

FY 2014

\$100,000 to the Fresno County Economic Opportunities Commission, Fresno, CA, to develop and promote a centralized brand for farm-to-consumer options for farmers' markets, CSAs, and other farm stands in Fresno County, CA.

Final Report

Farmers Market Promotion Program
Final Performance Report
For the Period of September 30, 2014 – September 29, 2016

Date: December 30, 2016

Recipient Name: Fresno Economic Opportunities Commission

Project Title: Fresno County Agricultural Marketing Augmentation Program(AMAP)

Grant Number: 14-FMPPX-CA-0020

Project Location: Fresno, California

Year of Grant Award: 2014

Amount Awarded: \$100,000

Contact: Jensen Vang/559-263-1583/jensen.vang@fresnoeoc.org

Program Summary:

"Provide a brief summary regarding the goals and objectives, activities performed, beneficiaries, collaborators, and your most impressive (result) measurement. The project was a multifaceted marketing campaign to increase public awareness of and access to locally and regionally produced farm-to-table alternatives through the use of a comprehensive branding and marketing campaign. The project partnered with local markets which increased their marketing and branding capacity to promote healthy eating, leading to increased consumption of local foods and an increase in the wellbeing of residents in the community. The project closed the gaps in the availability of information while targeting new groups of consumers to expand and diversify the consumer base. It increased awareness and information for consumers to access local food, thus increasing demand for vendors' products and creating growth opportunities for markets. The project used web services as a practical, cost-effective solution for uniting information distributed between critical farmers markets and farm entities. The project created an innovative partnership system and platform. It also broke down communication barriers that were previously impassable. It helped optimized the partnership's information to promote a centralized brand for farm-to-consumer options for farmers' market, CSAs, and other farm stands in the Fresno County region.

Goals and Objectives:

"Describe the general goals and objectives (scope) of the project: EXAMPLES - to increase sales of healthy foods to low income participants by 50 new customers per week; to increase farmer income by 10% through encouraging use of SNAP/EBT at the market; to increase awareness of the availability for healthy food to all demographic groups within the immediate area of the market.

Indicate the need for the grant project prior to the implementation of grant activities.

"i. Goal/Objective 1: To increase public access to and utilization of healthy local food resources.

ii. Goal/Objective 2: To expand and diversify customer base.

iii. Goal/Objective 3: To reduce marketing burden on farmers' markets, CSAs, and other local agricultural entities by developing a comprehensive and collaborative marketing campaign and brand.

Prior to the project implement, the project's food involvement found that there was a lack of information on farmers' market and farm-to-table agricultural entities in Fresno County. A large portion of the public is unaware of the availability of local food efforts, unable to easily find information on market locations, hours, prices, and type of food. The limited nature of markets' capacity, combined with a lack of locally-based active food-interest groups, has led to inaccurate, missing, or old information being disbursed by federal agencies. For example, the current USDA National Directory of Certified Farmer' Markets, states that there are currently 16 farmers' markets in operation in Fresno County. Of the 16 listed farmers markets, only four have accurate and up-to-date information. The remainder of the list is riddled with errors – some are duplicates, some are no longer in existence, some are not even in Fresno. In addition, nine active and flourishing markets are not listed in this database. There currently exists no current and accurate list of farm-to-table options for consumer or vendor use. Search engine results also fail to supply interested consumers with information on accessing local healthy food. This leaves farmers' markets, CSAs, and other agricultural entities lacking a reliable, updated, and easily accessible online platform for marketing and disseminating information. These scattered and disparate entities lack the funds and ability to market themselves efficiently to a diverse customer base and would greatly benefit from a centralized platform, brand, and database."

Activities:

"Describe the activities used to achieve the goals and objectives. This should include measurement of any baseline data. Include significant contribution/roles(s) of project partners. Task 1. Activities: Created a comprehensive branding and marketing campaign titled Promoting Local Ag to Everyone (PLATE Fresno). The campaign included the following promotional and merchandising materials/supplies: a logo, table cloths, business cards, fliers, posters, signage, calendars, window clings, chip clips, t-shirts, tote bags, canopy designs, and magnets. The website included features such as a mapping tool which is mobile friendly on any smart phone, an about page, FAQ, recipes, blog page, harvest calendar postcard, an event calendar for all farmers' market and farm entity events. The campaign also developed Facebook and Twitter accounts.

Advertised to the targeted group via press releases, Facebook ads, and PowerPoint Presentations. Visited local radio stations and local events to promote PLATE Fresno. Below is a sample list of where the project was promoted:

- Earth Day Fresno on April 4, 2016. A total of 1,000 people attended.

- Ag commodity meeting on April 18, 2016. A total of 20 people attended.
- National Hmong American Farmer, Inc. on April 29, 2016. A total of 300 people attended.
- Raisin Bargaining Association (RBA) farmer meeting on May 14, 2016. A total of 5 people attended.
- Ooooby community meeting on May 20, 2016. A total of 30 people attended.
- Tree of Life social enterprise meeting on June 24, 2016. A total of 20 people attended.
- Agritecture Workshop on June 25, 2016. A total of 40 people attended.
- Fresno Farm to Table Network meeting on July 20, 2016. A total of 20 people attended.
- Ag tech forum on July 27, 2016. A total of 50 people attended.
- Food Expo on July 28, 2016. A total of 500 people attended.
- Better Blackstone Community Fair on August 7, 2016. A total of 200 people attended.
- Investing in California's Rural Communities Seminar on August 19, 2016. A total of 40 people attended.
- Fresno Food Network meeting on September 16, 2016. A total of 100 people attended.
- Fresno Hunger County meeting on September 27, 2016. A total of 10 people attended.
- Fresno EOC Ignite meeting on September 30, 2016. A total of 25 people attended.

Task 2. Activities: Collected data from farmers' markets and farm to table entities. Staff aggregated data from farmers and farm-to-table entities in Fresno County. Provided training to farmers' market and farm entities on how to create marketing posts and blogs.

Task 3. Activities: Assisted farmers' markets and farm entities by securing and retaining new farmers/producers and expanding operation hours. Staff provided farmers' market templates and marketing presentations to farmers' markets and farm entities. To date, the project assisted farmers' markets and farm entities with technical assistance, training, and marketing.

Task 4. Activities. Assisted farmers' markets and farm entities to improve use of SNAP, Market Match, and WIC FMNP.

Task 5. Activities: Provided updated marketing support for winter markets, year-round markets, and CSAs.

Task 6. Activities: Assisted local farmers' markets and farm entities to promote, develop, and retain existing farmers' markets and farm entities.

