-7475

Rainbow Grocery

1745 Folsom St
San Francisco, CA 94103
415-863-0620
general@rainbowgrocery.org
rainbowgrocery.org

Rainbow Grocery has always been on the cutting edge of good food. This worker-owned cooperative focuses on justice, service, and quality, offering a full range of natural, vegetarian food, drink, vitamins, and home products. Rainbow Grocery is a proud supporter of Buy Fresh Buy Local.

Real Food Company

2140 Polk St
San Francisco, CA 94109
415-673-7420

3060 Fillmore St

San Francisco, CA 94123
415-567-6900
realfoodco.com

The Real Food Company seeks to provide its customers with natural food products they can trust. They offer fresh, seasonal fruits and vegetables, including a range of locally grown and farm-direct products. The Real Food Company is a proud supporter of Buy Fresh Buy Local.

Real Food Fresh Organics

1023 Stanyan St
San Francisco, CA 94117
415-564-1117

Thom's Fresh Organics

5843 Geary Blvd
San Francisco, CA 94121
415-387-6367

Valencia Whole Foods

999 Valencia St
San Francisco, CA 94110
415-285-0231

Village Market

4555 California St
San Francisco, CA 94118
415-221-0445

Whole Foods Market

399 4th St
San Francisco, CA 94107
415-618-0066

1765 California St
San Francisco, CA 94109
415-674-0500

450 Rhode Island St
San Francisco, CA 94107
415-552-1155

3950 24th St
San Francisco, CA 94114
415-282-4700

SPECIALTY STORES & FOOD ARTISANS

Arizmendi Bakery

1331 9th Ave
San Francisco, CA 94122
415-566-3117

Avedano's

235 Cortland Ave
San Francisco, CA 94110
415-285-6328

Beekind Honey Farm

I Ferry Building Plaza
San Francisco, CA
beekind@beekind.com
beekind.com

The beekind store carries just about everything to do with bees, including raw, natural honey, beeswax, candles, pollen, propolis, and beekeeping gear. They also offer classes and resources for aspiring and veteran apiarists. Beekind is a proud supporter of Buy Fresh Buy Local.

Bi-Rite Creamery

3692 18th St
San Francisco, CA 94110
415-626-5600
lick@biritecreamery.com
biritecreamery.com

Bi-Rite Creamery products are lovingly hand-crafted in small batches. They offer a range of innovative ice cream flavors and delicious baked goods, and they strive to use local, organic ingredients wherever possible. Bi-Rite Creamery is a proud supporter of the Buy Fresh Buy Local campaign.

CONTINUED ON NEXT PAGE...

Boulette's Larder

I Ferry Building Plaza
San Francisco, CA 94111
415-399-1155

Cheese Plus

2001 Polk St
San Francisco, CA 94109
415-921-2001

CMB Sweets

9 Castle Manor, #2
San Francisco, CA 94112
415-337-0846

Frapez Smoothie Spa

4092 18th St
San Francisco, CA 94114
415-503-1323

Humphry Slocombe

2790 Harrison St
San Francisco, CA 94110
415-550-6971

JR Seafood

310 Bayshore Blvd
San Francisco, CA 94124
415-647-0106

Kara's Cupcakes

3249 Scott St
San Francisco, CA 94123
415-563-2253

900 North Point

San Francisco, CA 94109
415-351-2253

Mission Pie

2901 Mission St
San Francisco, CA 94110
415-282-4743
missionpie.com

Mission Pie is a corner café, bakery, and neighborhood gathering place in the Mission District. Their seasonally shifting menu of pies, baked goods and light savory fare focuses on the produce of nearby farms that employ organic and sustainable methods. Mission Pie is a proud supporter of Buy Fresh Buy Local.

Smitten Ice Cream

225 Downey St, #1
San Francisco, CA 94117
917 620-2580
robyn@smittenicecream.com
facebook.com/SmittenIceCream

At Smitten Ice Cream, each scoop is made to order before your eyes with the freshest local

and seasonal ingredients. No stabilizers, emulsifiers, preservatives, or additives of any kind. Smitten uses the fewest possible ingredients to make the richest, most delicious ice cream and is a proud supporter of Buy Fresh Buy Local.

Tartine Bakery

600 Guerrero St
San Francisco, CA 94110
415-487-2600

RESTAURANTS & CAFÉS

1550 Hyde Cafe & Wine Bar

1550 Hyde St
San Francisco, CA 94109
415-775-1550

A16

2355 Chestnut St
San Francisco, CA 94123
415-771-2216

Acre Café

1013 Torney Ave, Ste B-120
San Francisco, CA 94129
415-561-2273

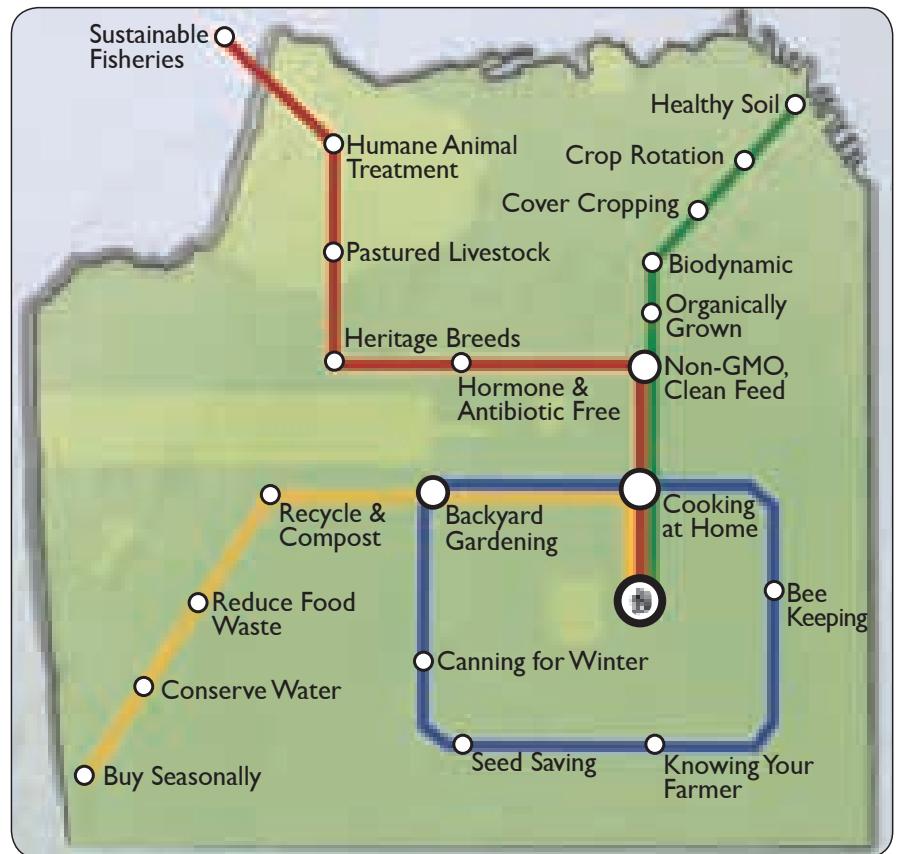


MAP TO GOOD FOOD

- Meat & Seafood
- Farm
- Traditional Food Ways
- You
- Bi-Rite Market

3639 18th Street
San Francisco, CA
415.241.9760

www.biritemarket.com
follow us on twitter @biritemkt



Alembic

1725 Haight St
San Francisco, CA 94117
415-666-0822

Alive!

1972 Lombard St
San Francisco, CA 94123
415-923-1052

Americano Restaurant & Bar

8 Mission St
San Francisco, CA 94105
415-278-3777

Aziza

5800 Geary Blvd
San Francisco, CA 94121
415-752-2222

Bacar Restaurant & Wine Salon

448 Brannan St
San Francisco, CA 94107
415-904-4100

Baker & Banker

1701 Octavia St
San Francisco, CA 94109

Bar Agricole

355 11th St
San Francisco, CA 94103
415-355-9400

Bar Jules

609 Hayes St
San Francisco, CA 94102
415-621-5482

Bar Tartine

561 Valencia St
San Francisco, CA 94110
415-487-1600

Beretta

1199 Valencia St
San Francisco, CA
415-695-1199

Bistro Aix

3340 Steiner St
San Francisco, CA 94123
415-202-0100

Bix

56 Gold St
San Francisco, CA 94133
415-433-6300

Blue Plate

3218 Mission St
San Francisco, CA 94110
415-282-6777

Boulevard

1 Mission St
San Francisco, CA 94105
415-543-6084

Café Gratitude

2400 Harrison St
San Francisco, CA 94110
415-830-3014
info@cafegratitude.com
cafegratitude.com

Café Gratitude is a celebration of a world of plenty. They select the finest organic ingredients, support local farmers, and offer food that is prepared and presented with love. Café Gratitude is a proud partner of the Buy Fresh Buy Local campaign.

Cane Rosso

1 Ferry Building Plaza, # 41
San Francisco, CA 94111
415-391-7599

Cha Cha Cha

1801 Haight St
San Francisco, CA 94117
415-386-5758

2327 Mission St
San Francisco, CA 94110
415-648-0504

Coco 500

500 Brannan St
San Francisco, CA 94107
415-543-2222
loretta@coco500.com
coco500.com

Coco 500 offers a delicious and diverse menu featuring the freshest seasonal ingredients, local seafood, and artisan pastas, pizzas, and meats. They are proud supporters of Buy Fresh Buy Local.

Coi

373 Broadway
San Francisco, CA 94133
415-393-9000

Commonwealth

2224 Mission St
San Francisco, CA 94110
415-355-1500

Contigo

1320 Castro St
San Francisco, CA 94114
415-285-0250

Daffodil

665 Bush St
San Francisco, CA 94108
415-343-0130

De Young Museum Café

50 Tea Garden Way
San Francisco, CA 94118
415-750-2614

DeLessio Market & Bakery

1695 Market St
San Francisco, CA 94103
415-552-5559

302 Broderick St
San Francisco, CA 94117
415-552-8077
eat@delessiomarket.com
delessiomarket.com

CONTINUED ON NEXT PAGE...



Offering healthful, natural foods that are prepared with passion using local ingredients, DeLessio Markets earn their reputation for superior products and service. They feature full-service catering, delicious baked goods, gourmet prepared foods, and much more. They are proud supporters of Buy Fresh Buy Local.

Delfina

3621 18th St
San Francisco, CA 94110
415-552-4055

Delfina Pizzeria

3611 18th St
San Francisco, CA 94133
415-437-6800

Dining Room at the Ritz Carlton

600 Stockton St
San Francisco, CA 94108
415-773-6168

Dish Café

39 Mesa St
San Francisco, CA 94129
415-561-2336

Farmer Brown Restaurant

25 Mason St
San Francisco, CA 94102
415-409-3276

Ferry Plaza Seafood

I Ferry Building Plaza
San Francisco, CA 94111
415-274-2561

Fifth Floor Restaurant

12 4th St
San Francisco, CA 94103
415-348-1555

Firefly

4288 24th St.
San Francisco, CA 94114

Fish & Farm

339 Taylor St
San Francisco, CA 94102
415-474-3474

Florio

1915 Fillmore St
San Francisco, CA 94115
415-775-4300

Flour + Water

2401 Harrison St
San Francisco, CA
415-826-7000

Foreign Cinema

2534 Mission St
San Francisco, CA 94110
415-648-7600

Frances

3870 17th St
San Francisco, CA 94114
415-621-3870

Georges

415 Sansome St
San Francisco, CA 94111
415-956-6900

Globe

290 Pacific Ave
San Francisco, CA 94111
415-391-4132

Gott's Roadside

I Ferry Building Plaza, #6
San Francisco, CA 94111
415-318-3423

Gracias Madre

2211 Mission Street
San Francisco, CA 94110
415-683-1346

Green Chile Kitchen

1801 McAllister St
San Francisco, CA 94117
415-440-9411

Greens Restaurant

Fort Mason Cntr, Bldg A
San Francisco, CA 94123
415-771-6222

Hayes Street Grill

320 Hayes St
San Francisco, CA 94102
415-863-5545
hayesstreetgrill.com

The Hayes Street Grill is a neo-traditional fish house in the heart of San Francisco. They offer classic grilled fish dishes prepared with an international flare, with a focus on simplicity and market-freshness. The Hayes Street Grill is a proud supporter of Buy Fresh Buy Local.

Heaven's Dog

1148 Mission St
San Francisco, CA 94103
415-863-6008

Heirloom Cafe

2500 Folsom St
San Francisco, CA 94110
415-821-2500

Hog Island Oyster Bar

I Ferry Building Plaza
San Francisco, CA 94111
415-391-7117
bar@hogislandysters.com
hogislandysters.com

Hog Island Oyster Bar is part of the Hog Island Oyster Company, and their two retail locations serve up the ultimate oyster experience. The Bar's offerings reflect Hog Island Oyster Company's overall dedication and commitment to local, organic, and sustainable foods, and they are proud supporters of Buy Fresh Buy Local.

