See Inside

WHAT'S IN SEASON
WHAT'S FOR BREAKFAST
MARKET LOCATIONS
AND MORE!

805-544-9570
SLOCountyFarmers.org
Purpose

The San Luis Obispo County Farmers’ Market Association (SLOFMA) is a non-profit public benefit corporation 501 (c) (6) that serves two groups. We provide several market places for family owned and operated farms, and we provide fresh quality products directly to consumers like you. Currently, SLOFMA operates five weekly markets throughout the county.

To participate at one or more of our markets, farmers must sell only what they grow, and prepared food vendors must sell only what they make. Our seven person board of directors establishes policies, and gives direction to the SLOFMA staff on how the market should run, evolve and grow.

Peter Jankay has served as the SLOFMA Executive Director since 1985. Peter is responsible for strategic planning, all of the day-to-day operations and business activities, and implements the board of director’s policies. This includes hiring market managers, and overseeing each market’s operations.

All markets have an on-site manager who enforces all California state regulations (including product quality), Health Department requirements, Weights and Measures standards, and all SLOFMA rules and policies. Managers also answer customer questions and resolve any market situations as they arise.

Executive Director
Peter Jankay

Market Managers
Peter Jankay
Diane Boyd
Also farm a variety of vegetables.

All Board Members are Farmers

David Righetti, President
Avocados & Cherimoyas

Philip Langston, Vice President
Olive Oil, Greenhouse Tomatoes & Cucumbers

Lyle Overley, Secretary
Protea Flowers & Tomatoes

Jessica Newell, Board Member
Variety of Vegetables

Dennis Dobler, Board Member
Variety of Trees & Shrubs

Mike Cirone, Board Member
Satsuma, Apricots & Apples

Lori Heal, Board Member
Specialty Fruits & Homemade Preserves

All in-season produce photos taken at San Luis Obispo County farmers’ markets.
California Certified Farmers’ Markets

What makes a market certified?

California Certified Farmers’ Markets bring the farm to your table. Farmers are strictly governed by our state’s high quality growing standards and can bring field and tree ripened fruits and vegetables that are too delicate for the packing and shipping processes of traditional food distribution systems. Only California grown produce is allowed to be sold, ensuring you’re getting the freshest, in season fruits and vegetables available.

California growers are the most regulated farmers in the world and by shopping at Certified Farmers’ Markets, consumers directly support our responsible California family farmers.

Where does the food come from?

Food at our markets is grown at family farms across San Luis Obispo County and the greater Central Coast. From the sandy soils of Arroyo Grande, to the orchards and vines of the San Joaquin Valley, and the Pacific Ocean, our markets offer fresh, in season produce that are most often picked the day before you get to the market.

Our Farmers

Peter Antonio
Dan Asbell
Alan & Lori Asdoorian
David Avila
Kevin Badasci
D & M Bathe
Manuel Bautista
Moez Bensalem
Goldamier Bermudez
Peter Bigsby
Diane Boyd
Charles & Rita Busalacchi
Lauren Butler*
Blake Carlson
Vonnie Cary
Catarino Chavez
Christy Christie
Michael Cirone
Antonio Cortez
Pete Cramer
Robert Criswell
Filomena de la Cruz
Ryan Davis
Dennis Dobler
Rudy Domingo
Tina Enz
Glenna Evans*
Kirsten Finberg*
Johana & Christopher Finley
Ted Fish
Ashley Gable*
Robyn Gable
Maria & Osias Galve
Alyx Gille*
Jorge Gomez
Julia Gomez*
Chris Graef
Philip Green
Rose Harrison
Alan Hayashi
Lori Heal
Pardner Hicks
Branden Janikowski
Marcie Jimenez
Ralph Johnson
Danny Jones
Reggie Jones
Larry Kandarian
George & Merry Kelley
Andreas Koch
John Lahargou
P & N Langston
Steve Lechuga
Roberto Le-Fort
Jennifer & Chuck Lenet
Jim Maguire
Roger Marshall*
Barbara & Tony Martin
Mark McAfee
Bob & Dick Middlecamp
Cristina S. Mina
Greg & Lisa Nauta
Jessica Newell
Karen Ng
Vance Nonella
Stephanie Burchiel-Nye*
Joe Oliver
Alvin O’Neal
Lyle Overley
Jim Park
Jessica Peacock-Nichols
Amelia Perez
Mauro Perez
R. Schletewitz Family Farms
Troy Regier
D.D.C. Righetti
Esther Rigoni
Rosalba Rodriguez*
Jeremy Rose
Ryan Reeb
D & N Rydell
Rose Salacup
Ruth Scovell
Kacey Skinner*
Amber & Christen Smith
Finney Smith
Donald Sparks
Mari Sturken
Jim Terrick
Francisco Velazquez
Bob & Susan Wiebe
Gloria Weeden
Serena Wyatt
What's in Season Now?