Our campaign stakeholder members include: Vineyard Farmers Market, River Park Farmers Market, Kaiser Farmers' Market, Peeve's Public Market, Fowler Farmers Market, Kingsburg Farmers' Market, Reedley Farmers Market, Simonian Farm, Market on Kern/Downtown Partnership Association, Pao's Farm Stand, Heulong's Farm Stand, Kristina's Natural Ranch & Market, Ooooby Farm Box, Fresno State - Gibson's Farm Market, and Selma Open Market.

Our community partners include: Fresno EOC Food Services, Fresno Metro Ministry, Fresno Hunger Count, Fresno Food Network, Food Network, Fresno Ag Cluster, Fresno Unified School District, Asian Business Institute & Resource Center (ABIRC), Fresno Community Development Financial Institute, Small Business Administration (SBA), US Department of Commerce, International Trade Development, Downtown Fresno Partnership, Valley Small Business Development Corporation, Kaiser Permanente Hospital, City of Fowler, City of Firebaugh, City of Biola, City of San Joaquin, Fresno County Ag Commission, County of Fresno Fruit Trails, Fresno EOC Community Services, Fresno EOC WIC Office, Fresno Water Tower Tourist, and Fresno County Farm Bureau.

Accomplishments:

"Describe what was accomplished during the entire project using measurable results. Provide baseline data and actual completed project data, i.e., "before and after" measurements. Include a summary of the required metrics (before and after) (FMPP Guidelines/Announcement). Be comprehensive, descriptive and detailed in regard to each accomplishment. These may include unfavorable or unusual developments, as well. If developed with grant funds, provide website addresses and links to any materials made available via the Internet.

"The project exposed the general population to local agricultural products by creating a common brand and a widely recognized campaign. The project utilized technology to improve access to information and markets and remove barriers to consumption. The project had 10,421 of 1,000 number of Facebook likes and shares, number of visits- measured by Facebook page statistics. The project had 35,000 page views during the project cycle; the goal was 500 page views. The project's website is www.platfresno.org. Farmers' markets and farm entities experienced a 10 % increase in the number of first-time shoppers and the number of returning customers, or 5 additional customers each. The farmers' markets and farm entities that experienced the most consumer engagement were areas in downtown Fresno. Consumer engagement was higher because of the project's partnership with the current downtown revitalization initiative with the Downtown Partnership Association.

The project assisted farmers' markets and farm entities to improve sales of SNAP, Market Match, and WIC FMNP sales by partnering with Fresno EOC's Community Services Department and Fresno EOC's WIC Program. Fresno EOC's Community Services Department oversaw the SNAP and Market Match Incentive Program while Fresno EOC's WIC Program oversaw the WIC FMNP. The partnership increased the number of food assistance sales by 18% and/or 8% increase in dollar amount of food assistance sales, compared to the goal of a 10% increase in food assistance sales and/or 5% increase in dollar amount of food assistance sales.

The project increased demand for local food which directly and indirectly retained 75 jobs and created 6 positions. To date, the project assisted 6 farmers' markets and 2 farm entities with technical assistance,

training, and marketing assistance. This resulted in 3 new farmers' markets and 4 farmers market that expanded hours to a year-round schedule. The new farmers' markets were El Paseo Farmers Market, Valley Children's Hospital Farmers' Market, and Reedley Farmers' Market. Market on Kern, Clovis Farmers' Market, and El Paseo Farmers' Market all expanded their hours of operation.

The comprehensive branding and marketing campaign increased recognition of farm-to-table options and, in turn, increased consumption. A focus group of farmers' markets and farm entities were interviewed and surveyed. Findings showed that farmers' markets and farm vendors in north Fresno experienced sales increases in several of ranges from \$50 to \$100 per week. This is compared to the farmers' markets and farm entities in the south Fresno area, which had increases of \$25 to \$50 per week. The goal was a 10% increase. A count of shoppers at farmers' markets compared to rural farm entities showed that shoppers shopped more frequently at farmers' markets and had more engagements.

Beneficiaries:

"Describe and provide the actual numbers for both the direct and indirect beneficiaries of grant activities. As appropriate, include demographic composition of market vendors, customers and the surrounding market area (income level, ethnicity, age, etc.). Describe how specific groups benefitted from the grant, including any potential economic impact. Provide data supporting these conclusions. Ideally, this should include feedback from vendors and consumers, as well as any available quantitative data.

"There were several groups and individuals who benefited from the project: 81 farmers' markets and farm-to-tables entities were directly impacted by this project. Some farm entities had more than one location listed. The list of farmers' markets and farm entities is available on www.platofresno.org. Of the 81 sites listed, 6 sites were CSA distribution sites, 26 sites were farmers' markets and open-markets entities, and 29 sites were farm stands. The open-markets had family farms selling their produce on site.

55% of the sites listed on platofresno.org are located throughout Fresno County and bordering areas. The majority of the CSAs were located at business and residential locations. The majority of the 29 farm stands were located in urban and rural areas. Farm stand proximity ranged from 3 miles to 50 miles between consumers and locations. The retail sales market share in the north Fresno area ranged from 17.9% to 22.67 %, compared to the south Fresno areas at 9.63%. The average household income in the metropolitan area is \$44,400, lower than both the state and national averages. The district's per capita income in the south Fresno area is \$13,400. Fresno County is ethnically diverse. Latinos represents 50.8%; Whites represent 37.4%; 20.40% are foreign born; Asians represents 5.3%; African-American represents 4%. 60.3% of the populations is between 18 to 64 years of age.

The customers had a higher consumer income bracket. The projected annual growth rate for the south Fresno area is 0.79 percent, slightly exceeding both the state and national levels. Average household

income in the primary trade area is \$44,400, lower than both the state and national averages. The district's per capita income (\$13,400) is also less than city and state levels.

The farmers' markets in the metropolitan areas had the most consumer responses due to their convenient locations. Farmers' markets and farm-to-table entities were interviewed, surveyed, and observed throughout the project cycle. Farmers' markets received the most impact from this project because their locations were closer to consumers. Farmers' markets had increased foot traffic on the days when they were open compared to CSAs and farm stands.

The farmers' markets averaged about 10 to 15 farm/produce vendors per market day and were most impacted from the project. The farm stands received positive consumer responses for providing marketing materials, fliers, and tools to their consumers. CSAs increased their customer engagement with new drop-off sites. CSAs also received referrals to connect with new partners and be part of employers' wellness programs, and participate at new local farm events to promote their CSAs.