Incanto

1550 Church St
San Francisco, CA 94131
415-641-4500

Jardiniere

300 Grove St
San Francisco, CA 94102
415-861-5555

Kitchenette

958 Illinois St
San Francisco, CA 94107

Kokkari

200 Jackson St
San Francisco, CA 94111
415-981-0983

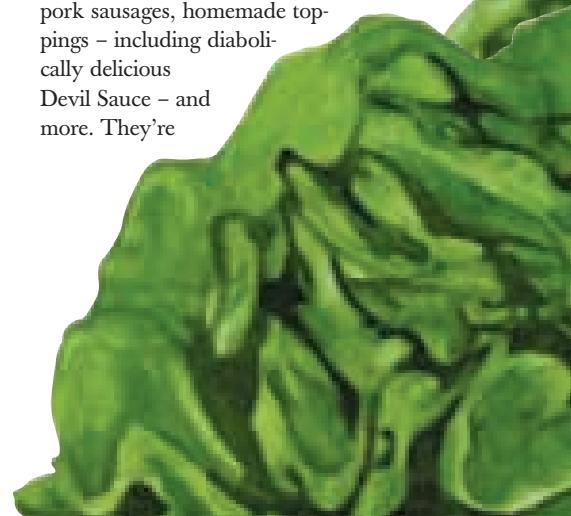
La Folie

2316 Polk St
San Francisco, CA 94109
415-776-5577

Let's Be Frank

3318 Steiner St
San Francisco, CA 94129
415-674-6755
info@letsbefrankdogs.com
letsbefrankdogs.com

Long a favorite for their hot dog carts at Crissy Field and the AT&T Ballpark, Let's Be Frank now has a permanent shop! They offer a full selection of grass-fed beef hot dogs, family-farmed pork sausages, homemade toppings – including diabolically delicious Devil Sauce – and more. They're



serving up dogs to eat right away, plus all the essentials for a Frank fest at home or on the go. Let's Be Frank is a proud supporter of Buy Fresh Buy Local.

Liberty Café

410 Cortland Ave
San Francisco, CA 94110
415-695-1223

Little Skillet

360 Ritch st
San Francisco, CA 94107
415-777-2777

Local Kitchen & Wine Merchant

330 1st St
San Francisco, CA 94105
415-777-4200

Local Mission Eatery

3111 24th Street
San Francisco, CA 94110
415-655-3422

Loló

3234 22nd St
San Francisco, CA 94110
415-643-5656

Luce

888 Howard St
San Francisco, CA 94103
415-616-6566

Magnolia Pub & Brewery

1398 Haight St
San Francisco, CA 94117
415-864-7468
magnoliapub.com

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Food Safety and the Family Farmer

BY DAVID RUNSTEN

Food safety has become a watchword in 21st Century America, as we learn regularly of serious illnesses or deaths due to eating food. This results in part from greater scrutiny from consumer groups, the medical system, and the media, but also from our increasingly industrialized and globalized food system, where we consume more processed foods and more foods from distant regions. However, there are other factors at work, such as the rise of pathogenic bacteria in the environment, or the urbanization of the population—where children are raised with little contact with animals and dirt—or the increasing numbers of people with compromised immune systems. People have always been sickened by food, but as science has progressed we have become intolerant of food that causes serious illness. Close to 100 million people a year get sick from food in the United States, and the desire for zero risk from food, demanded by attorneys and insurance companies, is driving the food industry to ever more extreme measures that, ironically, may threaten our local food systems, where there have been almost no problems.

Ever since the spinach industry was shut down in August 2006—after 200 people became seriously ill and five died from E. coli O157:H7 that they contracted from bagged spinach—CAFF has been trying to prevent the imposition of unreasonable requirements on produce growers, particularly growers of whole produce for local markets who have never had food safety problems. There are now three federal government food safety regulatory processes underway:

The FDA is proposing new on-farm food safety practices for melons, tomatoes, and leafy greens, which they intend to turn into mandatory requirements

The USDA is considering a National Leafy Greens Marketing Agreement,

which would impose new auditing requirements on all such farmers across the country, even though all of the food safety problems have been associated with greens processed in plastic bags

The US House of Representatives passed a bill in June 2009 (HR 2749) to increase the power and funding of the FDA, and a similar bill (SB 510) is pending in the US Senate; among other measures, these bills would require mandatory food safety rules for all fruit and vegetable farms in the United States.

Though every farmer needs to pay attention to basic food safety practices—such as worker hygiene, testing irrigation water sources, or potential contamination from cattle—all of these regulatory processes could impose drastic, sterile farming practices everywhere. The habitat and wildlife destruction that has occurred in the Salinas Valley at the behest of food processors and buyers could easily be generalized to all fruit and vegetable lands. And regulations could also be so costly as to discourage beginning and other small farmers who have contributed so much to the farmers market renaissance and our vibrant local food system. Every consumer who values local and organic produce should contact his/her federal representatives and ask them to make sure that food safety regulations are not environmentally destructive and do not unfairly impact small and organic farmers.

Buy Fresh Buy Local promotes the consumption of fresh, local farm products. While there can never be zero risk from such food, CAFF believes that eating whole local foods as soon after harvest as possible is a very safe practice. Time and again, whether in peanut butter, pre-cut salad, or hamburger, people who became seriously ill had eaten processed food products from distant industrial sources. Know where your food comes from and support your local farmers!

For more information on how you can get involved in the policy process, go to caff.org

David Runsten is the Policy Director for the Community Alliance with Family Farmers.

Growing Community

To hear the media tell it, urban farming in the Bay Area is all the rage. At the newly created Hayes Valley Farm, The San Francisco Bay Guardian reports, a small staff and a huge crowd of volunteers have created a “freeway food forest” on what used to be a traffic on-ramp. On the other side of town, The New York Times adds, the two-woman team that runs Little City Gardens is breaking ground in reforming San Francisco’s zoning laws around the selling of local produce. In Berkeley, Spiral Gardens recently chalked up an award from The East Bay Express, joining Oakland food programs City Slicker Farms and People’s Grocery as a press darling. And photo editors at The Wall Street Journal and The San Francisco Chronicle can’t resist running (and re-running) bucolic pics of San Francisco’s Alemany Farm, which I help to manage.

Urban farming's most valuable crop, though, is something that's difficult to measure. It's the harvest we gain when we come together around the ancient task of sustaining ourselves.

All of this is good news, of course. The renaissance in urban food production – which harks back to the World War II-era Victory Gardens while at the same looking forward to a more sustainable 21st century economy – is, in fact, a big story. More city dwellers are eager to get involved in their own food production than at any time since the start of the industrial food era. That’s a win for the environment, for public health, and for community resilience – and it deserves to be celebrated.

But lost amid all the hype is this basic fact: urban farming is never going to feed us. We don’t have the land, the know-how, or even the weather to be food self-sufficient. We’re not going to be growing wheat in Golden Gate Park or rice on Moffett Field anytime soon. Anyway, why should we want to? Cities exist to be centers of art and culture and commerce – not grain fields. Which is not to say

BY JASON MARK

that urban farming isn’t important: it most certainly is. We should, though, be thoughtful about what we can realistically expect urban food production to achieve. At its best, urban farming is an important avenue for environmental recreation, a way to help protect farmland threatened by sprawl, and a chance to bring together diverse groups of people.

Every weekend Alemany Farm is besieged by volunteers. They come for many reasons, but one of the most important is to feed a hunger to connect, in some modest way, to nature. The farm fulfills people’s instinctual need to build a relationship with living things beyond themselves, even if that merely means walking on real soil for a few hours and getting a smidgen of dirt underneath the nails. Something as simple as weeding the strawberries or planting the garlic is a chance for people to relocate themselves in the physical world.

Now, those strawberries and garlic might not be enough to stock the pantries of a whole city – but urban farming is still an essential part of the broader sustainable food ecosystem. Because as city dwellers start to produce more of their own food, they take some of the load off farmers in the countryside. If (or when) cities in the U.S. were to produce one-third of all of their own fruits, vegetables, and eggs (a realistic goal, I think) that would allow the small farms surrounding the urban centers to diversify their own crop mix. If urban farming were to relieve some of the pressure of suburban development, farms here in Northern California could back away from the high-value crops like salad mix, wine grapes and almonds, and strive for a more diverse mix of crops like grains and pasture-raised meats. By growing more of our own food in the city, we can prompt farmers in the countryside to start producing a more complete range of foods.

Urban farming’s most valuable crop, though, is something that’s difficult to measure. It’s the harvest we gain when we come together around the ancient task of sustaining ourselves. Everybody eats – and that means everyone can be involved in the work of growing our own food. At the end of a long-day in the asphalt-surrounded garden, the most important crop we find is community.

Jason Mark is the editor of Earth Island Journal earthislandjournal.org and a co-manager of San Francisco’s Alemany Farm alemanyfarm.org

Magnolia Pub & Brewery is a Haight Street institution. Their warm, playful atmosphere and innovative, seasonal menu compliment a beer list that is constant and seriously good. Magnolia Pub & Brewery is a proud supporter of Buy Fresh Buy Local.

Market Bar

I Ferry Building Plaza
San Francisco, CA 94111
415-434-1100

Maverick

3316 17th St
San Francisco, CA 94100
415-863-3061

Medicine Eat Station

161 Sutter St
San Francisco, CA 94104
415-863-3061

Michael Mina

335 Powell St
San Francisco, CA 94102
415-397-9222

Mijita

I Ferry Building Plaza, Ste 44
San Francisco, CA 94111
415-399-0814

Millenium

580 Geary St
San Francisco, CA 94102
415-345-3900

Mission Beach Café

198 Guerrero St
San Francisco, CA 94103
415-861-0198

Mixt Greens

I20 Sansome St
San Francisco, CA 94104
415-433-6498
mgl@mixtgreens.com

560 Mission St
San Francisco, CA 94105
415-543-2505
mg2@mixtgreens.com

475 Sansome St
San Francisco, CA 94111
415-296-9292
mg3@mixtgreens.com
mixtgreens.com

Mixt Greens is an Eco-Gourmet® restaurant that serves environmentally responsible fine food. The family-run business puts the earth first, by preparing food in-house with the freshest organic and locally sourced ingredients. Mixt Greens is a proud supporter of Buy Fresh Buy Local.

Mr. Pollo

2823 Mission St
San Francisco, CA 94110

Namu

439 Balboa St
San Francisco, CA 94118
415-386-8332

Nopa

560 Divisadero St
San Francisco, CA 94117
415-864-8643

Nopalito

306 Broderick St
San Francisco, CA
415-437-0303

Olea

1494 California St
San Francisco, CA
415-202-8521

One Market

I Market St
San Francisco, CA 94105
415-777-5577

Out the Door

I Ferry Building Plaza, Ste 5
San Francisco, CA 94111
415-321-3740

845 Market Street, Concourse Level
San Francisco, CA 94103
415-541-9913

2232 Bush Street
San Francisco, CA 94115
415-923 9575

Pauline's Pizza

260 Valencia St
San Francisco, CA 94103
415-552-2050

Perbacco

230 California St
San Francisco, CA 94111
415-955-0663

Pica Pica

401 Valencia St
San Francisco, CA 94103
415-400-5453

Piccino

801 22nd St
San Francisco, CA 94107
415-824-4224

Pizzetta 211

211 23rd Ave
San Francisco, CA 94121
415-379-9880

Postrio

545 Post St
San Francisco, CA 94102
415-776-7825

Quince

I701 Octavia St
San Francisco, CA 94109
415-775-8500

Radius

II23 Folsom St
San Francisco, CA 94103
415-525-3676

Range

842 Valencia St
San Francisco, CA 94110
415-282-8283

Rose's Café

2298 Union St
San Francisco, CA 94123
415-298-7656

Roti Indian Bistro

53 W Portal Ave
San Francisco, CA 94127
415-665-7684

Rue Saint Jacques

I098 Jackson St
San Francisco, CA 94133
415-776-2002

Rulli Risto Bar

2300 Chestnut St
San Francisco, CA 94123
415-923-6464
chestnut@rulli.com
rulli.com

Rulli Risto Bar feels like you've been transported to Italy. They offer artisan pastries, panini, and an authentic Northern Italian dinner menu, in a unique building created by Italian master craftsmen. Rulli Risto Bar is a proud supporter of Buy Fresh Buy Local.

Sellers Markets

388 Market St
San Francisco, CA 94111
415-956-3825

595 Market St
San Francisco, CA 94105
415-227-9850

721 Market St
San Francisco, CA 94103
415-615-0341

CONTINUED ON NEXT PAGE...

Serpentine

2495 Third St
San Francisco, CA 94107
415-252-2000

Slanted Door

1 Ferry Building Plaza
San Francisco, CA 94111
415-861-8032

Slow Club

2501 Mariposa St
San Francisco, CA 94110
415-241-9390

SPQR

1911 Fillmore St
San Francisco, CA 94115
415-771-7779

Spruce

3460 Sacramento St
San Francisco, CA 94118
415-931-5100

Stable Café

2128 Folsom St
San Francisco, CA 94110
415-552-1199

Tataki

2815 California St
San Francisco, CA 94115
415-931-1182

Terzo

3011 Steiner St
San Francisco, CA 94123
415-441-3200

The Butler & The Chef Bistro

155A S Park St
San Francisco, CA 94107
415-896-2075

The Corner

2199 Mission St
San Francisco, CA 94110
415-932-6939

The Moss Room

55 Music Concourse Dr
San Francisco, CA 94118
415-876-6121

The Plant Café

3352 Steiner St
San Francisco, CA 94123
415-931-2777

Thirsty Bear

661 Howard St
San Francisco, CA 94105
415-974-0905

Town's End Restaurant & Bakery

2 Townsend St
San Francisco, CA 94107
415-512-0749

Tsar Nicoulai Caviar Café

1 Ferry Building Plaza, Ste 12
San Francisco, CA 94111
415-288-8630

Underdog

1634 Irving St
San Francisco, CA 94122
415-665-8881

Universal Café

2814 19th St
San Francisco, CA 94110
415-821-4608

Weird Fish

2193 Mission St
San Francisco, CA 94110
415-863-4744
weirdfishsf.com

Weird Fish serves locally grown vegetables and fish that is primarily farmed and sustainable. They make a conscious effort to embody green businesses practices, and their food also happens to be fantastic. Weird Fish is a proud supporter of Buy Fresh Buy Local.

Yield Wine Bar

2490 3rd St
San Francisco, CA 94107
415-401-8984

Zuni Café

1658 Market St
San Francisco, CA 94102
415-552-2522
zunicafe.com

Zuni's menu is inspired by seasonal, organic ingredients and incorporates traditional regional French and Italian cuisine. Most of their produce, meat, and fish is farmed or harvested in a sustainable manner, and they are proud supporters of Buy Fresh Buy Local.