**SUMMER**
- Sweet Peas
- Peaches
- Asparagus
- Plums
- Fava Beans
- Nectarines
- Honey
- Blueberries
- Sunflowers
- Potatoes
- Eggplant
- Corn
- Grapes
- Figs
- Apricots
- Figs
- Avocados
- String Beans
- **SPRING**
- Tomatoes
- Nopales
- Cherries
- Lupe Chavez
- **CHAVEZ FAMILY FARMS**
  For nopal (cactus) the most popular way to prepare them is in a pico de gallo style salad. Just boil with a whole onion and a dash of salt for 15-20 minutes, until tender & dark green. Then chop and enjoy!

**AVAILABLE July!**

**Blake Carlson**
- **ROCKING CHAIR FARMS**
  If you want your fruit to soften quickly, store in a brown paper bag. To keep longer, store in the fridge when you bring it home. Fruit that’s “just right” will have just a little bit of give to it: not too hard, not too soft.

**Specialty Asian vegetables available at Arroyo Grande Wednesday market & San Luis Obispo Saturday market!**
Evergreen

Amber Smith
L&C Smith Groves

For a fresh Summer salad, try slicing up a few kinds of citrus, cooked beets and add some candied walnuts.

Philip Langston
Slo Grown Produce

Keep Persian cucumbers fresh longer by wrapping tightly in plastic wrap or in a bag with all of the air let out. Store on the kitchen counter, not in the fridge.

Alan Hayashi
Arroyo Grande

If you have a chance to buy beets with the tops on, don’t throw the tops away. After boiling the beets, cook the green leaves in the same water and cook them like you would spinach. Drain, squeeze and plate for a wonderful compliment to the beets.

All in-season produce photos taken at San Luis Obispo County farmers’ markets.
Let's Hear it for Watermelons

USING SOUND TO PICK A WINNER

Standing behind a table crowded with watermelons, John Lahargou beats on several of the rinds as if they were bongos. After tapping one with a slightly higher-pitched sound — offering less bass than the other melons — he stops, nods and concludes, “That’s on the greener side.”

If you search the Internet for advice on picking the best watermelon, you’ll find plenty of tips, including (but not limited to): sniff it, shake it, squeeze it, lift it, turn it. But Lahargou is drawn to the beat of his melons.

“Every day I’m picking watermelons, and I do it by sound.”

Before each melon is picked, he says, he drums on it — not with a fist or a knuckle, but with the underside of his extended fingers.

“You wanna hear what’s inside,” he explains. “The vibration... and the duller the sound the riper they are.”

Lahargou’s watermelons are not only ripe — they offer lots of flavor. That’s because he doesn’t irrigate them. The melons are grown with a method known as “dry farming.”

“I never water ‘em,” he said. “All natural.”

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Better Roots Mean Better Tomatoes

Roots need oxygen to thrive, which is why you generally don’t want to plant roots too deep. But tomatoes are an exception.

“The thing with tomatoes is that you’ve got to plant them deep,” farmers at Grown from the Heart said.

Tomatoes are different from other plants in that they sprout roots along the buried stem. Those extra roots strengthen the plant so that it can support more fruit and so it can better survive hot weather. So when transferring a tomato plant, you want to make sure that 2/3 of the plant is buried.