The project collaborated with Fresno EOC's Community Services Division to provide SNAP and Market Match Incentives to the 6 farmers' markets. The project collaborated with Fresno EOC's WIC Office which made \$52,000 of WIC FMNP available to qualified Fresno County farmers markets, compared to 2015, when \$14,000 of WIC FMNP funding was available. As a result, over 30 farm vendors received \$39,859 in SNAP, Market Match, and WIC FMNP sales. A random group of farmers was interviewed/surveyed and reported that they saw an average increase of \$25 to \$50 per week in purchasing during their market operations.

Lessons Learned:

"Discuss the lessons that were learned from completing the project. Lessons learned may have influenced the direction of the project, helped improve the process, and/or optimized the results. Sharing these experiences may be quite helpful to those seeking to learn from your experiences and to achieve similar results.

"Overall, the project was successful. It was the first time in the history of Fresno when the farmers' markets and farm entities agreed to work together to promote their industry. It was difficult to get all of the farmers' markets and farm entities to come together. In the beginning, there was business competition. However, with the campaign and funding opportunity, all the partners saw the need to work together.

The project reduced marketing burdens on farmers' markets, CSAs, and other local agricultural entities. However, some of the farmers' market and farm entities lack adequate access to technology and knowledge of writing a marketing blog which hinders their ability to provide content to promote on Platefresno.org. The project had a challenge to collecting data with some of the farmers markets and

farm entities because not all of the locations had an address. Therefore, the project had to create a dropped pin in Google Maps to identify the exact farmers' markets and farm entity locations.

The project had an unanticipated impact when the selected website tool was limited to one administrative user and other partners were given limited access. The project did not consider U-Pick a farm stand. Therefore, it did not include U-Pick operations in the mapping tool. However, going forward the project will create a U-Pick icon to promote local agriculture.

The project's plan was to sell all of the supplies and materials that it created like the calendars, tote bags, etc., to support the project revenue stream. However, the project team decided that the project was in too early a stage and was not sufficient timing to request revenue from customers.

**Fresno Economic Opportunities Commission (Fresno EOC)
Fresno County Agricultural Marketing Service (AMAP)/PlateFresno.org
Award No. 14-FMPPX-CA-0020**

Supporting Attachments

The following documents are attached to demonstrate the Fresno County Agricultural Marketing Service (AMAP)/ Promoting Local Ag to Everyone Fresno (PLATE Fresno) Campaign Design and Advertisements.

1. PLATE Fresno PowerPoint Presentation
2. PLATE Fresno Website Screen Shot
3. PLATE Fresno Press Release
4. PLATE Fresno Press Release from Fresno County Farm Bureau
5. PLATE Fresno Calendar/Produce Guide Alternative
6. PLATE Fresno Logo
7. PLATE Fresno Digital Ad
8. PLATE Fresno Shirt with Logo Design
9. PLATE Fresno Shirt with Local Beet Message
10. PLATE Fresno Chip Click
11. PLATE Fresno What's Local Today Restaurant Window Cling
12. PLATE Fresno Post Card Handout
13. PLATE Fresno Business Card
14. PLATE Fresno Measurement Magnets
15. PLATE Fresno Tote Bag
16. PLATE Fresno Banner Designs
17. PLATE Fresno Table Cloth Design
18. PLATE Fresno Pop Up Canopy Design
19. PLATE Fresno 2 x 4 Postcard/Harvest Calendar



Promoting Local Agricultural To Everyone

www.platefresno.org

Jensen Vang

Project Manager

7.19.16

Program Overview

PLATE Fresno aims to increase public awareness of and access to locally and regionally produced farm-to-table alternatives through the use of a comprehensive branding and marketing campaign



Service

1. Increase public access to and utilization of healthy local food resources.
2. Expand and diversify customer base.
3. Reduce marketing burden on farmers' markets, CSAs, and other local agricultural entities by developing a comprehensive and collaborative marketing campaign and brand.



Logo

Blog



Find Farmers Markets, Farm Stands and CSAs in Fresno County [Click Here](#)

Nov 21



Fresh Farmers Market Ingredients and Craft Cocktails!

The Republican (named after the former newspaper, Fresno Republican) in downtown Fresno will be serving creative craft cocktails with local, fresh ingredients they purchase from the farmers markets. Currently they are open for...

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Nov 20



Farmers Markets, Farm Stands and CSAs: do you know?

If you would like information to be published on PLATE Fresno about your farmers market, farm stand or CSA in Fresno County, just go to our Contact page, fill out...

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Nov 19



Fresno Area CSAs Customer box!

From Kelsey: "I'd heard of CSA boxes, but had never gotten around to trying one. I love summer fruits and this past June, I thought to myself "What better time to..."

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Nov 19



Vineyard Farmers Market Holiday Gift & Craft Show 2015

Vineyard Farmers Market, in Fresno, will be hosting its 14th Annual Holiday Gift & Craft Show during regular market hours November 21st through December 19th, 2015. In addition to the fresh...

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[Seasonal Produce Guide](#)

Recipes from our markets

Spinach Salad with Strawberry Vinaigrette



[Spinach Salad with Strawberry Vinaigrette](#)

Archive

- May 2016
- April 2016
- March 2016
- February 2016
- January 2016
- December 2015
- November 2015
- October 2015
- September 2015
- April 2015



Map

 **Farmers Market**  **Farm Stand**  **CSA**

Name

Address / Zip

City

Category:

Within



[Market on Kern](#) [Kern & M St](#) [Directions](#)

Uniqueness/Value Propositions

- Focuses on three niche areas: Farmers markets, CSAs, and Farm Stands
- Shared technology
 - Calendar
 - Map
 - Blog
 - Users ability
- PLATE Fresno to become regional
- Partnership Structure



Sample List of Markets

- Vineyard Farmers Market
- Fowler Farmers Market
- Saetern Farm
- Orange Store
- Fresno State Gibson Farm Market
- Wawona Farm Stands
- Enzo's Farm
- River Park Farmers Market
- Abundance Harvest
- Market on Kern
- Kingsburg Farmers Market
- Parlier Farmers Market

Team

Jensen Vang, Project Manager

Marketing Team:

Nasreen Riahizadeh, Director of Marketing and Communications

Kristine Morgan, Marketing and Communications Specialist

Selina Pichardo, Public Relations Specialist

Jason Mendez, contracted Graphic Designer





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www.FresnoEOC.org

FOR IMMEDIATE RELEASE

April 22, 2016

Contact: Jensen Vang
Phone: 559-263-1583
Email: Jensen.vang@fresnoeoc.org

Press Release

Fresno EOC launches PLATE Fresno, a new Farm-to-Table directory website

(Fresno, CA) – Fresno Economic Opportunities Commission (Fresno EOC) is excited to announce the launch of a new website called PLATE Fresno (www.PLATEFresno.org). The site is a project of the Fresno County Agricultural Marketing Augmentation Program, which aims to increase public awareness of and access to locally and regionally produced farm-to-table alternatives through the use of a comprehensive branding and marketing campaign. The site's goal is to increase public access to and utilization of healthy local food resources; expand and diversify customer base; reduce marketing burden on farmers markets, farm stands, CSAs, and other local agricultural entities by developing a comprehensive and collaborative marketing campaign and brand. Also partnering with local markets, this site will increase capacity to promote healthy eating, leading to increased consumption of local food and an increase in the well-being of residents in our community.