CATERERS & PREPARED FOODS

Acre Gourmet

PO Box 29376
San Francisco, CA 94129
415-828-5146
info@acregourmet.com
acregourmet.com

Acre Gourmet's integral approach to food combines healthy, organic ingredients and environmentally friendly practices to pave the way for a better approach to eating. In addition to catering, they provide on-site restaurants, cafeterias, and concessions, consulting, and school lunch services. Acre Gourmet is a proud supporter of the Buy Fresh Buy Local campaign

Delicious Dish

22nd St
San Francisco, CA 94110
415-655-3850

LRE Catering

958 Illinois St
San Francisco, CA 94107
415-522-1417
info@lrecatering.com
lrecatering.com

LRE Catering is a full-service, restaurant-style caterer. Their food begins with the best products and a total commitment to sustainability: 100% organic and 80% local produce, natural meats from small farms, and seafood from sustainable sources. LRE Catering is a proud supporter of Buy Fresh Buy Local.

Taste Catering

3450 Third St, 4D
San Francisco, CA 94124
415-550-6464

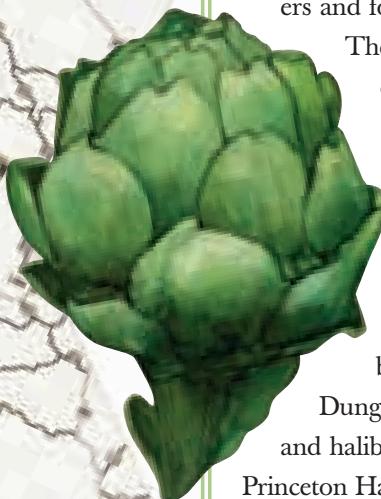


San Mateo

Bounded by 30 miles of San Francisco Bay coastline to the east and nearly 60 miles of Pacific coastline to the west, San Mateo County's landscape blends rugged beaches with fields of wildflowers and forested mountain slopes.

The county's valleys and coastal shoreline create unique micro-climates for agricultural products like Brussels sprouts, artichokes, and cut flowers. San Mateo County also hosts numerous fishing boat operators selling

Dungeness crab, salmon, tuna, and halibut from their boats in Princeton Harbor and in farmers' markets throughout the Peninsula.



GROWERS

A Cozzolino Nursery ●

I2001 San Mateo Rd
Half Moon Bay, CA 94019
650-726-4371

Blue House Farm ●

Ned Conwell & Ryan Casey
2601 Cloverdale Rd
Pescadero, CA 94060
650-879-0704
bluehousefarm@gmail.com
bluehousefarm.org

Blue House Farm is a certified organic, diversified, community farm growing fresh produce and flowers for their CSA and for local markets. The farm's activities embody both environmental and economic sustainability, and they also offer educational programs for students and other groups. Blue House Farm is a proud supporter of the Buy Fresh Buy Local campaign.

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS ● FRUITS ● MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS ● EGGS ● DAIRY

GET TO KNOW....

Kevin and Shae Lynn of Early Bird Ranch

Kevin & Shae Lynn Watt



Kevin and Shae Lynn went on to intern at Salatin's Polyface Farm, made famous by *The Omnivore's Dilemma* as well as documentary films *Food, Inc.* and *Fresh*. By his third day on the job with Joel, Kevin knew this was exactly what he wanted to do with his life. Over the course of the next year and a half they planned out the practicalities. Self described, "nerdy boring types that saved all their money" the two sunk their carefully guarded nest egg into their new business in the Bay Area.

Like many young farmers entering the field today, Kevin and Shae Lynn Watt took the winding road to find fulfillment in their current career. The two run Early Bird Ranch, ten acres of land they lease in Pescadero, where they've just begun a pastured poultry operation. On their way there, they racked up advanced degrees in Political Science, Statistics, and Animal Cognition from UCSD, before the farming bug bit and didn't let go.

Recalls Kevin, "It snuck into our minds that the end result of all this effort would make us into people we didn't really want to be. We always loved to garden, and so played around with the idea of working for some farms in the San Diego area. The big push came when I read this book by Joel Salatin, that presented a style of farming that wasn't zero sum. That you could take food out of the land, but you would be building the fertility of the land."

Early Bird Ranch began on July 4th, 2010, an auspicious start if ever there was one. Kevin marvels at the vibrancy of the area, the beautiful neighboring farms such as Pie Ranch and Fat Cabbage Farm. He thinks it's "so cool to be a part of this group because seeing what they do is impressive every time."

Asked why they chose chickens, Kevin is quick to extol the difference between a pasture raised bird and the type of industrially produced product most customers are used to getting at big grocery stores. "The difference is noticeable even on the first bite. The flavor just screams it out. It's dramatic." Kevin points out that he and his wife wanted to produce something that was accessible. People eat a lot of chicken, and although these birds cost a bit more "if you pay more, you'll be getting really what this food should be tasting like, as well as how it should be raised. It meshes with everybody's priorities in some way. Worried about the health of the land? These birds are putting down so much fertilization. Our chickens get moved twice a day. If your cause is how people treat what you eat, these chickens get to express all that innate animalness. They're healthy. If your interest is in vibrant rural communities and families being able to stay on the farm, then buying these birds will support that."

Kevin's background in PoliSci creeps in when asked about the challenges he faces in small-scale farming: "In California we need to question whether bigger is better. Consumers have a powerful ability to create the demand for more small and medium size farms. Regulation really inspires farms to be large because regulations are not scale neutral. One size fits all regulation has restricted consumers to the unsafest way of getting their food – the industrial, highly centralized system."

Kevin and Shae Lynn's own plans for expansion are modest. Next year they hope to double their acreage to 20, and will add pastured eggs, lamb, and rabbits to their offerings. Looking to get your hands on one of their tasty birds? Visit their website at earlybirdranch.com or email info@earlybirdranch.com to get in on their regularly scheduled pick up days. And get your order in soon for a locally-raised Thanksgiving turkey.

Cabrillo Farms ●

Dave Lea
PO Box 355
Moss Beach, CA 94038
650-728-8311

Early Bird Ranch ●

Kevin & Shae Lynn Watt
4900 Cloverdale Rd
Pescadero, CA 94060
619-855-9926
info@earlybirdranch.com
earlybirdranch.com

Early Bird Ranch is a sustainable and grass-based farm in the Cloverdale Valley near Pescadero. Farmers Kevin and Shae Lynn Watt were trained at Polyface Farm with Joel Salatin, and are now proud to be back home in California selling pasture-raised chickens and turkeys, with rabbits and eggs to follow, directly to the public. They are proud supporters of Buy Fresh Buy Local.

Farmer John's Pumpkins & Daylight Farms ●

Eda & John Muller
850 N Cabrillo Hwy
Half Moon Bay, CA 94019
650-726-4980

G Berta's Produce ● ●

Ray & Eugenia Chiesa
Hwy 92, one mile east of Half Moon Bay
Half Moon Bay, CA 94019
650-712-0661

Giusti Farms ●

Ed Riley
1800 Higgins Canyon Rd
Half Moon Bay, CA 94019
650-726-9221

Green Oaks Creek Farm & Retreat ●

Stephanie Jennings & Paul Pfluke
2060 Green Oaks Way
Pescadero, CA 94060
650-879-1009
paulandsteph@greenoakscreek.com
greenoakscreeks.com



Green Oaks Farm seeks to create beauty in sustainable, low-impact, ecologically friendly, simple living. They cultivate several acres of vegetables, keep a small herd of sheep, a llama, and draft horses. Green Oaks Farm is a proud supporter of Buy Fresh Buy Local.

Happy Quail Farms ●

David Winsburg
804 Green St
East Palo Alto, CA 94303
650-325-0823

Harley Farms Goat Dairy ●

Dee Harley
205 North St
Pescadero, CA 94060
650-879-0480
contactus@harleyfarms.com
harleyfarms.com

Harley Farms Goat Dairy is a hidden treasure that visitors are invited to discover. The 9-acre farm is home to 220 happy goats, as well as the production facilities for their unique, award-winning goat cheeses. Harley Farms Goat Dairy is a proud supporter of Buy Fresh Buy Local.

Iacopi Farms ●

Louis Iacopi
408 Spruce St
Half Moon Bay, CA 94109
650-726-4510

Jacobs Farm ●

PO Box 508
Pescadero, CA 94060
650-879-0580
jfwebsales@jacobsfarm.com
jacobsfarm.com

Founded in 1980 as a family farm, Jacobs Farm grows over sixty varieties of organic herbs and edible flowers. They remain committed to farming methods that are safe for the environment while producing fresh, healthy, flavorful food for consumers. Jacobs Farm is a proud supporter of Buy Fresh Buy Local.

Jelich Ranch ●

683 Portola Rd
Portola Valley, CA 94028
650-529-1518

LeftCoast Grassfed ●

TomKat Ranch
2997 Pescadero Creek
Pescadero, CA 94060

CONTINUED ON NEXT PAGE...

*fresh from the farm
fresh from the boat*

As Fresh As It Gets.®



**Grown and Harvested in San Mateo County
by Local Family Farmers and Fishermen**



**Supporting Sustainable Farms
and a
Sustainable Food System**

SAN MATEO COUNTY FARM BUREAU

765 MAIN STREET, HALF MOON BAY, CALIFORNIA 94019
(650) 726-4485 sanmateo.cfbf.com smcfbhmb@aol.com

650-879-2147
info@leftcoastgrassfed.com
leftcoastgrassfed.com

Located in Pescadero, LeftCoast Grassfed offers 100 percent grass-fed and grass-finished beef. They are certified by the American Grassfed Association, Food Alliance, and Animal Welfare Approved. Their cattle are raised on perennial grasses with no chemical improvements, no hormones or antibiotics—just fresh air, clean water, and good forage. LeftCoast Grassfed is a proud supporter of Buy Fresh Buy Local.

Marie Farms ●

Bret & Lance Storm
4768 Central Parkway
Dublin, CA 94568
650-879-0673

Markegard Family Grass-Fed Cattle ●

Doniga & Erik Markegard
20080 Cabrillo Hwy S
Half Moon Bay, CA 94019
650-747-0205

Phipps Country Store & Farm ●

2700 Pescadero Rd
Pescadero, CA 94060
650-879-0787

Pie Ranch ● ● ● ● ●
Jered Lawson & Nancy Vail
PO Box 138
Davenport, CA 95017
650-879-0971
info@pieranch.org
pieranch.org

Pie Ranch is 14-acre, pie-shaped piece of land that produces pie ingredients – from wheat to fruit to cow milk – and serves as an innovative model for sustainable agriculture education. They partner with San Francisco's Mission Pie bakery to teach urban youth about food and farming. Pie Ranch is a proud supporter of Buy Fresh Buy Local.

Struggles Farm ●

Kevin Deierling
PO Box 826
Pescadero, CA 94060
650-712-0829

Swanton Berry Farm's Coastways Ranch ● ●

640 Cabrillo Hwy
Pescadero, CA 94060
650-879-0414
mail@swantonberryfarm.com
swantonberryfarm.com

As the first organic farm in the US to sign a contract with the United Farmworkers of America AFL-CIO, Swanton Berry Farm is dedicated to the dignity of farm labor and a pioneer in the union of sustainable agriculture and social justice. They also produce some of the best-tasting berries in California, and they are proud supporters of Buy Fresh Buy Local.

Tunitas Creek Ranch ●

Aaron Dinwoodie
1 Tunitas Creek Ranch Rd
Half Moon Bay, CA 94019
650-726-0925

Webb Ranch ● ●

Gary Webb
2720 Alpine Road
Portola Valley, CA 94028
650-854-5417

Whitney Ranch Organic Garden ● ●

60 Fernwood Dr
La Honda, CA 94020
650-747-9557

GROCERS & PRODUCE STANDS

Draeger's Supermarket

1010 University Dr
Menlo Park, CA 94025
650-324-7700

222 E Fourth Ave
San Mateo, CA 94401
650-685-3700

342 1st St
Los Altos, CA 94022
650-948-4425

Earthbeam Natural Foods

1399 Broadway
Burlingame, CA 94010
650-347-2058

Mollie Stone's

22 Bayhill Shopping Center
San Bruno, CA 94066
650-873-8075

1477 Chapin Ave
Burlingame, CA 94010
650-558-9992

49 W 42nd Ave
San Mateo, CA 94403
650-372-2828

New Leaf Community Market

150 San Mateo Rd
Half Moon Bay, CA 94019
650-726-3110
newleaf.com

New Leaf Community Markets are full-service natural food stores specializing in local and organic products. They seek to nourish and sustain their community, and they contribute over 10% of profits annually to local non-profit groups. New Leaf Community Markets are proud supporters of Buy Fresh Buy Local.

Sigona's Farmers Market

399 Stanford Shopping Center
Palo Alto, CA 94304
650-368-6993

Whole Foods Market

1250 Jefferson Ave
Redwood City, CA 94062
650-367-1400

1010 Park Pl
San Mateo, CA 94403
650-358-6900

SPECIALTY STORES & FOOD ARTISANS

Home Maid Ravioli Company
360 A Shaw Rd
South San Francisco, CA 94080
650-576-2961

Pillar Point Harbor
Fresh-caught Fish
650-726-8724

RESTAURANTS & CAFÉS

Cascade Bar & Grill at Costanoa
2001 Rossi Rd
Pescadero, CA 94060
650-879-7309
mdavis@costanoa.com
costanoa.com

Cascade Bar & Grill serves California coastal cuisine and local wines, and maintains a commitment to using sustainable seafood and organic produce. Specialties include fresh local fishes, grilled meats and vegetables, gorgeous fresh salads, and a kid-friendly menu. Cascade Bar & Grill is a proud supporter of Buy Fresh Buy Local.