Grown from the Heart offers starter plants you can transplant in their own gardens. Starter plants include snap peas, spinach, broccoli, kale, Brussels sprouts and, of course, tomatoes.

Since tomatoes are warm weather plants, this is a good time of year to get started on them in coastal areas. If you want good, juicy tomatoes, you’ll need to consider the location.

They need some sort of direct sunlight at least six hours a day. Once planted, it can take 60-80 days before tomatoes appear.

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Spice Things Up a Bit

If you need inspiration to cook, stroll past the Domingo Farms booth at your nearest farmers market and take a good whiff.

It smells like a spice rack.

While you can typically pick up a farmers’ market food and eat it on the spot, Rudy Domingo’s produce generally plays a supporting role to other food, adding a little jolt of flavor that makes good food really good.

His cilantro, for example, can be used for a variety of cooking styles, including Mexican, Indian, Chinese and Thai. Need to give your salsa or guacamole a little something extra? Chop up some cilantro and sprinkle it in.

Adding the right combination of spices is part of the art of good cooking. But remember that spices and herbs should be used to enhance the food’s natural flavor, not to overtake it. And avoid using too many spices with each dish.

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From our market to your kitchen: don’t miss our blog at SLOCountyFarmers.org/blog for more stories and videos.
Did You Know?

OTHER ITEMS YOU’LL FIND AT OUR MARKETS

You can find a variety of food items beyond fresh fruits and vegetables.

Eggs (chicken, duck & goose)  Salsa
Meat (poultry, beef, lamb & ham)  Jams
Artisan Cheeses  Soups
Fresh Local Fish  Bread
Fresh Cut Flowers & Plants  Olive Oil
Organic Milk  Preserves
Pasta  Nut Butters

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What’s for Breakfast?

The Saturday market in the World Market/Embassy Suites parking lot is the perfect place to start your weekend. Not just coffee, fruit and pastries, our prepared food vendors may surprise you with these delightful, delicious meals:

Tamales  Muffins
Hummus & Pitas  Coffee Cakes
Fresh Juices & Coffee  Banana Bread
Pastries  Cinnamon Rolls
Savory or Sweet Hand Pies  Biscuits & Gravy
Quiches  Croissants
Crepes  and more!
Wednesday Mornings
ARROYO GRANDE

Time: 8:30–11:00 am
Cross Streets: Grand Avenue & Courtland
Smart & Final parking lot
1464 East Grand Avenue

Thursday Afternoons
MORRO BAY

Time: 2:30–5:00 pm
Cross Streets: Main Street & Elena
Spencer’s Fresh Markets parking lot
2650 Main St

Thursday Nights
DOWNTOWN SLO

Time: 6:00–9:00 pm
Higuera Street
downtownslo.com

Saturday Mornings
SAN LUIS OBISPO

Time: 8:00–10:45 am
Cross Streets: Madonna & Dalidio
World Market/Embassy Suites parking lot
325 Madonna Road

Saturday Afternoons
ARROYO GRANDE

Time: 12:00–2:30 pm
Olohan Alley in the Village
arroyograndevillage.org

$2 Off Any Purchase of $5 or More!

Just present this coupon to the farm stand of your choice at any of the SLO County Farmers’ Market Association markets.

Expires 8/31/17. For questions call 805-544-9570.

Gift Certificates Available

Give your family and friends the gift of fresh produce and locally made products!
Gift certificates are available at our markets and can be used at any farmer booth.

For a list of all markets in San Luis Obispo County, visit SLOCountyFarmers.org/other-markets

Facebook.com/SLOCountyFarmersMarket
@farmersmarketsofslo and tag us #slofarmersmarkets

Our Markets

MORRO BAY

SAN LUIS OBISPO

ARROYO GRANDE

NEWSLETTER

Be sure to get the latest news from the SLO County Farmers’ Market Association by signing up for our e-newsletter. You’ll see what’s in season, get recipes and cooking tips, and stay up-to date on what’s happening at the markets. Sign up on our website at slofarmersmarket.org or through our Facebook page (see left).

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