The site is looking for additional farmers markets, farm stands, and CSAs to be listed and featured on PLATE Fresno. Featuring an interactive map tool, seasonal produce guides and a recipe blog, the site enables consumers to locate nearby vendors of local healthy produce.

For more information, please visit the website: www.platefresno.org and our Facebook page at www.facebook.com/PlateFresno.

About PLATE Fresno

PLATE Fresno is a marketing campaign, promoting farm-to-table alternatives in Fresno County, including farmers markets, CSAs, as well as other farm stands. PLATE Fresno allows consumers to search for Farmers Markets, Farm Stands and CSAs, locating the nearest produce to the address entered in the search.

About Fresno Economic Opportunities Commission (EOC)

For 50 years, Fresno EOC, a private, nonprofit organization, has provided opportunities and resources to low-income Fresno County residents. Fresno EOC offers over 30 comprehensive community-based programs that empower individuals to thrive as healthy, self-sufficient and contributing members of our communities.

###

PLATE Fresno increases agricultural awareness

Set to officially launch this month, PLATE Fresno is a comprehensive branding campaign that partners with Community Supported Agriculture (CSA), farm stands and farmers' markets to promote healthy eating and increased consumption of local agricultural products. Additionally, the project aims to educate consumers about agriculture.



"PLATE Fresno stands for Promoting Local Agriculture To Everyone," said Project Manager Jensen Vang. "PLATE's purpose is to increase public awareness, with the initial goal being to develop an interactive map of farm stand locations. Awareness may be as simple as going to a website to learn about a local company, or visiting a farm stand to purchase produce," he added. "The

project encourages consumers to buy local and utilize technology to build social interaction between entities."

Eventually, the project will roll out additional features, including a blog that highlights local agriculture. PLATE Fresno brings together farmers, health and nutrition specialists, as well as food representatives. Since it is still in the early phases, organizers are continuing to develop how it will best benefit all stakeholders.

The project improves access to information about agricultural entities that are located in rural areas throughout the county. It also allows farmers to become more engaged with the local community and teaches them about the use of technology and how it can promote their farm stands, CSAs and farmers' markets.

Currently, PLATE Fresno serves the Fresno County area. However, in the future other county branches may open. Staffing for the campaign includes a project manager (Vang) that focuses on food and agriculture aspects and works with partners. Additionally, there is a marketing team, which handles technology, design and all other

back end responsibilities.

"Branding makes this project very unique," said Vang. "The local community takes agriculture for granted. We don't realize the jobs agriculture creates or the fresh produce we have access to." Vang explained that the partners involved with the project are strong local food entities. These partners are assets because their diversity enables PLATE Fresno to be on the cutting edge and provide a great service to the community.

"We've known Fresno County Farm Bureau for a long time," said Vang. "Farm Bureau is very reputable and it was a given to partner with the organization. Becoming a premium member was another way to stay connected with Farm Bureau and provide additional support. We have the same vision - to support agriculture."

To learn more about PLATE Fresno, or to sign up, visit www.platefresno.org or the Facebook page at www.facebook.com/PlateFresno.

To become an FCFB Friends of the Family Farm premium member, contact FCFB at 559-237-0263 or visit www.fcfb.org.

Long-time FCFB member passes



Orville O. Hefley, a long-time member of FCFB and resident of Fresno, died after a long illness on June 16, with his wife Ruby by his side.

Orville was born to Otto Franklin and Ervie Cecil (Tucker) Hefley in Sallisaw, Okla. on Sept. 15, 1930, the fifth of five sons. The family moved to Dinuba/Suitana area in 1943 where Orville attended school and helped with the small family dairy. After graduating from Dinuba High School in 1950, he joined the U.S. Air Force. After being discharged in 1954, he and his family moved to Fresno.

Orville was involved in many volunteer activities, and was a member of the Lone Star Farm Bureau Center's agricultural booth and the Lone Star School PTA. He was also an active member of the Clovis Rodeo

Are you a past FCFB Board member?

FCFB is working on updating records of its past Board members. If you served at any time in the past, please fill out the form below and return it, by mail or email, to the office. As the organization's Centennial nears, planning for special events is underway. We want to make sure that no one is left out of the celebration!

Name: _____

Years of service on FCFB Board: _____

Address/City/Zip: _____

Phone: _____

Email: _____

Please send this completed form by Aug. 31 to FCFB at 1274 W. Hedges



Find Farmers Markets, Farm Stands and CSAs in Fresno County [Click Here](#)

Feb 12



Market Spotlight: The Vineyard

High lights: Year round, Market Match for EBT
Vendors include: KMK Farms, Thao Produce, Three Sisters Organic, Stella Luna Farms, Bee Bob's Honey, and more

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Feb 2



CSA Spotlight: The Farmer's Daughter

High lights: Locations across the Central Valley
There is no weekly, monthly or quarterly commitments, just order again when you need it.

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Jan 25



The Seasonal Produce Guide is here!

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- Jan 2015
- December 2014
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What is a CSA?

Visit our FAQs

[Find Farmers Markets, Farm Stands and CSAs in Fresno County](#) [Click Here](#)

About PLATE Fresno

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2015 Seasonal Produce Guide is here!



Recipes from our markets



Basil Garden Greens

Recipe Archives

- Jan 2015
- December 2014
- November 2014
- October 2014

- Our Site
- About PLATE Fresno
- Map
- Farmers Markets
- CSAs
- Farm Stands
- Recipes
- What's in-season

- Resources
- EBT Market Match
- WIC Farmer's Market



Search



Find Farmers Markets, Farm Stands and CSAs in Fresno County [Click Here](#)

Customers



To contact a Farmers Market, Farm Stand or CSA search for the business you are looking for and contact the site directly.