Cetrella

845 Main St
Half Moon Bay, CA 94019
650-726-4090

Chez Shea

408 Main St
Half Moon Bay, CA 94019
650-560-9234

Don Picos

461 El Camino Real
San Bruno, CA 94066
650-589-1163

Duarte's Tavern

202 Stage Rd
Pescadero, CA 94060
650-879-0464

Flea Street Café

3607 Alameda de las Pulgas
Menlo Park, CA 94025
650-854-5806
fleastcafe@cooleatz.com
cooleatz.com

Flea Street Café has been a local favorite for decades. They have made a tradition of local, seasonal, organic, and delicious cuisine in a casual yet elegant atmosphere. Flea Street Café is a proud supporter of Buy Fresh Buy Local.

Izakaya Mai

212 2nd Ave
San Mateo, CA 94497
650-347-2511

Luke's Local

S 3333 El Camino Real
San Mateo, CA 94403
650-341-2771

Madera

2825 Sand Hill Rd
Menlo Park, CA 94025
650-561-1540

Moonside Bakery and Café

604 Main St
Half Moon Bay, CA 94019
650-726-9070
barbarag@southcoast.net
moonsidebakery.com

Moonside Bakery & Café is a European-style full-line bakery that specializes in danishes, pastries, cookies, tarts, cakes, and pies. They also offer artisan breads, hearty breakfasts, and a delicious lunch menu. Moonside Bakery & Café is a proud supporter of Buy Fresh Buy Local.

Navio - The Ritz Carlton

I Miramontes Point Rd
Half Moon Bay, CA 94019
650-712-7615

Pasta Moon

315 Main St
Half Moon Bay, CA 94019
650-726-5125

Quattro Restaurant & Bar

2050 University Ave
East Palo Alto, CA 94303
650-470-2889
fourseasons.com/
siliconvalley/dining
Located in the elegant Four Seasons Hotel Silicon Valley, Quattro Restaurant features northern Californian and contemporary Italian cuisine in an airy, modern setting. Their menus are seasonal and family-friendly. Quattro is a proud supporter of Buy Fresh Buy Local.

Que seRaw seRaw

1160 Capuchino Ave
Burlingame, CA 94010
650-400-8590

Roti Indian Bistro

209 Park Rd
Burlingame, CA 94010
650-340-7684

Sam's Chowder House

4210 N Cabrillo Hwy
Half Moon Bay, CA 94019
650-712-0245

Spiedo Ristorante

223 Fourth Ave
San Mateo, CA 94401
650-375-0818

Viognier

222 E 4th Ave
San Mateo, CA 94401
650-685-3727

CATERERS & PREPARED FOODS

Cater Meetings

4100 N Cabrillo Hwy
Half Moon Bay, CA 94019
650-712-3328

CoolEatz Catering

827 Santa Cruz Ave
Menlo Park, CA 94025
650-325-2068

Nico Martin Presents

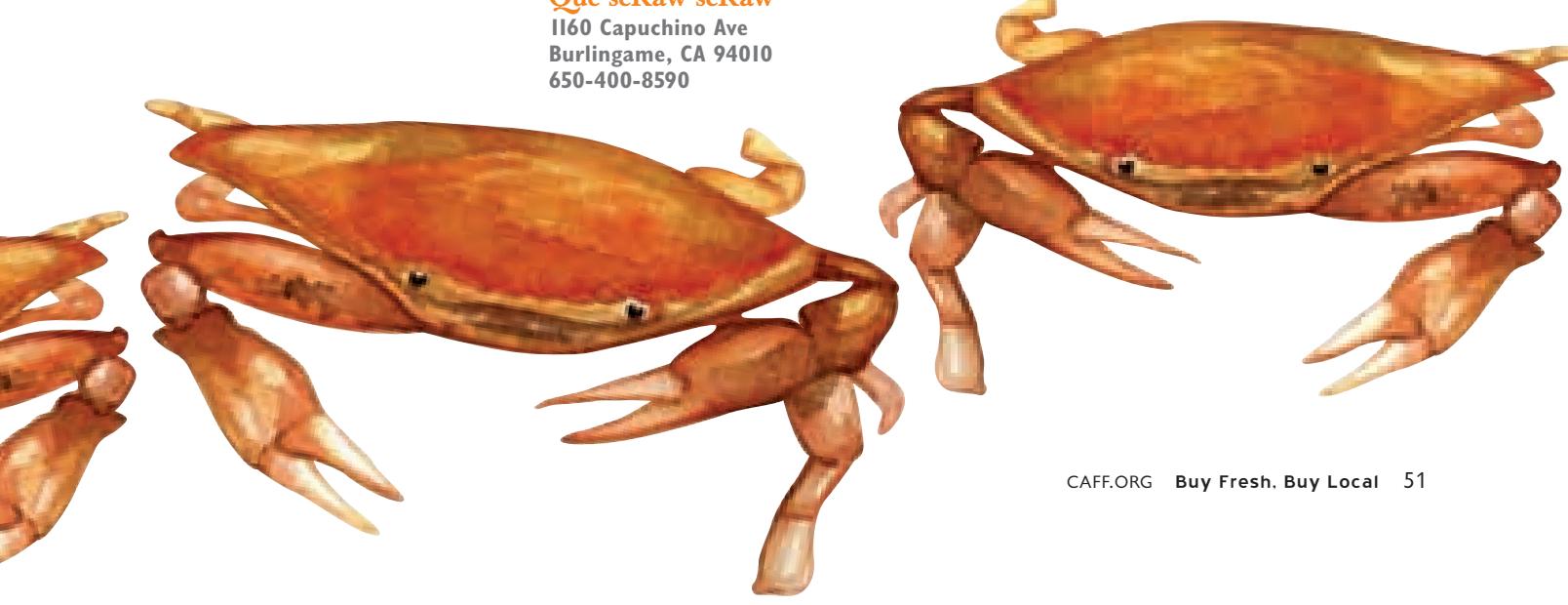
121 S Maple Ave, #3
South San Francisco, CA 94080
877-721-7999

Rogue Chefs

730 Main St
Half Moon Bay, CA 94019
650-712-2000

The Savory Bite Catering

San Mateo, CA
650-804-9386



Santa Clara

Santa Clara County is bordered to the west by the Santa Cruz Mountains and to the east by the Diablo Mountain Range. The breadth of the county's plain – extending from the base of the San Francisco estuary down towards the Salinas Valley – has defined its agriculture, allowing for the development of larger farms than in other Bay Area counties. More Santa Clara farmers sell through wholesale channels than in other regions, although the curious traveler can find U-Picks and farmstands featuring local produce. In the heart of Silicon Valley, once blanketed in fruit orchards, is the urban center of San Jose. Food from across California abounds in the city, and specialty Asian herbs and greens from the San Joaquin Valley are a standard at most farmers markets.

GROWERS

Abounding Harvest Farm ● ●

Daniel Paduano
25015 Mountain Charlie Rd
Los Gatos, CA 95033
831-275-0610

Andy's Orchard ●

Andrew Mariani
1615 Half Rd
Morgan Hill, CA 95037
408-782-7600
andysorchard@andysorchard.com
andysorchard.com

Expert orchardist Andy Mariani specializes in new and heirloom varieties of tree-ripened stone fruit, including sweet cherries, apricots, peaches, nectarines, and plums. He hosts tastings and tours at the orchard, and offers products for sale through their website or farmstand. Andy's Orchard is a proud supporter of Buy Fresh Buy Local.

CONTINUED ON NEXT PAGE...



● VEGETABLES, SEEDLINGS ● FRUITS ● MEAT, SEAFOOD
● NUTS, OIL, HONEY, GRAINS ● EGGS ● DAIRY

Boot to the Head Ranch

Morgan Hill, CA 95038

Boot to the Head Ranch is a proud supporter of Buy Fresh Buy Local.

Full Circle Farm

Meghan Cole
1055 Dunford Way
Sunnyvale, CA 94087
408-735-8154
fullcirclesunnyvale.org

This nonprofit educational farm in the heart of Silicon Valley grows fresh organic produce, which is available at their farmstand, through their CSA, and through various wholesale outlets. Full Circle Farm is a proud supporter of Buy Fresh Buy Local.

Hidden Villa Farm & Wilderness

Jason Mckenny
26870 Moody Rd
Los Altos Hills, CA 94022
650-949-8650

J & P Farms

Phil Cosentino
4977 Carter Ave
San Jose, CA 95118
408-264-3497

Ledesma Family Farms & Splendor Salad

Angelica Delgado
825 E William St
San Jose, CA 95116
408-975-9908

Mellow's Nursey & Farms

Anthony Mellow Jr.
221 N Mathilda Ave
Sunnyvale, CA 94086
408-736-4184

Novakovich Orchards

1425I Fruitvale Ave
Saratoga, CA 95070
408-867-3131

Sebastopol Berry Farm

Celia & Gloria Vigil
2173 Sierra Ventura Dr
Los Altos, CA 94024
707-823-0636

South Valley Mushroom Farm

Arthur Kubogamell
1220 Diana Av
Morgan Hill, CA 95037
408-779-2682

Van Dyke Ranch

Peter & Kurt Van Dyke
7665 Crews Rd
Gilroy, CA 95020
408-483-3636

Veggielution Community Farm

Amie Frisch & Mark Medeiros
647 South King Rd
San Jose, CA 95116
408-905-7327

GROCERS & PRODUCE STANDS

Cosentino's

2666 S Bascom Ave
San Jose, CA 95124
408-377-6661

Country Sun Natural Foods

440 S California Ave
Palo Alto, CA 94306
650-324-9190

Mollie Stone's

164 S California Ave
Palo Alto, CA 94306
650-323-8361

People & Planet

15750 Vineyard Blvd, Suite 170
Morgan Hill, CA 95037
408-782-2700

Produce Spot

2505 Berryessa Rd
San Jose, CA 95132
415-637-5200
producespot@yahoo.com
produce-spot.com

The Produce Spot offers both conventional and organic fresh fruits and vegetables, and they are now buying more and more from local farmers. They are proud supporters of Buy Fresh Buy Local.

Whole Foods Market

1690 S Bascom Ave
Campbell, CA 95008
408-371-5000

20955 Stevens Creek Blvd
Cupertino, CA 95014
408-257-7000

4800 El Camino Real
Los Altos, CA 94022
650-559-0300

15980 Los Gatos Blvd
Los Gatos, CA 95032
408-358-4434

774 Emerson St
Palo Alto, CA 94301
650-326-8676

Zanotto's Family Market

38 South 2nd St
San Jose, CA 95112
408-977-1333

1421 Foxworthy
San Jose, CA 95112

1970 Naglee Ave
San Jose, CA 95126
408-294-9151

SPECIALTY STORES & FOOD ARTISANS

Culture Organic Frozen Yogurt

340 S California Avenue
Palo Alto, CA 94306
650-324-0440

Kara's Cupcakes

3055 Olin Ave, Ste 1010
San Jose, CA 95128
408-260-2222

855 El Camino Real, Ste 50
Palo Alto, CA 94301
650-326-2253

KICKS Cookies & Ice Cream

898 Lincoln Ave
San Jose, CA 95126
408-275-6919

Rolli Roti

San Jose & Los Altos, CA
510-780-0300

RESTAURANTS & CAFÉS

Bistro Elan

448 S California Ave
Palo Alto, CA 94306
650-327-0284

Café Gratitude

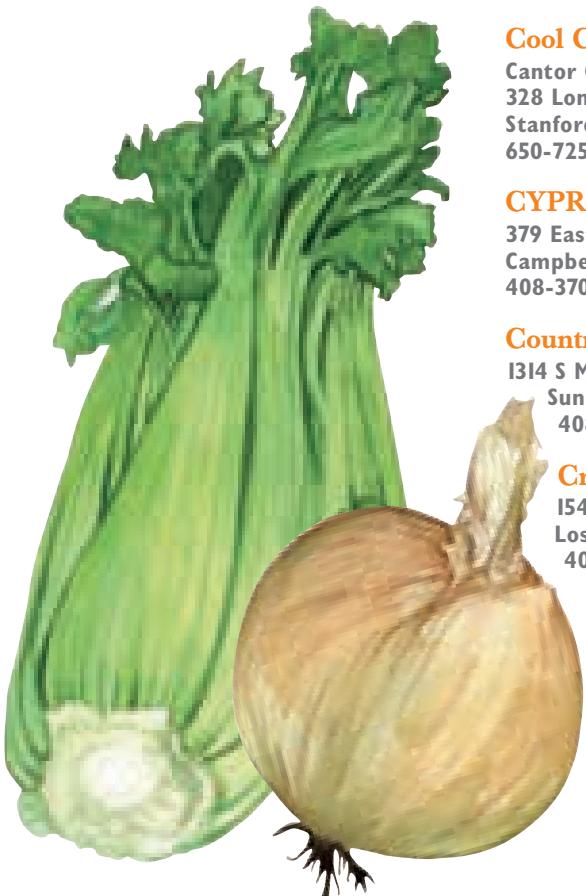
20955 Stevens Creek Blvd
Cupertino, CA 95014
415-814-1364
cafegratitude.com

Café Gratitude is a celebration of a world of plenty. They select the finest organic ingredients, support local farmers, and offer food that is prepared and presented with love. Café Gratitude is a proud partner of the Buy Fresh Buy Local campaign.

Calafia Cafe & Market A-Go-Go

855 El Camino Real
Palo Alto, CA 94301
650-322-9200

CONTINUED ON NEXT PAGE...