[Search for a site](#)

Vendors



If you would like to be listed on PLATE FRESNO, (vendor, farmers market, CSA, farm stand, grower) Click the button below.

[Vendor Inquiry](#)

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 - WIC Farmer's Market



Search



See recipes

Find Farmers Markets, Farm Stands and CSAs In Fresno County [Click Here](#)

CSAs in Fresno County

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FAQ

- What is a CSA

Stands for Community Supported Agriculture. CSA allows city residents to have direct access to high quality, fresh produce grown locally by regional farmers. When you become a member of a CSA, you're purchasing a "share" of vegetables from a regional farmer.

+ What is a Farm Stand

+ What is a Farmers Market

+ What is Market Match

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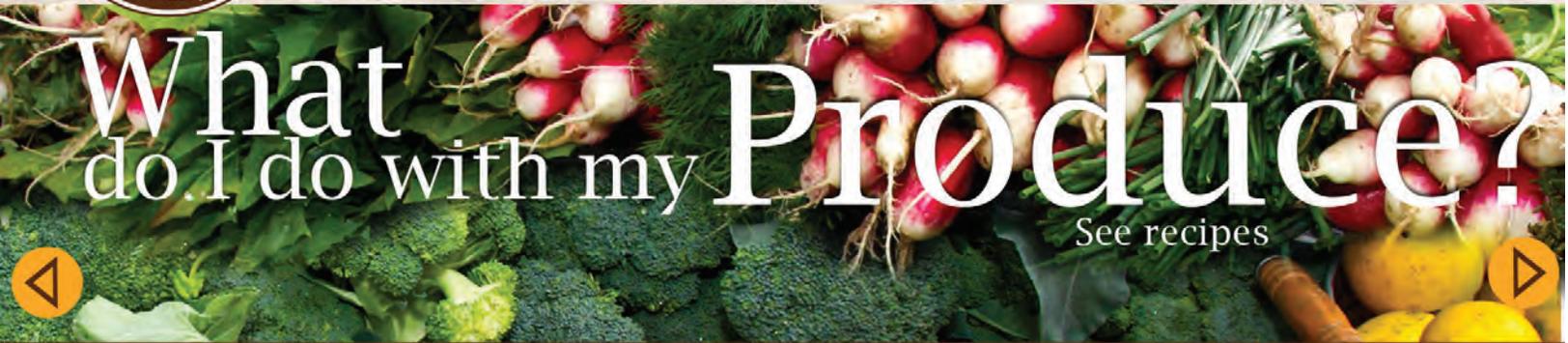
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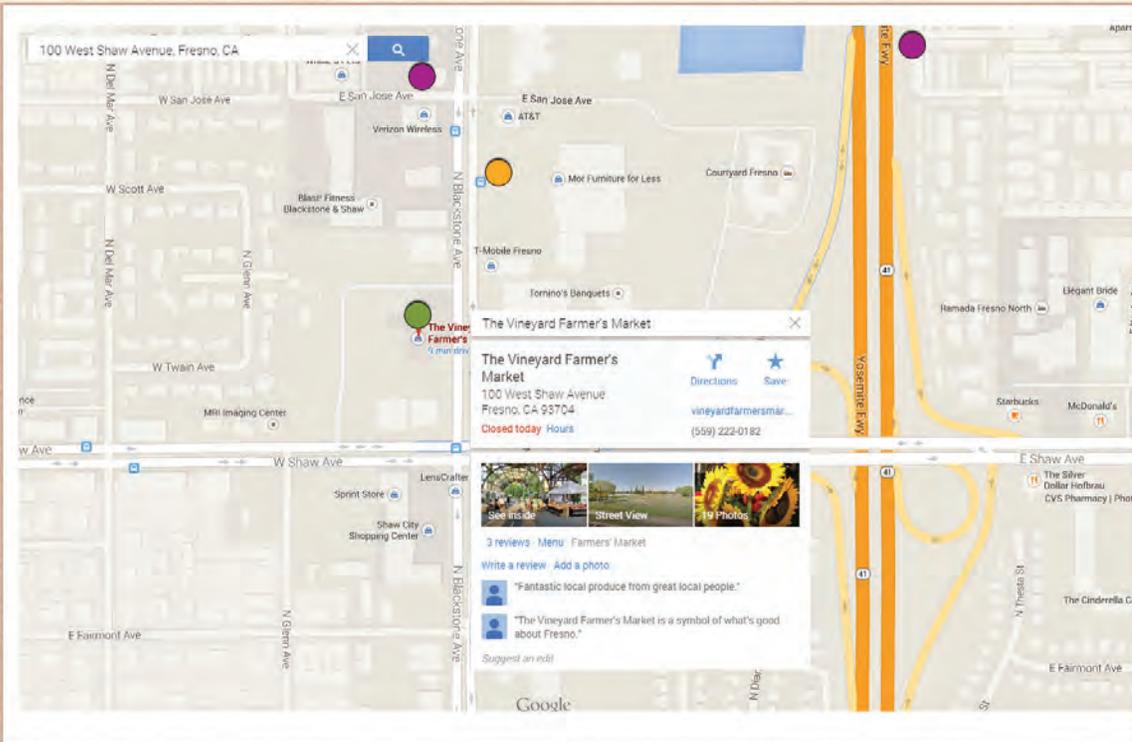


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Email:

Phone:

City:

Comment:

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MONTH →	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples												
Apricots												
Boysenberries												
Bell Peppers - Red												
Bell Peppers - Green												
Cherries												
Corn - Indian												
Corn - Sweet												
Dried Fruit & Nuts												
Figs - Black Mission												
Garlic												
Grapefruit												
Grapes - Autumn Rust												
Grapes - Crimson Sweet Seedless												
Grapes - Red Flame												

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Recipes



Soup of the Week

Roasted Winter Vegetable Soup
Photo credit De Ma Cuisine
Recipe from Abundant Harvest
Organics via Rachel Oberg
of De Ma Cuisine

[See original recipe here](#)

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2017 Calendar

Promoting Farmers Markets, Farm Stands and CSAs in Fresno County



Garlic Kale

1 bunch of kale

1 tbsp of olive oil

1 tsp minced garlic

Soak and clean kale leaves. Remove and discard the stems. Tear the kale leaves into small pieces

Heat the olive oil in a large pan over medium heat. Stir in the garlic and simmer for about 2 minutes or until the garlic has softened. Add the kale and cook while stirring until the kale has changed color and is wilted.