Cool Café

Cantor Center for Visual Arts,
328 Lomita Dr
Stanford, CA 94305
650-725-4758

CYPRUS Bistro

379 East Campbell Ave
Campbell, CA 95008
408-370-3400

Country Gourmet

1314 S Mary Ave
Sunnyvale, CA 94087
408-733-9446

Crimson

15466 Los Gatos Blvd
Los Gatos, CA 95032
408-358-0175

Evvia Estiatorio

420 Emerson St
Palo Alto, CA 94301
650-326-0983

Manresa

320 Village Ln
Los Gatos, CA 95030
408-354-4330

Parcel 104

2700 Mission College Blvd
Santa Clara, CA 95054
408-970-6104

Restaurant James Randall

303 N Santa Cruz Ave
Los Gatos, CA 95030
408-395-4441

Village California Bistro & Wine Bar

378 Santana Row
San Jose, CA 95128
408-248-9091

Vino Locale

431 Kipling St
Palo Alto, CA 94301
650-328-0450
info@vinolocale.com
vinolocale.com

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• Butter from Happy Girl Kitchen

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600 Bancroft Way, Suite 105 Berkeley, California 94710
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(510) 549-5168

Solano

With fertile alluvial fields skirting the Sacramento Delta, Solano County is one of California's most productive areas of small family-owned farms. Bridging the Vaca Mountains on the east and the Mount George Range on the west, Solano, along with Santa Clara and Sonoma counties, was home to a wheat boom in the mid-1800s. Today, a third of

Solano's agricultural land is in grape production. Suisun Valley, named for the sweet plum that was once that area's prime crop, has now diversified, and many growers from the valley sell their fruits and vegetables at Bay Area farmers' markets. In Suisun, Green, and Pleasants Valleys, visitors can seek out hidden cherry U-picks and seasonal farmstands.

GROWERS

99 Cherry Orchards U-Pick ●

2627 Rockville Rd
Fairfield, CA 94585/94534
707-422-4831

Acquistapace Farms ●

Ron Acquistapace
1014 Via Palo Linda
Green Valley, CA 94534
707-631-7798

Agricola: flora et fauna ● ● ●

Moira Burke
5794 Silveyville Rd
Dixon, CA 95620
707-678-3591
agricolagrassfedbeef@gmail.com
agricolagrassfedbeef.com

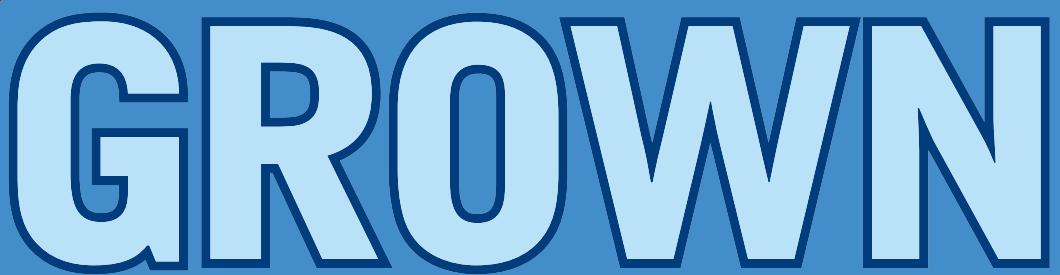
This 22 acre farm has been family operated since 1969. Agricola raises high quality hormone-free grassfed beef, as well as organic fruit and heirloom tomatoes. They encourage biodiversity on the farm through habitat conservation and restoration. Agricola is a proud supporter of Buy Fresh Buy Local.

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS
- FRUITS
- MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS
- EGGS
- DAIRY

A graphic of rolling green hills sloping upwards from left to right, set against a background of yellow and orange horizontal bands suggesting a sunset or sunrise. A thick red diagonal band runs from the bottom-left towards the top-right, containing the word "SOLANO" in large, bold, brown letters with white outlines.

SOLANO

A solid blue horizontal bar across the bottom of the poster.

GROWN

www.solanogrown.org

California Vegetable Specialties ●

Rich Collins
PO Box 638
Rio Vista, CA 94571
707-374-2111
info@endive.com
endive.com

California Vegetable Specialties (CVS) is a specialty farming company dedicated to the consistent production of highest-quality California Endive. CVS is a supporter of Buy Fresh Buy Local.

Castaneda Brothers Produce ●

Silverio Castaneda
4075 Green Valley Rd.
Fairfield, CA 94534
707-333-3982
suisunvalley.com/profile.asp?id=43

Castaneda Brothers Produce offers locally grown vegetables for U-Pick and farm stand sales. The family farm specializes in tomatoes, corn, tomatillos, cucumbers, squash, eggplant, peppers and specialty fresh Mexican corn. Their fields, hot houses and farm stand are all on site. Castaneda Brothers is a proud supporter of Buy Fresh Buy Local.

Eatwell Farm ● ●

Nigel Walker
5835 Sievers Rd
Dixon, CA 95620
866-627-2465
office@eatwellfarm.com
eatwell.com

Eatwell Farms grows a full range of CCOF-certified organic produce and pasture-raised eggs, which you can enjoy through their bustling CSA or farmers market stand. This family-run farm invites CSA members and other groups to visit the farm, and actively cultivates community through sustainable agriculture. Eatwell Farm is a proud supporter of Buy Fresh Buy Local.

Erickson Ranch Produce Stand & Dahlia Garden ● ●

Victoria & Raymond Erickson
2482 Cordelia Rd
Fairfield, CA 94534
707-864-0557

Glashoff Farms ●
Larry & Maria Glashoff
5353 Williams Rd
Fairfield, CA 94534
707-425-5369

Il Fiorello Olive Oil ●

Mark Sievers
707-864-1529

CONTINUED ON NEXT PAGE...

Local Food Gets a (Shelf) Life

BY TEMRA COSTA

As you're reading this guide, you'll learn that local food means much more than just vegetables. It means meat, cheese, nuts, fruit, grain, fish and all of those value added products that people are making from local ingredients with a fervor. "Value added" is really just a fancy name for delicious. It refers to cheeses, jams and jellies, vinegar, olive oil, canned tomatoes, salsa, yogurt, dried fruit, sausages, flour, rice, almond butter, bread—any raw food item that is transformed into something else. This something else adds value and gives local food a longer shelf life than its raw counterpart. But the word value has a dual meaning that applies here too. Value can mean the worth of a product, but also the ethic that guides us. In choosing local foods, we are also spurred by our values, and seek foods that can reflect our commitments to sustainability, safety, transparency, purity, and good labor practices. Besides the amazing seasonal availability here in the Bay year-round, value added foods help us eat even more locally.

Along with local eating, grandmothers have recently seen a surge in popularity, as a renewed interest in canning and preserving turns foodies towards passed-down cookbooks and almost-lost arts. I remember when my grandmother would pull down a new jar of jam or pickles and we would all gather around as she popped opened her preserved goodness. After she passed away, my mom called to share one of my grandmother's uncovered secret recipes. "One is called 'The Lazy Wife's Pickle Recipe.' A recipe for 300 pickles in a barrel!" she says with laughter as she shares other recipes for everything from apricot jam to homemade kahlua. But what has changed besides a newfound interest in preserving and hand crafting foods, is that simultaneously the Public Health Department has cracked down. Now I hate to bring the villain into this story, but the Public Health Department has banned such things as bake sales to mitigate risk. This is despite the fact that less than 1,000 people are affected by botulism each year (a small number considering the number of car accidents). What the Health Department has done is mandate industrial food production standards to all operations, regardless of size or output and therefore, effectively minimizing the success of these products to come from farms and emerging food businesses. Not to mention the hurt it has done to schools.

Developed on the industrial scale, hand-crafted, canned, dried, and packaged foods are challenged to meet the standards the department developed for behemoth food processors. These standards mandate that products be made in a "certified" kitchen to be safe. A "certified kitchen" requires washing stations, ramps, bathrooms, and stainless steel everything, and not surprisingly, costs a small fortune. Such expensive certification processes keep farmers from selling their jams to their community and parents from selling baked goods for school fundraisers.

While this is, and should be, the case for products sold by the pallet, the small farmer and food crafter is now viewed the same as mega-food processors in the eyes of our regulating agencies. This means that the small-scale production of fresh cheese, milk, preserves and pies—the kinds of foods people used to make in their homes and provide for their communities—has become a nearly criminal activity. Not to mention, it increases the costs for small businesses. While people are coming up with creative solutions to circumvent regulating agencies such as preserved food swaps, underground food clubs, subscriptions, and straight up ignoring code, there are others ways that you can get closer to your food year round and support the emerging, vibrant, value added foods in your community:

- Preserve your own fruits in jams or syrups or pickle your own veggies
- Freeze when you cannot can
- Have fun preserving foods with friends and community
- Buy, eat and support small-scale producers that sell local value added products as much as possible

Temra Costa is the author of *Farmer Jane: Women Changing the Way we Eat*. For more reading on this subject, check out *Farmer Jane* or Sandor Ellix Katz's book, *The Revolution Will Not Be Microwaved*.



Jovia Groves ●

Jon & Sylvia Fadhl
8320 King Rd
Dixon, CA 95620
925-437-1824
joviagroves@castles.com
joviagroves.com

Jovia Groves produces award-winning, estate grown, hand-picked extra virgin olive oil from 40 acres of Arbequina olives. The company is family-owned and operated, and certified by the California Olive Oil Council. Jovia Groves is a proud supporter of Buy Fresh Buy Local.

K & J Orchards ●

James Beutel
9196 Gaddini Rd
Winters, CA 95694
530-795-3014

Larry's Produce ● ●

Suisun Valley Rd & Rockville Rd
Suisun Valley, CA 94585
707-864-8068

Morningsun Herb Farm ●

6137 Pleasants Valley Rd
Vacaville, CA 95688
707-451-9406

Parker Farms ● ●

Suzy & Walter Parker
2991 Rockville Rd
Suisun Valley, CA 94585
707-422-2915

The Parkers welcome visitors to their farm. They feature heirloom tomatoes, several varieties of eggplant, sweet bell peppers, seven types of hot chilies, and other unique fruits and vegetables. Parker Farms is a proud supporter of Buy Fresh Buy Local.

Saechao Family Farm ● ●

2707 Rockville Rd
Suisun Valley, CA 94585
510-832-4625

Shooting Star ● ●

Matthew McCue & Lily Schneider
5082 Gordon Valley Rd
Fairfield, CA 94533
510-292-5377
shootingstarcsa@gmail.com
shootingstarcsa.com

Shooting Star CSA is a 10 acre, CCOF-certified organic farm. They grow a wide variety of vegetables, as well as strawberries and melons. CSA shares are available throughout the Bay Area and their produce can be found at farmers markets in San Francisco, Oakland, and Vacaville. Everything they grow is chosen for superior flavor and picked at its peak. Shooting Star is a proud supporter of Buy Fresh Buy Local.

Soul Food Farm ● ●

Alexis & Eric Koefoed
6046 Pleasants Valley Rd
Vacaville, CA 95688
707-365-1798
soulfoodfarm@aol.com
soulfoodfarm.com

Soul Food Farm raises pastured chickens for both eggs and meat. They turn sunlight, grass, bugs, and high-quality domestic feed into animals that live a healthy and humane life – free to roam in fresh air and peck and take dust baths – and then produce delicious and healthy food. Soul Food Farm is a proud supporter of Buy Fresh Buy Local.

Terra Firma Farms ● ●

PO Box 836
Winters, CA 95694
530-756-2800

The Vegetable Patch ● ● ●

Doug & Doreen Lum
2820 Rockville Rd
Suisun Valley, CA 94534
707-427-8164

Wild Boar Farms ●

Bradley Gates
Abernathy Rd
Fairfield, CA 94585
707-225-5757
wildboarfarms@hotmail.com
wildboarfarms.com

Wild Boar Farms offers some of the most outrageous tomatoes available on the planet. Their careful breeding, excellent climate, and a decade of living and breathing tomatoes have earned them a reputation for gorgeous and great-tasting fruit. Wild Boar Farms is a proud supporter of Buy Fresh Buy Local.

Willotta Ranch ●

Austin Wedemeyer
2423 Rockville Rd
Suisun Valley, CA 94585
707-864-0912

SPECIALTY STORES & FOOD ARTISANS

SePay Groves

370 Chadbourne Rd
Fairfield, CA 94534
707-434-8222

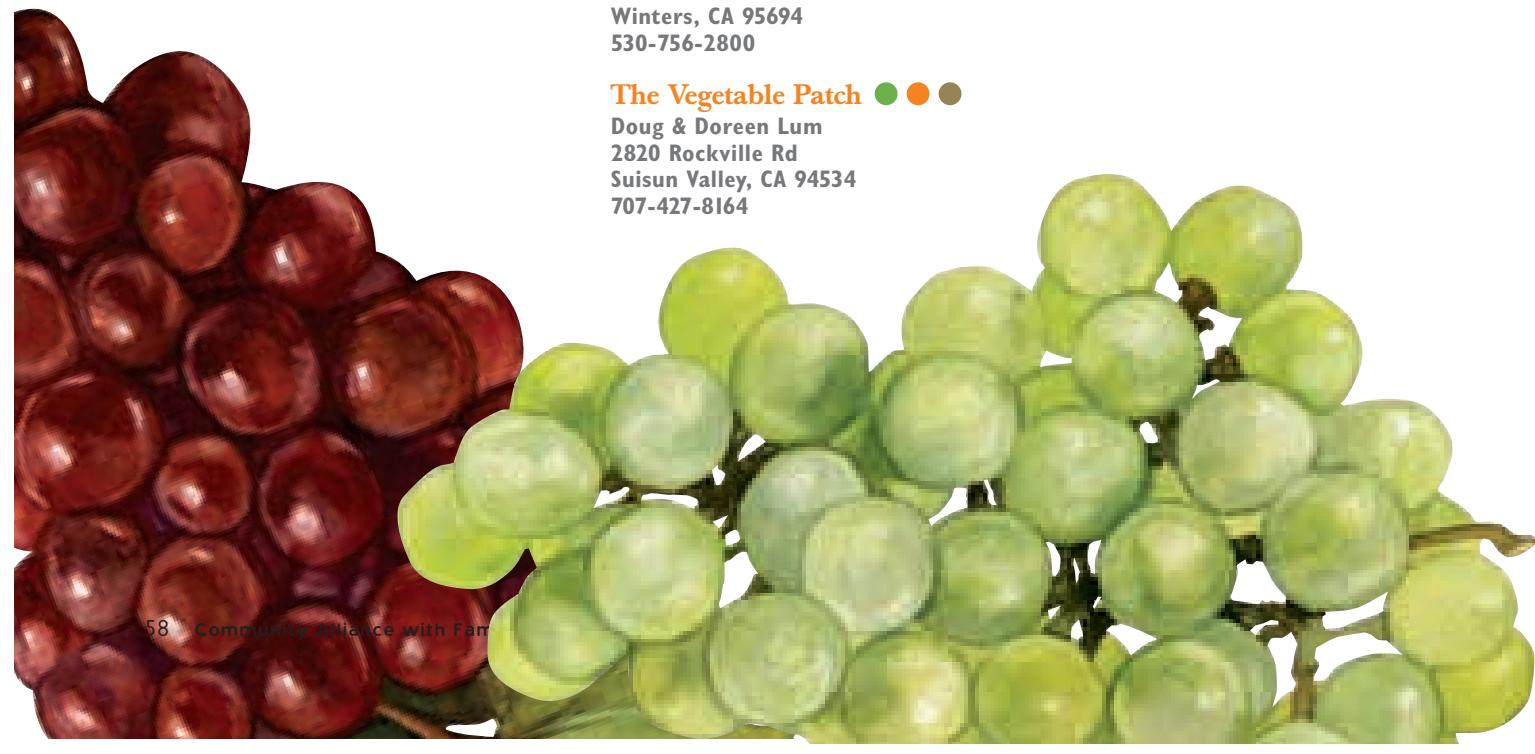
RESTAURANTS & CAFÉS

The Vintage Caffe

2522 Mankas Corner Rd
Suisun Valley, CA 94534
707-425-3207

Valley Café

4171 Suisun Valley Rd
Suisun City, CA 94585
707-864-2507



Sonoma

Sonoma County farms are incredibly diverse – the variety of produce grown and wines produced here reflect the county's ideal climate of temperate winters, warm summers, and moderate rainfall. Over the past two centuries, successive waves of Spanish, Mexican, Italian, German, and Greek settlers have farmed the area's rich agricultural lands, and many farms and wineries have been in the same families for generations. Some of America's finest heritage products come from here, including Gravenstein apples grown in orchards surrounding the city of Sebastopol, and Mission and Sevillano olive trees first brought to California by the Spanish. Wine production varies by region – Chardonnay flourishes in the cooler microclimate of the Russian River Valley while the Alexander Valley is known for its Cabernet Sauvignon.

GROWERS

Apple-A-Day Ratzlaff Ranch ●

13128 Occidental Rd
Sebastopol, CA 94952
707-823-0538

Gravenstein, Golden Delicious, and Rome apples are available from August through February, as well as Bartlett Pears in the fall and apple juice all year. Apple-A-Day Ratzlaff Ranch is a proud supporter of Buy Fresh Buy Local.

Arrowsmith Farms ●

Shelley Arrowsmith & Norman Gilroy
2572 Acacia Ave
Sonoma, CA 95476
707-935-3420
arrowsmithfarms.com

CONTINUED ON NEXT PAGE...

- VEGETABLES, SEEDLINGS ● FRUITS ● MEAT, SEAFOOD
- NUTS, OIL, HONEY, GRAINS ● EGGS ● DAIRY



Teaching and Promoting Organic Farming to Enable Small, Family Farms and their Communities to Thrive

• • •

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DEL CABO

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• • •

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Pescadero, CA
www.JacobsFarm.com • www.DelCabo.com

Offering small-batch honeys, skin balms, eye pillows, hive management services, and seasonal specialty products for chefs, Arrowsmith Farms can be found at farmers markets in Sonoma, San Rafael, and Oakland. Arrowsmith Farms is a proud supporter of Buy Fresh Buy Local.

Bear Foot Honey Farm

C. Loraditch
 2971 Guerneville Rd
 Santa Rosa, CA 95401
 707-570-2899

beekind Honey Farm

Katia Vincent
 921 Gravenstein Hwy S
 Sebastopol, CA 95472
 707-824-2905
beekind@beekind.com
beekind.com

The beekind store carries just about everything to do with bees, including raw, natural honey, beeswax, candles, pollen, propolis, and bee-keeping gear. They also offer classes and resources for aspiring and veteran apiarists. Beekind is a proud supporter of Buy Fresh Buy Local.

Bellwether Farms

9999 Valley Ford Rd
 Petaluma, CA 94952
 707-763-0993

Beltane Ranch Inc.

Alexa Wood
 11775 Sonoma Hwy
 Glen Ellen, CA 95442
 707-996-6501
beltaneranch.com

Beltane Ranch is both a luxurious bed & breakfast and a working farm and ranch, producing grassfed beef, organic vegetables, excellent wines, and exceptional olive oil. They are proud supporters of Buy Fresh Buy Local.

Bloomfield Bees Honey

Kathy and Frank Cox
 1295 Bloomfield Rd
 Sebastopol, CA 95472
 707-823-2804

Bodega Pastures Sheep

Hazel Flett
 PO Box 108
 Bodega, CA 94922
 707-876-3402
bodeganet.com

Bodega Pastures sheep live a good life – roaming the beautiful 1,000-acre ranch, grazing well-managed pastures, and drinking nat-

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ural spring water. The ranch utilizes management methods that protect both the sheep and the native coastal prairie ecosystem, and is a proud supporter of Buy Fresh Buy Local.

Brooks & Daughters ● ●

Jim & Corie Brooks
Forestville, CA 95436
707-887-8747

Canvas Ranch ● ● ●

Deborah Walton
755 Tomales Rd
Petaluma, CA 94952
707-766-7171

Carstensen Farms ●

Neal & Sally Carstensen
484 Ely Rd
Petaluma, CA 94954
707-778-2389

Conlan Ranches California ●

Ione Conlan
PO Box 412
Valley Ford, CA 94972
707-876-3567

Crescent Moon Farm ● ●

Jill Adams & David Moring
1327 Baird Rd
Santa Rosa, CA 95409
707-537-2253

Crescent Moon Farm grows dozens of varieties of summer vegetables, specializing in melons, peppers, okra, dried beans, and unusual types of cucumbers, squash, and chicken eggs. They also offer farm tours by appointment, as well as work-trade and internship arrangements. Crescent Moon Farm is a proud supporter of Buy Fresh Buy Local.

Cultivating Impact ●

Erin Shea
4803 Montgomery Dr
Santa Rosa, CA 95409
707-495-0727

Devoto Gardens ●

Stan & Susan Devoto
655 Gold Ridge Rd
Sebastopol, CA 95472
707-823-6650

Dry Creek Peach & Produce ● ●

Brian Sullivan
2179 Yoakim Bridge Rd
Healdsburg, CA 95448
707-433-8121

Egret Farms

Healdsburg, CA 95448

Egret Farms is a proud supporter of Buy Fresh Buy Local.

First Light Farm & Oh! Tommy Boys Potatoes ● ●

Nathan Boone
Sebastopol, CA 95472
707-480-5346
nathan@firstlightfood.com
firstlightfood.com

The folks at First Light Farm believe that food is medicine, and they are dedicated to providing their CSA members with vibrant, healing produce. Their food is planted and tended with love and attention that you can taste. First Light Farm is a proud supporter of Buy Fresh Buy Local.

Foggy River Farm ● ● ●

Lynda Browning & Emmett Hopkins
8194 Eastside Rd
Healdsburg, CA 95448
707-483 1894
foggyriverfarm.org

This small diversified organic farm produces vegetables, fruits, eggs, and goat milk, which are sold at local farmers markets and through their CSA. Foggy River Farm is a proud supporter of Buy Fresh Buy Local.

Foxwhelp Farm ● ●

Terry & Carolyn Harrison
4395 Westside Rd
Healdsburg, CA 95448
707-433-6802
fresh@hughes.net

Foxwhelp Farm grows apples, pears, plums, and pumpkins. Much of their produce can be found in the delectable creations of the Downtown Bakery & Creamery in Healdsburg. Foxwhelp Farm is a proud supporter of Buy Fresh Buy Local.

Gabriel Farm ●

Torrey Olson & Lucy McBride Olson
3175 Sullivan Rd
Sebastopol, CA 95472
707-829-0617
gabrielfarm.com

The folks at Gabriel Farm have been growing organic fruit for nearly two decades, offering many varieties of Asian pears and apples, Fuyu persimmons, lavender, plums, and berries. They welcome visitors and are dedicated to sharing the process of raising great fruit with those who will ultimately eat it. Gabriel Farm is a proud supporter of Buy Fresh Buy Local.

Gleason Ranch ●

Cindy Holland
7600 Leland St
Sebastopol, CA 95472
707-477-0879

Healdsburg Farm Fresh Eggs & Produce ● ●

John T. Kearns
321 Dry Creek Rd
Healdsburg, CA 95448
707-849-8114

Laguna Farm ● ●

Leslie Gardner & Scott Mathieson
1764 Cooper Rd
Sebastopol, CA 95472
707-823-0823
info@lagunafarm.com
lagunafarm.com

Laguna Farm produce is "beyond organic". They use agricultural methods that are founded on the principles of stewardship and interconnectedness. Laguna Farm offers a "Community Shared Agriculture" program, in addition to marketing their produce through farmers markets, retail stores, and fine restaurants. They are a proud supporter of Buy Fresh Buy Local.

Le Bonne Terre ●

Mary Villamarie
271 Bailhache St.
Healdsburg, CA 95448
707-433-6883

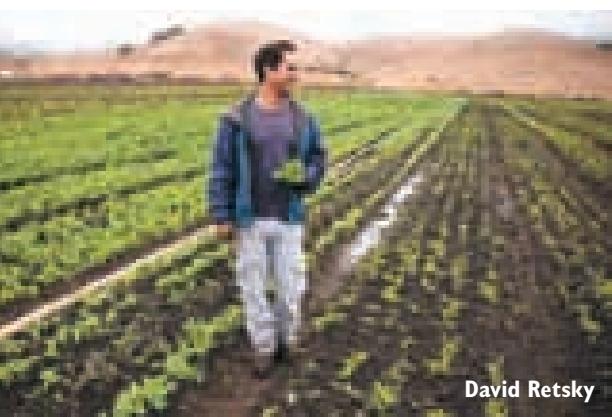
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GET TO KNOW....

David Retsky and County Line Harvest

Established on a ranch that was right on the Sonoma-Marin border, County Line Harvest received its name for very literal reasons. Since then, the farm has moved only a few miles down the road to



David Retsky

charming Petaluma, where a recent purchase by the Marin Agricultural Land Trust will forever preserve a 600-acre area for agricultural use.

The farm is owned and operated by a first-generation farmer, David Retsky. He became interested in agriculture at 18, when he spent a year working on a kibbutz in Israel. He later returned to California and attended the UC Santa

Cruz Farm and
Garden

Apprenticeship Program. In 2000, David started County Line Harvest on a 6-acre plot, and today at its 10-year anniversary, the farm spans 35 acres, with 15 employees, and produces crops year-round. County Line specializes in greens, from several varieties of lettuce, to hearty braising greens, to rare Italian chicories. But the farm also grows tomatoes, strawberries, basil, onions, beets, fennel, various herbs, and edible flowers.

County Line Harvest has been USDA certified organic since 2007, and has continued its dedication to providing the community with fresh, organically grown produce. Owner David Retsky truly believes in the simple, yet principled practice of "taking care of the soil, and feeding people good food!" The farm sells directly to consumers at several Bay Area farmers markets, including San Rafael, Tuesdays and Thursdays at the San Francisco Ferry Building. And to through their new 'Rogue Market' program they also sell directly to local restaurants, such as Delfina in San Francisco, with whom they have been doing business for ten years,

County Line is dedicated to providing the public with fresh, organic produce, sustaining the environment, and to teaching a new generation of farmers. David's son, Nico was born in 2006 and is already a huge help on the farm and an avid tractor driver. David says that working on the farm feels like absolute freedom, and that he "can't imagine doing anything else." There is an atmosphere of passion and innovation, and County Line looks forward to each new season with a vigorous enthusiasm.



Love Farms ● ●

Ron Love
15069 Grove St
Healdsburg, CA 95448
707-433-1230

McDonald's Farm ● ●

Jim McDonald
5730 Ross Branch Rd
Sebastopol, CA 95472
707-887-7865

McDonald's Farm sells apples, mixed fruits, and heirloom tomatoes at several Bay Area farmers markets. They are proud supporters of Buy Fresh Buy Local.

Middleton Farm ● ●

Nancy Skall
2651 Westside Rd
Healdsburg, CA 95448
707-433-4755

Mill Valley Market Farm ●

I4230 Arnold Dr
Glen Ellen, CA 95442
415 388 3222
info@millvalleymarket.com
millvalleymarket.com

Mill Valley Market farm is CCOF-certified. Store owner Doug Canepa and son Wesley Canepa grow tomatoes, basil, olives, melons, cucumbers, beans, chard, beets, and lettuce. They grow fresh, high quality, organic produce and bring it to their customers at Mill Valley Market the same day it is harvested. They are proud supporters of Buy Fresh Buy Local.

Nana Mae's Organics ●

Paul & Kendra Kolling
708 Gravenstein Hwy N, #174
Sebastopol, CA 95472
707-829-7359
nanamae.com

Nana Mae's proudly showcases some of Sonoma County's most delicious and historic fruits, heirloom apples. They offer the very best organic apple sauce, apple juice, and apple honey, and their 400 acres of more than 25 apple varieties are tended with love. Nana Mae's is a proud supporter of Buy Fresh Buy Local.