January 2017

December 2016							February 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3				1	2	3	4
4	5	6	7	8	9	10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	12	13	14	15	16	17	18
18	19	20	21	22	23	24	19	20	21	22	23	24	25
25	26	27	28	29	30	31	26	27	28				

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Stir-Fried Chinese Broccoli

12 oz Chinese broccoli

$\frac{3}{4}$ tsp sugar

$\frac{1}{2}$ tsp salt

2 tbsp peanut oil, divided

3 slices fresh ginger, peeled and smashed

$\frac{1}{4}$ tsp crushed red pepper

2 tbsp rice wine or dry sherry

Trim broccoli stalks and cut stalks and leaves into 2 inch pieces, keeping them separate. Heat a large skillet or wok over high heat. Add 1 tablespoon of oil and crushed red pepper. Add the broccoli stalks and stir-fry until bright green. Add the remaining oil and broccoli leaves, sprinkle with sugar and salt. Cook until leaves are slightly limp. Add rice wine and stir-fry until the stalks are crisp yet tender.

February 2017

January 2017							March 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30	31	

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 National Freedom Day	2 Groundhog Day	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20 Presidents Day	21	22	23	24	25
26	27	28				



Sautéed Cabbage

1 head of cabbage

2 tbsp unsalted butter

Salt and pepper

Slice the cabbage thinly and discard the core. Melt butter in a large sautee pan over medium high heat. Add cabbage, salt, pepper and sautee until cabbage is tender, stirring occasionally.

March 2017

February 2017							April 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28					23	24	25	26	27	28	29
							30						

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12 Daylight Saving Time Begins	13	14	15	16	17 St. Patrick's Day	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Glazed Carrots

2 lbs peeled carrots cut into 2" pieces

½ cup butter

3 tbsp sugar

¼ cup balsamic vinegar

¼ cup chopped chives

In a large pot, melt butter over medium heat. Add carrots and saute for 7 minutes. Stir in sugar and vinegar and cook until carrots are tender and glazed. Add chives and serve.

April 2017

March 2017							May 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4		1	2	3	4	5	6
5	6	7	8	9	10	11	7	8	9	10	11	12	13
12	13	14	15	16	17	18	14	15	16	17	18	19	20
19	20	21	22	23	24	25	21	22	23	24	25	26	27
26	27	28	29	30	31		28	29	30	31			

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 April Fool's Day
2	3	4	5	6	7	8
9	10	11	12	13	14 Good Friday	15
16 Easter	17 Easter Monday	18	19	20	21	22 Earth Day
23	24	25	26	27	28	29
30						



Eggplant Provolone

4 small eggplants, cut in half lengthwise

1½ tbsp balsamic vinegar

3 tbsp olive oil

¼ tsp dried oregano

8 slices mild provolone cheese

Salt and pepper

Whisk vinegar, olive oil, and oregano. Brush on the cut sides of the eggplant. Sprinkle with salt and pepper.

Grill on medium high heat cut side down until browned. Flip the eggplants and add a slice of provolone to the cut side. Grill until provolone cheese is bubbly.

May 2017

April 2017							June 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1					1	2	3
2	3	4	5	6	7	8	4	5	6	7	8	9	10
9	10	11	12	13	14	15	11	12	13	14	15	16	17
16	17	18	19	20	21	22	18	19	20	21	22	23	24
23	24	25	26	27	28	29	25	26	27	28	29	30	
						30							

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Mother's Day	15	16	17	18	19	20 Armed Forces Day
21	22	23	24	25	26	27
28	29 Memorial Day	30	31			

Cucumber and Tomato Salad

- 2 tomatoes, chopped
- 2 cucumbers, peeled and chopped
- 1 red onion, chopped
- 2 tbsp extra virgin olive oil
- 2 tbsp fresh lemon juice
- 4 tbsp parsley, chopped
- Salt and pepper

Whisk olive oil and lemon juice in a large bowl. Add parsley, cucumber, tomatoes and red onion. Sprinkle with salt and pepper. Serve chilled or at room temperature.



June 2017

May 2017							July 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6							1
7	8	9	10	11	12	13	2	3	4	5	6	7	8
14	15	16	17	18	19	20	9	10	11	12	13	14	15
21	22	23	24	25	26	27	16	17	18	19	20	21	22
28	29	30	31				23	24	25	26	27	28	29
							30	31					

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14 Flag Day	15	16	17
18 Father's Day	19	20	21	22	23	24
25	26	27	28	29	30	



Green Tomatillo Salsa

6 medium tomatillos

6 sprigs of fresh cilantro, finely chopped

Serrano or jalapeño to taste, stemmed

¼ cup onion, finely chopped

¼ cup water

Salt

Peel and remove tomatillo husk and wash the flesh. Roughly chop the tomatillos and chiles. Combine the tomatillos, chiles, cilantro, and water in a blender and puree. Add onion and season with salt.

July 2017

June 2017							August 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3			1	2	3	4	5
4	5	6	7	8	9	10	6	7	8	9	10	11	12
11	12	13	14	15	16	17	13	14	15	16	17	18	19
18	19	20	21	22	23	24	20	21	22	23	24	25	26
25	26	27	28	29	30		27	28	29	30	31		

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 Independence Day	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 Parents' Day	24	25	26	27	28	29
30	31					



Grilled Corn with Cheese & Lime

8 ears of corn, shucked

1 tbsp of olive oil

½ cup crumbled cheese (queso fresco or feta)

¼ tsp cayenne pepper

2 limes halved

Kosher salt

Brush corn with olive oil and sprinkle with kosher salt. Grill on medium high heat for 5-7 minutes or until tender and charred.

Sprinkle corn with cheese crumbles and cayenne.

Squeeze lime over corn to taste.

August 2017

July 2017							September 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1						1	2
2	3	4	5	6	7	8	3	4	5	6	7	8	9
9	10	11	12	13	14	15	10	11	12	13	14	15	16
16	17	18	19	20	21	22	17	18	19	20	21	22	23
23	24	25	26	27	28	29	24	25	26	27	28	29	30
30	31												

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Grilled Bell Peppers

4 bell peppers

2 tablespoons of olive oil

Salt and pepper

Cut each pepper in quarters lengthwise. Discard stems and seeds. Place cut peppers in a bowl, toss with oil, salt, and pepper. Grill peppers over medium heat until they begin to soften. Rotate peppers and cook until slightly charred.

September 2017

August 2017							October 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5	1	2	3	4	5	6	7
6	7	8	9	10	11	12	8	9	10	11	12	13	14
13	14	15	16	17	18	19	15	16	17	18	19	20	21
20	21	22	23	24	25	26	22	23	24	25	26	27	28
27	28	29	30	31			29	30	31				

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Labor Day	5	6	7	8	9
10 National Grandparents Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Roasted Brussels Sprouts

1 lb of Brussels sprouts
5 tbsp extra virgin olive oil
5 cloves of garlic, peeled
1 tbsp balsamic vinegar
Salt and pepper

Heat oven to 400°F. Trim bottom of Brussels sprouts, slice in half. Heat oil in cast iron pan over medium high heat. Add sprouts cut side down in a single layer of the pan. Add garlic, sprinkle with salt and pepper.

When sprouts begin to brown on the bottom, transfer to the oven. Shake pan every few minutes while roasting. Roast until brown and tender.

Stir in balsamic vinegar.



October 2017

September 2017							November 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2				1	2	3	4
3	4	5	6	7	8	9	5	6	7	8	9	10	11
10	11	12	13	14	15	16	12	13	14	15	16	17	18
17	18	19	20	21	22	23	19	20	21	22	23	24	25
24	25	26	27	28	29	30	26	27	28	29	30		

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9 Columbus Day	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween				



Butternut Squash Soup

1 medium butternut squash, peeled, seeded and cubed

2 medium potatoes, cubed

1 stalk celery, chopped

1 medium carrot, chopped

1 small yellow onion, chopped

2 tbsp butter

32 oz chicken stock

Salt and pepper

Add butter and cook onion, celery, carrot and potatoes and squash to a large pot. Cook on medium heat until vegetables are light brown. Cover the vegetables with chicken stock and bring to a boil. Reduce heat, cover and simmer until all vegetables are tender.

Blend until smooth using a blender, add additional stock for a thinner soup. Add salt and pepper to taste.

November 2017

October 2017							December 2017							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7							1	2
8	9	10	11	12	13	14	3	4	5	6	7	8	9	
15	16	17	18	19	20	21	10	11	12	13	14	15	16	
22	23	24	25	26	27	28	17	18	19	20	21	22	23	
29	30	31					24	25	26	27	28	29	30	
							31							

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 Daylight Saving Time Ends	6	7	8	9	10	11 Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24	25
26	27	28	29	30		



Cauliflower Mashers

1 medium cauliflower
1½ ounces cream cheese
1 tbsp sliced green onion
Salt and pepper

Bring a large pot of water to a boil. Cut cauliflower into florets and add to the boiling water. Cook 8-10 minutes or until easily pierced with a fork.

Drain cauliflower and put back into the pot. Cover with a lid and let stand for 2 minutes.

Add cream cheese and salt and pepper. Use a potato masher to smash the cauliflower. Add sliced green onion and serve.

December 2017

November 2017							January 2018						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4		1	2	3	4	5	6
5	6	7	8	9	10	11	7	8	9	10	11	12	13
12	13	14	15	16	17	18	14	15	16	17	18	19	20
19	20	21	22	23	24	25	21	22	23	24	25	26	27
26	27	28	29	30			28	29	30	31			

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7 Pearl Harbor Remembrance Day	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Christmas Day					



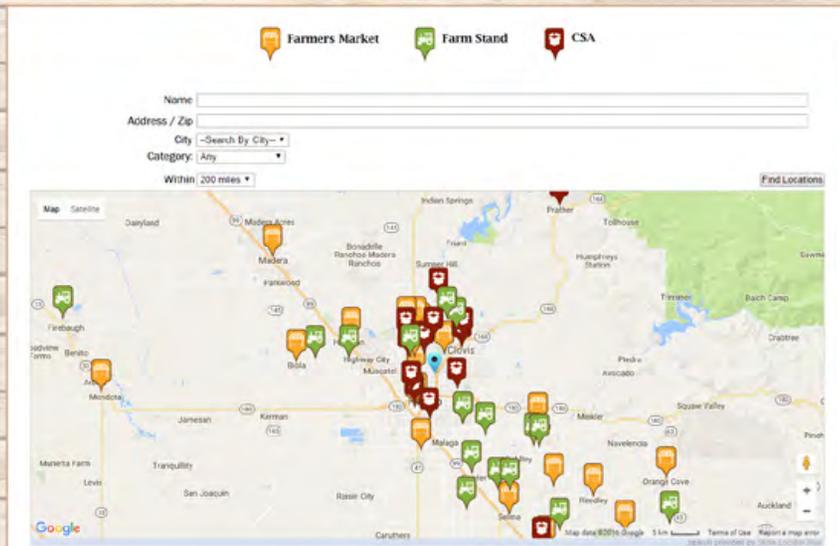
Seasonal Produce Guide

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples							●	●	●	●	●	
Apricots					●	●	●					
Avocados	●	●	●	●	●	●	●	●	●	●		
Bean - Green					●	●	●	●	●	●		
Bell Peppers - Red							●	●	●	●		
Bok Choy	●	●	●	●	●	●	●	●	●	●	●	●
Boysenberries					●	●						
Cherries				●	●	●	●					
Corn - Sweet						●	●	●	●	●		
Cucumber						●	●	●	●	●	●	
Daikon	●	●	●	●	●	●	●	●	●	●	●	●
Dates	●	●	●	●	●	●						
Eggplant						●	●	●	●	●		
Figs						●	●	●	●	●	●	
Garlic						●	●	●	●	●	●	
Grapefruit	●	●	●	●	●					●	●	●
Grapes							●	●	●	●	●	
Kiwi								●	●	●	●	●
Lemongrass	●	●	●	●	●	●	●	●	●	●	●	●
Melons						●	●	●	●	●		
Nectarines					●	●	●	●	●			
Peaches					●	●	●	●	●	●		
Persimmons									●	●	●	●
Plums					●	●	●	●	●	●		
Pluots							●	●	●			
Pomegranates									●	●	●	●
Squash - Summer						●	●	●	●	●		
Squash - Winter									●	●	●	●
Strawberries			●	●	●	●	●	●	●			
Tangerines	●	●	●	●	●	●					●	●
Tomatoes						●	●	●	●	●	●	

LOOKING FOR A FARMERS MARKET THAT ACCEPTS SNAP/EBT?

LOOKING FOR CSA PICK UP LOCATIONS?

SEEKING A FARM STAND?