Oak Hill Farm ● ●

Anne Teller & Paul Witz
15101 Sonoma Hwy
Glen Ellen, CA 95442
707-996-6643
info@oakhillfarm.net
oakhillfarm.net

Oak Hill Farm has been growing flowers and produce using sustainable agricultural practices for more than 50 years. They grow more

than 200 varieties of flowers, herbs, fruits, and vegetables, which are sold at farmers markets and through their Red Barn Store. Oak Hill Farms is a proud supporter of Buy Fresh Buy Local.

Orchard Farms ● ●

Ken Orchard
10951 Barnett Valley Rd
Sebastopol, CA 95472
707-823-6528

Pepe Farms ●

Jose Vasquez
PO Box 8718
Santa Rosa, CA 95407
707-393-0370

Petaluma Bounty Farm ● ●

Amy Rice-Jones
55 Shasta Ave
Petaluma, CA 94952
707-775-3663

Petaluma Egg Farm ●

951 Transport Way
Petaluma, CA 94954
707-763-2924

Peterson's Farm ● ● ●

Ettamarie & Ray Peterson
636 Gossage Ave
Petaluma, CA 94952
707-765-4582
petersonsfarm.com

Peterson's Farm welcomes pumpkin pickers and other visitors. In addition to their award-winning pumpkins, the Petersons sell a variety of naturally-raised vegetables, wildflower honey, and free-range eggs. Peterson's Farm is a proud supporter of Buy Fresh Buy Local.

Preston of Dry Creek ● ●

9282 W Dry Creek Rd
Healdsburg, CA 95448
707-433-3372
prestonvineyards.com

Preston of Dry Creek is an organic family farm rooted in the agrarian traditions of Dry Creek Valley. They grow organic vegetables, bake bread, and produce exceptional olive oils and wines. Preston of Dry Creek is a long-standing member of CAFF and a proud supporter of Buy Fresh Buy Local.

Quetzal Farm ●

Keith Abeles
499 Umland Dr
Sebastopol, CA 95472
707-292-4599
quetzalfarm.com

At Quetzal Farm they work hard to grow the best vegetables, fruits, and flowers, while respecting the environment. They offer CCOF-certified peppers, chilies, dry-farmed tomatoes, eggplants, cucumbers, squash, melons, herbs, as well as salsas and tomato sauces, which you can find at Berkeley and Marin farmers markets. Quetzal Farm is a proud supporter of Buy Fresh Buy Local.

Rainbow's End Farm ●

Nan Koehler
13140 Frati Ln
Sebastopol, CA 95472
707-874-2315

Redwood Empire Farm ● ●

Ariel Dillon
1133 Lanewood Way
Santa Rosa, CA 95404
707-953-6150

Redwood Hill Farm & Creamery ●

2064 Gravenstein Hwy N, Bldg I, Ste I30
Sebastopol, CA 95472
707-823-8250
redwoodhill.com

Redwood Hill Farm is a small family farm that has been producing award-winning goat milk products for over thirty-five years. They are the first goat dairy in the U.S. to be "Certified Humane Raised and Handled", producing delicious goat milk, cheese, yogurt & kefir from happy goats. Redwood Hill Farm is a proud supporter of Buy Fresh Buy Local.

Salmon Creek Ranch ● ● ●

John Brabyn & Lesley Brabyn
PO Box 266
Bodega, CA 94922
707-876-1808
info@salmoncreekranch.com
salmoncreekranch.com

Salmon Creek Ranch raises ducks for both meat and eggs. They also raise goats and produce honey. Salmon Creek Ranch is a proud supporter of Buy Fresh Buy Local.

Shone Farms ● ●

Santa Rosa Junior College
Santa Rosa, CA 95436
707-887-1187
santarosa.edu/ag

The Shone Farm serves primarily as an outdoor laboratory site for agriculture and natural resource classes at Santa Rosa Junior College. They also have a small farmstand on campus, selling mixed fruits and vegetables. Shone Farm is a proud supporter of Buy Fresh Buy Local.

Smiling Sun Farms ● ●

Martha White & Alice McNair
4950 Gravenstein Hwy S
Sebastopol, CA 95472
707-824-9241

Sol Food Farm ●

Lori Meier
4388 Harrison Grade Rd
Occidental, CA 95465
707-604-7120

Sonoma County Poultry ●

Jim Reichardt
PO Box 140
Penngrove, CA 94951
800-953-8257

Sophie's Five Acres ●

Horace Criswell & Joan Conway
1083 Vine St, # 282
Healdsburg, CA 95448
707-433-6355

Spring Hill Jersey Cheese ●

Sylvie Lemome
4235 Spring Hill Rd
Petaluma, CA 94952
707-762-3446

St Helena Olive Oil Co ●

Peggy O'Kelly
8576 Highway 29
Rutherford, CA 94573
800-939-9880

Sweetwater Nursery ●

4520 Thomas Rd
Sebastopol, CA 95472
707-823-1577

Tara Firma Farms ● ●

Tara Smith
3796 1 St
Petaluma, CA 94952
707-765-1202
Tara@TaraFirmaFarms.com
TaraFirmaFarms.com

Tara Firma is a family-owned farm offering healthy, chemical-free, all-natural foods. They produce organic produce, as well as grass-fed, pasture-raised and humanely-treated pigs, cows, turkeys, and chickens. Tara Firma is also dedicated to educating their customers about sustainable food, and they are proud supporters of Buy Fresh Buy Local.

The Patch ● ●

Lazaro Calderon
280 2nd St
Sonoma, CA 95476
707-849-7384

CONTINUED ON NEXT PAGE...



SUPPORTING A SUSTAINABLE SONOMA COUNTY...

THREE MARKETS TO SERVE YOU:

100 Main Street, Petaluma
707.773.8777

300 E. Main Street, Santa Rosa
707.542.8001

#111 Bodega Avenue, Sebastopol
707.824.2030

**Passionate, Organic,
Natural and Humane.**



Our passion for our goats, our organic and natural approach to farming, and our humane dairy practices are a few of the reasons that Redwood Hill Farm is so special. We care for over 300 goats and 400 fruit trees, and in return, they care for us.

Look for our healthful, natural, and delicious goat milk, probiotic yogurts, kefir and award winning artisan cheeses at your local natural & specialty food store. Follow us! www.redwoodhill.com

Redwood Hill Farm & Creamery

Sebastopol, California  (707) 823-8250 www.redwoodhill.com

Sustainably Farmed and Family Owned Since 1968

RESTAURANT & BISTRO BAR

French Garden

*Featuring daily harvested produce from
our bio-intensive farm*

LUNCH: WED-SAT 11:30 AM-2:30 PM

DINNER: WED-SUN 5-9:30 PM

BISTRO BAR: WED-SUN FROM 5 PM

BRUNCH: SUN 10 AM-2 PM

*French Garden Farm Market
during Saturday Lunch & Sunday Brunch*

707.824.2030 • 8050 Bodega Avenue, Sebastopol
For menus, events calendar and to reserve online:
www.FrenchGardenRestaurant.com

Three Ox Farm ● ●

Steve & Bernadette Howard
2827 Blucher Valley Rd
Sebastopol, CA 95472
707-829-9369
threeoxfarm@comcast.net

Three Ox Farm specializes in uncommon varieties of apples, pears, and other fruits and vegetables. You can find their products at area farmers markets or through their CSA, and they welcome visitors to the farm. Three Ox Farm employs only sustainable agricultural practices, and they are active and dedicated supporters of Buy Fresh Buy Local.

Tierra Vegetables ●

Wayne & Lee James
399 Business Park Ct, #312
Windsor, CA 95492
707-837-8366
evie@tierravegetables.com
tierravegetables.com

At Tierra Vegetables, they're committed to producing vegetables, chilies, and wool products of the very highest quality through sustainable farming practices. You can enjoy their products through their friendly farmstand or CSA program. Tierra Vegetables is a proud supporter of Buy Fresh Buy Local.

Tully Dolci Organic Farm ● ●

Paul & Dawn Dolcini
300 Hardin Ln
Petaluma, CA 94954
707-762-9549
paddolci@sonic.net

Tully Dolci Organic Farm produces naturally-raised, CCOF-certified pastured poultry. They offer heritage and hybrid turkeys, fully dressed chickens, laying hens, and fertile eggs. All birds are processed on-site. Tully Dolci is a proud supporter of Buy Fresh Buy Local.

Twin Hill Ranch ●

Ben Hurst
1689 Pleasant Hill Rd
Sebastopol, CA 95472
707-823-2815

Valley End Farm ● ● ●

Sharon Grossi
6300 Petaluma Hill Rd
Santa Rosa, CA 95404
707-585-1123

Verdure Farm - Tomato Heaven ●

Tamara Scalera
2476 Westside Rd
Healdsburg, CA 95448
707-433-1403

Walker Apples ●

Lee Walker
10955 Upp Rd
Sebastopol, CA 95472
707-823-4310

Weed Farms ● ●

Sally Weed
4250 Wine Creek Rd
Healdsburg, CA 95448
707-431-8949
weedfarms@gmail.com

Weed Farms cultivates 23 acres of amazing chestnut trees, 7 acres of Kiwifruit and 5 acres of wine grapes. They are proud supporters of Buy Fresh Buy Local.

GROCERS & PRODUCE STANDS

Andy's Produce Market

1691 Gravenstein Hwy N
Sebastopol, CA 95472
707-823-8661

Community Market

1899 Mendocino Ave
Santa Rosa, CA 95401
707-546-1806
info@screcommunitymarket.com
screcommunitymarket.com

Community Market is Sonoma County's worker-run, vegetarian natural food store. Since 1975 they've provided the community with wholesome, organic foods and other products in line with their values. They are proud supporters of Buy Fresh Buy Local.

Glen Ellen Village Market

13751 Arnold Dr
Glen Ellen, CA 95443
707-996-6728

Oakville Grocery Healdsburg

124 Matheson St
Healdsburg, CA 95448
707-433-3200

Oliver's Market

546 E Cotati Ave
Cotati, CA 94931
707-795-9501

560 Montecito Cntr
Santa Rosa, CA 95409
707-537-7123

461 Stony Point Rd
Santa Rosa, CA 95409
707-284-3530
oliversmarket.com

Oliver's is a locally owned and operated chain of markets that feature real food and real people. They offer a large selection of groceries, including local and organic produce, as well

as a no-nonsense approach to great food and healthy living. Oliver's Market is a proud supporter of Buy Fresh Buy Local.

Pacific Market

550 Gravenstein Hwy N
Sebastopol, CA 95472
707-823-9735

1465 Town & Country Dr
Santa Rosa, CA 95404
707-546-3663

901 Golf Course Dr
Rohnert Park, CA 94928
707-585-9643

Petaluma Market

210 Western Ave
Petaluma, CA 94952
707-762-5464

Sonoma Market

500 W Napa St, Ste 550
Sonoma, CA 95476
707-996-3411

Whole Foods Market

6910 McKinley St
Sebastopol, CA 95472
707-829-9801

621 E Washington St
Petaluma, CA 94952
707-762-9352

1181 Yulupa Ave
Santa Rosa, CA 95405
707-575-7915

201 W Napa St
Sonoma, CA 95476
707-938-8500

SPECIALTY STORES & FOOD ARTISANS

Epicurean Connection
18812 Sonoma Highway, Ste C
Sonoma, CA 95476
707-935-7960

Saint Benoit Yogurt

Snowbunny Frozen Yogurt
312 Center St
Healdsburg, CA 95448
707-431-7669

Solana Gold Organics
PO Box 1340
Sebastopol, CA 95473
707-829-1121

CONTINUED ON NEXT PAGE...

ORGANIZATIONS

NAME	WEBSITE	CITY
Ag Innovations Network	aginnovations.net	Sebastopol
Alameda Point Collaborative	apcollaborative.org	Alameda
American Farmland Trust	farmland.org	Sutter
Audubon California Landowner Stewardship Program	ca.audubon.org	Winters
Bauman College: Holistic Nutrition and Culinary Arts	baumancollege.org	Berkeley
Bay Area Community Services/Meals on Wheels	bayareacs.org	Oakland
Bay Localize	baylocalize.org	Oakland
Berkeley Farmers Markets, Ecology Center	ecologycenter.org/bfm	Berkeley
Brentwood Agricultural Land Trust	brentwoodaglandtrust.org	Brentwood
Business Alliance for Local Living Economies	livingeconomies.org	San Francisco
CA Food and Justice Coalition	foodsecurity.org/california	Berkeley
California Association of Food Banks	cafodbanks.org	Oakland
California Farmers Market Assoc.	afarmersmkts.com	Walnut Creek
California FarmLink	californiafarmlink.org	Sebastopol
Cavallo Point Cooking School	cavallopoinit.com	Sausalito
Center for Ecoliteracy	ecoliteracy.org	Berkeley
Center for Land-Based Learning	landbasedlearning.org	Winters
Center for Urban Education about Sustainable Agriculture (CUESA)	uesa.org	San Francisco
Chez Panisse Foundation	chezpanissegfoundation.org	Berkeley
City Slicker Farms	cityslickerfarms.org	Oakland
Coastside Farmers Markets	coastsidefarmersmarket.org	Pacifica, Half Moon Bay
Coastside Land Trust	coastsidelandtrust.org	Half Moon Bay
Common Ground Garden Supply & Educational Center	commongroundinpaloalto.org	Palo Alto
Commonwealth Club	commonwealthclub.org	San Jose
Community Alliance with Family Farmers (CAFF)	caff.org	Berkeley
Connolly Ranch	connollyranch.org	Napa
Contra Costa Certified Farmers' Markets	cccfm.org	Pleasant Hill
East Bay Green Tours	ebgt.org	Berkeley
Ecology Center	ecologycenter.org	Berkeley
EcoVillage Farm	ecovillagefarm.org	Richmond
Edible East Bay	edibleeastbay.com	Oakland
Edible San Francisco	ediblesanfrancisco.net	San Francisco
Family Farm League	familyfarmleague.com	Napa
Farms To Grow, Inc	farmstogrow.com	Oakland
Food & Water Watch	foodandwaterwatch.org	San Francisco
Food First/Institute for Food Development Policy	foodfirst.org	Oakland
Friends of Alemay Farm	alemanyfarm.org	San Francisco
Garden for the Environment	gardenfortheenvironment.org	San Francisco
Greenbelt Alliance	greenbelt.org	San Francisco
Grown in Marin	growninmarin.org	Novato
Harvest Time in Brentwood	none	Brentwood
Health Care Without Harm	noharm.org	Berkeley
Hidden Villa	hiddenvilla.org	Los Altos Hills
Institute for Fisheries Resources	ifrfish.org	San Francisco
Kidz for Health	kidzforhealth.org	Berkeley

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Wild Flour Bread

140 Bohemian Hwy
Freestone, CA 95472
707-874-2938

RESTAURANTS & CAFÉS

Barndiva

231 Center St
Healdsburg, CA 95448
707-431-0100

Bistro De Copains

3782 Bohemian Hwy
Occidental, CA 95465
707-874-2436

Café Gratitude

206 Healdsburg Ave
Healdsburg, CA 95448
707-723-4461
info@cafegratitude.com
cafegratitude.com

Café Gratitude is a celebration of a world of plenty. They select the finest organic ingredients, support local farmers, and offer food that is prepared and presented with love. Café Gratitude is a proud supporter of Buy Fresh Buy Local.