Just use Plate Fresno's mapping tool at www.PlateFresno.org/map and hover over a listing for dates, times, address, website link & more!

www.PlateFresno.org



Find a Farmers Market, Farm Stand or CSA:
www.PlateFresno.org



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Opportunities
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PLATE Fresno Ad

PLATE Fresno Shirt Designs



You
Can't
BEET
Local
Produce

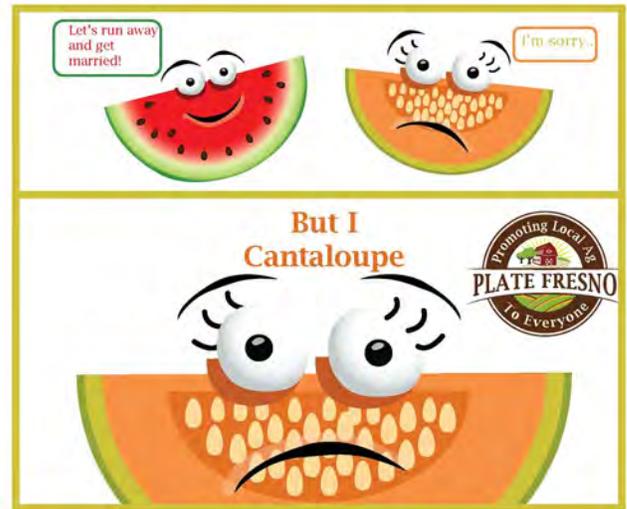


PLATE Fresno
Chip Click



**What's
LOCAL
Today?**

PLATE FRESNO

www.PlateFresno.org

The complex block is a black rectangular window cling. It features the text "What's LOCAL Today?" in large, white, bold, sans-serif font. Below the text is a circular logo with a brown border. Inside the circle, there is a small illustration of a farm with a red barn, green trees, and a sun. The words "Promoting Local Ag" are written in a curve along the top inner edge of the circle, and "To Everyone" is written along the bottom inner edge. A white banner across the middle of the circle contains the text "PLATE FRESNO" in a bold, serif font. At the bottom of the black rectangle, the website address "www.PlateFresno.org" is written in a white, sans-serif font.

PLATE FRESNO —What's LOCAL Today Window Cling

**PLATE Fresno
Post Card
Handout**



PLATE Fresno Business Cards



Find a Farmers Market,
Farm Stand or CSA near you:
www.PlateFresno.org



**FREE 2017
CALENDAR**
DETAILS ON BACK

FREE
2017 Recipe Calendar
Featuring quick & easy
recipes using fresh vegetables

Visit a participating Farmers Market
in November to get your free calendar.

Visit PlateFresno.org for dates/locations.
Calendars available while supplies last.



PLATE Fresno
Food Measurement
Magnets

LIQUID MEASURES

1 gal. = 4 qt. = 8 pt. = 16 cups = 128 fl. oz.
 1/2 gal. = 2qt. = 4pt. = 8 cups = 64 fl. oz.
 1/4 gal. = 1 qt. = 2 pt. = 4 cups = 32 fl. oz.
 1/2 qt. = 1 pt. = 2 cups = 16 fl. oz.
 1/4 qt. = 1/2 pt. = 1 cup = 8 fl. oz.

DRY MEASURES

1 cup = 16 Tbsp. = 48 tsp. = 250ml.
 3/4 cup = 12 Tbsp. = 36 tsp. = 175ml.
 2/3 cup = 10 2/3 Tbsp. = 32 tsp. = 150ml.
 1/2 cup = 8 Tbsp. = 24 tsp. = 125ml.
 1/3 cup = 5 1/3 Tbsp. = 16 tsp. = 75ml.
 1/4 cup = 4 Tbsp. = 12 tsp. = 50ml.
 1/8 cup = 2 Tbsp. = 6 tsp. = 30ml.
 1 Tbsp. = 3 tsp. = 15ml.

QUICK EQUIVALENCY CHART

3 teaspoons = 1 tablespoon
 2 tablespoons = 1/8 cup = 1 fl. oz.
 4 tablespoons = 1/4 cup = 2 fl. oz.
 5 tablespoons + 1 teaspoon = 1/3 cup
 8 tablespoons = 1/2 cup
 1 cup = 1/2 pint
 2 cups = 1 pint
 4 cups = 2 pints = 1 quart
 4 quarts = 1 gallon
 16 ounces = 1 pound
 Dash or Pinch = less than 1/8 teaspoon

Promoting Local Ag
PLATE FRESNO
To Everyone

Find Fresh Produce

Go to www.PLATEFresno.org

PLATE Fresno
Tote Bag

BUY LOCAL

Promoting Local Ag
PLATE FRESNO
To Everyone

Connecting you with local farmers
PLATEFresno.org

PLATE Fresno Banners



PLATE Fresno Table Banner



PLATE Fresno Pop Up Canopy



PLATE Fresno Postcard and Seasonal Produce Guide



Promoting Local Ag
PLATE FRESNO
To Everyone

Go to www.PLATEFresno.org to find

- Everything you want to know about farmers markets, farm stands and CSAs in Fresno County.
- Fresh, local produce close to you - wherever you are!
- The locations of over 50 unique market and stand locations in Fresno County.
- Recipes using local ingredients!
- Where to use your EBT and Market Match.

Support local farmers in the Central Valley!

www.PLATEFresno.org

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Seasonal Produce Guide

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples							●	●	●	●	●	
Apricots					●	●	●					
Avocados	●	●	●	●	●	●	●	●	●	●		
Bean - Green					●	●	●	●	●	●		
Bell Peppers - Red							●	●	●	●		
Boysenberries					●	●						
Cherries				●	●	●	●					
Corn - Sweet						●	●	●	●	●		
Cucumber						●	●	●	●	●	●	
Dates	●	●	●	●	●	●						
Eggplant						●	●	●	●	●		
Figs						●	●	●	●	●	●	
Garlic						●	●	●	●	●	●	
Grapefruit	●	●	●	●	●					●	●	●
Grapes							●	●	●	●	●	
Kiwi									●	●	●	●
Melons					●	●	●	●	●	●		
Nectarines					●	●	●	●	●	●		
Okra						●	●	●	●	●	●	
Peaches					●	●	●	●	●	●		
Persimmons									●	●	●	●
Plums					●	●	●	●	●	●		
Pluots						●	●	●	●	●		
Pomegranates									●	●	●	●
Prunes								●	●			
Pumpkins										●	●	
Squash - Summer						●	●	●	●	●		
Squash - Winter									●	●	●	●
Strawberries			●	●	●	●	●	●	●			
Tangerines	●	●	●	●	●	●					●	●
Tomatoes						●	●	●	●	●	●	