Café La Haye

140 E Napa St
Sonoma, CA 95476
707-935-5994

Carneros Bistro & Wine Bar

1325 Broadway
Sonoma, CA 95476
707-931-2042

Central Market

42 Petaluma Ave N
Petaluma, CA 94952
707-778-9900

Cyrus

29 North St
Healdsburg, CA 95448
707-433-3311

Della Fattoria

141 Petaluma Blvd N
Petaluma, CA 94952
707-763-0161

Diavola Pizzeria

21021 Geyserville Ave
Geyserville, CA 95441
707-814-0111

Downtown Bakery & Creamery

308A Center St
Healdsburg, CA 95448
707-431-2719

ESTATE

400 W Spain St
Sonoma, CA 95476
707-933-3663

Fig Cafe

13690 Arnold Dr
Glen Ellen, CA 95442
707-938-2130

Flavor Restaurant

96 Old Courthouse Sq
Santa Rosa, CA 95404
707-573-9600

French Garden Restaurant & Bistro

8050 Bodega Ave
Sebastopol, CA 95472
707-824-2030
jmarler@sonic.net
frenchgardenrestaurant.com

French Garden Restaurant & Bistro features fresh produce harvested daily from their thirty-acre heirloom orchard and bio-intensive farm. They specialize in celebrations and cultural events, and they offer farm visits by appointment. French Garden also hosts a Farmers Market during Sunday brunch hours and is a proud supporter of Buy Fresh Buy Local.

John Ash & Company

4350 Barnes Rd
Santa Rosa, CA 95403
707-575-7350

Lokal

522 Broadway St
Sonoma, CA 95476
707-938-7373

Mosaic Restaurant & Wine Lounge

6675 Front St
Forestville, CA 95436
707-887-7503

Peter Lowell's

7385 Healdsburg Ave
Sebastopol, CA 95473
707-829-1077
peterlowells.com

Peter Lowell's, a West County restaurant, features only the finest organic ingredients available. They purchase much of their produce direct from local farmers and encourage all of their suppliers to adhere to the highest standards of organic and biodynamic agriculture. Peter Lowell's is a proud supporter of Buy Fresh Buy Local.

Rocker Oysterfeller's

14415 Hwy 1
Valley Ford, CA 94972
707-876-1983

Rosso Pizzeria & Wine Bar

53 Montgomery Dr
Santa Rosa, CA 95404
707-544-3221

Saffron

13648 Arnold Dr
Glen Ellen, CA 95442
707-938-4844

Santi

21047 Geyserville Ave
Geyserville, CA 95441
707-857-1790

Syrah

205 5th St
Santa Rosa, CA 95401
707-568-4002

The Girl and the Fig

110 W Spain St
Sonoma, CA 95476
707-938-3634

zazu

3535 Guerneville Rd
Santa Rosa, CA 95401
707-523-4814
zazurestaurant.com

The zazu kitchen is inspired by the thoroughly American and deep Italian roots of Sonoma County's wine growing families. This family-owned restaurant offers comforting classics made with the best local ingredients the country has to offer. zazu is a proud supporter of Buy Fresh Buy Local.

CATERERS & PREPARED FOODS

Mateo Granadas Catering

541 Fitch St
Healdsburg, CA 95448
707-433-2338

Park Avenue Catering

591 Mercantile Dr
Cotati, CA 94931
707-793-9645

Wild Thyme Events

19030 Railroad Ave
El Verano, CA 95433
707-996-0900



ORGANIZATIONS CONT'D

NAME	WEBSITE	CITY
La Cocina	lacocinasf.org	San Francisco
LEAF - Local Ecology and Agriculture Fremont	leafcenter.org	Fremont
Locavores	locavores.com	San Francisco
Marin Agricultural Institute & Marin Farmers Markets Association	marinfarmersmarkets.org	San Rafael
Marin Agricultural Land Trust	malt.org	Pt. Reyes Station
Marin Food Systems Project	eecom.net	Fairfax
Mo' Better Food	mobetterfood.com	Oakland
Nextcourse	nextcourse.org	San Francisco
Oakland Based Urban Gardens (OBUGS)	obugs.org	Oakland
Oakland Food Connection	foodcommunityculture.org	Oakland
Occidental Arts and Ecology Center	oaec.org	Occidental
Om Organics	omorganics.org	San Francisco
Pacific Coast Farmers Association (PCFMA) & Operation Frontline	pcfma.com	Concord
People's Grocery	peoplesgrocery.org	Oakland
Petaluma Bounty	petalumbounty.org	Petaluma
Physicians for Social Responsibility	sfbaypsr.org	Berkeley
Pie Ranch	pieranch.org	Davenport
Preserving the Integrity of Napa's Agriculture (P.I.N.A.)	preservenapasag.org	Napa
PUEBLO (People United for a Better Life in Oakland)	peopleunited.org	Oakland
Regenerative Design Institute	regenerativedesign.org	Bolinas
Revolution Foods	revfoods.com	San Francisco
Roots of Change	rootsofchange.org	San Francisco
San Francisco Food Systems	sffoodsystems.org	San Francisco
San Mateo County Convention and Visitors Bureau	sanmateocountycvb.com	Burlingame
San Mateo County Farm Bureau	sanmateo.cfbf.com	Half Moon Bay
Slide Ranch	slideranch.org	Muir Beach
Slow Food Nation	slowfoodnation.org	Oakland
Society for Agricultural and Food Ecology (SAFE)	agrariana.org	UC Berkeley
Solano Land Trust	sololandtrust.org	Fairfield
Sonoma County Farm Trails	farmtrails.org	Windsor
Sonoma Ecology Center	sonomaecologycenter.org	Sonoma
Sonoma Land Trust	sonomalandtrust.org	Santa Rosa
Spiral Gardens	spiralgardens.org	Berkeley
Suisun Valley Harvest Trails	suisunvalley.com	Suisun Valley
Sustainable Agriculture Education (SAGE)	sagecenter.org	Berkeley
Sustainable Napa Valley	sustainablenapavalley.org	Napa
Sustaining Ourselves Locally (SOL)	oaklandsol.org	Oakland
Tri-Valley Conservancy	trivalleyconservancy.org	Livermore
Urban Village Farmers Market Association	urbanvillageonline.com	Fremont
Village Harvest	villageharvest.org	San Jose

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100% ORGANIC



FOLLOW ALONG
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All the Reasons We Still Buy Local

BY ARIANE MICHAS

EVERY few months someone tries to take an analytical hit on "locavores."

In late 2007 James E. McWilliams, writing an op-ed for The New York Times did a quick tally on the carbon footprint of lamb imported from New Zealand to the UK, against lamb raised locally. The New Zealand lamb won out because the local happened not to be pasture raised, but grain fed, a distinction the author didn't care to explore. More recently it was a column (again in The NYT) by Steven Budiansky, calling out locavores on our math skills. In his analysis, the focus on food miles was a poor measurement of sustainability. In terms of overall energy use in the food chain, transportation is only a small percentage; locavores therefore have got it all wrong.

Well, he's right on one front: "food miles," or the distance food has traveled from farm to table, is admittedly a narrow point of analysis. Maybe the first cries for change in our broken food system relied

too much on this one aspect (it was after all, easy to talk about, fairly simple to measure and, increasingly, simple to do something about). But food miles were never and aren't now the core of the local food movement. Locavores are a savvy bunch. It won't come as a shock to a single

one of us that a hothouse tomato in January, even if it came from down the road, is not reflective of values-driven eating. That's why you'll find us happily munching on raw kale salad or root vegetables in the win-

ter months, and not looking to repeat summer's tomato salad.

I'm sick and tired of seeing "food miles" used as the straw man for "local food." It's frankly insulting to a growing swath of citizens who are thinking intelligently about food choices, sorting past the deluge of food advertising and industry propaganda, and finding their way to nutritious, honest, clean, tasty food. Here then, are the reasons we still eat local:

Biodiversity: If you eat a variety of foods and you get them from nearby, then a variety of foods will be grown in your foodshed. Pretty simple, right? Smaller farms have to diversify their offerings in order to stay in the game, and smaller scale family farms often produce scores of different species and subspecies, which in turn support the biodiversity of the animal kingdom – especially our threatened and crucial pollinators and songbirds.

Knowing Your Farmer: When you know the hand that feeds you, you have an opportunity to build a relationship with your farmer. You can ask her about her spraying practices or why his price for strawberries is set where it is. You might learn about dry-farming and other conservation techniques, and you'll surely be pointed in the direction of the tastiest goods they have on offer. Looking well beyond food miles, locavores also tend to care about growing practices, resource use, sustainability efforts, and labor conditions.

Shorter food chain: There are multiple benefits to a shorter, stronger food chain. How concerned is the typical grocery store shopper about the effect on the air, water, or soil of a peach grown on the other side of the world? But if pesticide use is affecting your air, or driving your childhood asthma rates through the roof, you are more likely to care, to do something about it, and to change your consumer habits to reflect your concerns. In a food system that has become strung out and anonymous, the relationships of knowing and trust that used to bind us together have all but disappeared.

Preserving green space: Between 2002-2007, the U.S. lost 16.2 million acres of farmland. Good farmers are also good stewards of the land. Buying local decreases development pressure on farmland, decreases sprawl, and preserves open green space, which we sorely need.

Local economic strength: Eating locally supports the diversity and vigor of your local economy. When city folk meet the

folks who grow their food at markets and U-Pick spots all over the Bay Area, we are reminded that food comes from the attentive labor of actual people, not boxes stamped "Dole", or plastic clamshells. The dollars that go from your wallet into the hands of local farmers go right back into local businesses, taxes, schools, and roads. Sources say a dollar spent with a local business circulates 11 times more in your own community than one spent with an out-of-state corporation.

Healthy Communities: Buying and eating fresh, local produce and farm products helps to ensure that you and your family are getting the proper nutrition you need. Eating more fresh fruits and vegetables helps to reduce the chances of obesity and related health conditions. Not everyone has access to these foods or the knowledge to cook them, but everyone should. As more community members eat fresh, local produce, we will have healthier communities.

It's not about one point of calculus or two or even ten. The re-localization of our food systems is about creating ones that will serve this and future generations.

A vote for the family farmer is a vote against the corporate consolidation of the nation's food supply: Food systems that sprawl across nations and hemispheres are brittle. They lack the capacity to truly ensure food safety and lack the flexibility and resilience to respond to issues comprehensively when they arise. They easily obscure labor issues and externalize their environmental costs onto taxpayers and future generations. Eaters are sick of it and want something healthier, better tasting, and honest. You want a tangible reason we still buy local? 550 million recalled eggs, that's why.

So it's not about one point of calculus or two or even ten. The re-localization of our food system is about creating one that will serve this and future generations. And we all know that tomato tastes best in late summer, where it belongs.

Ariane Michas is the Manager of the Local Food Systems program for the Community Alliance with Family Farmers.



THANK YOU FOR SHOPPING MOLLIE STONE'S!

As a small, local business we'd like to thank you for shopping at Mollie Stone's Markets, your neighborhood food store. Our roots are deep within our community, and we appreciate your choice to support a community-based business such as ours.



When you shop with us, you accomplish the following:

1. You keep your dollars in our local economy.
2. You create local jobs.
3. You nurture our community.
4. You help the environment by buying locally.
5. You invest in local ownership.
6. You create more choice in shopping.
7. You utilize our expertise.
8. You embrace what makes us different and unique from larger chain supermarkets & supercenters.
9. You make our store a destination, and we appreciate it!
10. Every week you will find hundreds of specials throughout the store.

Visit www.molliestones.com for more information and store locations.

MOLLIE STONE'S 

At Whole Foods Market, It's Gotta be Local



THREE TWINS ICE CREAM PETALUMA, CA

Three Twins Ice Cream has been making frozen desserts since 2005. After receiving a Whole Foods Market Local Producer Loan, they finished building their dedicated organic ice cream factory in Petaluma, CA. This facility allows you to enjoy an ever expanding selection of delicious flavors. Another win for Bay Area dessert.



Find an assortment of delicious Three Twins Ice Creams at all our Northern California locations. For store info, please visit us at:
wholefoodsmarket.com

WHOLE
FOODS
MARKET