City of Albany
Request for Qualifications (RFQ)
Development and Implementation of a Community Farmers Market

Prepared by Ecology Center
July 9, 2010
# Table of Contents

**Cover Letter**

I. General Information

1. Overview of Organization

2. Experience Developing and Implementing Local Farmers Markets
   2.1 The Markets
   2.2 Unique Aspects of Ecology Center Farmers’ Markets
   2.3 Policy Involvement

3. Site Assessment and Feasibility Skills for Developing a Market
   3.1 Staff Experience
   3.2 Criteria for a Successful Market

4. Experience Coordinating with Local Community Organizations and Merchant Groups

5. Community Building and Promotional Skills

6. Ongoing Success of the Markets

7. Ability to Provide Local, Organic Produce and Goods

II. Market Concept

1. Site Selection Process
   1.1 Criteria For Evaluation
   1.2 Possible Sites
   1.3 Process and Stakeholder Involvement

2. Market Schedule

3. Market Composition
   3.1 Vendor Type and Percentage
   3.2 Vendor Selection Process

4. Ongoing Management and Self-Sufficiency

5. Opportunities for Community involvement/Special Programs

III. Conclusion

IV. Addendum
Nicole Almaguer  
Environmental Specialist  
City of Albany  
1000 San Pablo Avenue  
Albany, CA 94706

Dear Nicole,

It is with great pleasure that I present to you the Ecology Center response to the City of Albany Request for Qualifications (RFQ), Development and Implementation of a Community Farmers Market. The Ecology Center has a long history of operating markets of quality and providing a host of additional environmental services.

The Ecology Center brings to the table skills, experience and resources that cannot be matched. Selecting the Ecology Center as the most qualified organization to operate the Albany Farmers’ Market would ensure that the market is strong and secure for years to come.

As a resident of Albany, let me say that regardless of the outcome of the process I would like to commend you for initiating an open and inclusive process. I believe that it truly serves the interest of the community of Albany. Thank you for the opportunity to participate in this process.

I eagerly await the outcome of the review panel’s work. Please do not hesitate to contact me if you have additional questions, concerns, or if you would like to schedule a tour of our markets.

Sincerely,

Ben Feldman  
Farmers’ Market Program Manager  
Ecology Center
1. Overview of the Ecology Center

The Ecology Center is a community-based 501(c)(3) nonprofit with 50 employees and an annual operating budget of over four million dollars. The mission of the Ecology Center is to promote environmentally and socially responsible practices through programs that educate, demonstrate, and provide direct services. The organization was founded in the lead-up to the first Earth Day in 1970 as part of the emerging environmental movement.

As summarized in Michael Pollan’s October 9, 2008 article in the NY Times Magazine, “After cars, the food system uses more fossil fuel than any other sector of the economy.” To address issues of health, nutrition, and climate change, the Ecology Center is working with our community to change the way we think about and consume food.

The Ecology Center’s Farmers’ Markets are one arm of our comprehensive Nutrition Food & Farming Policy programs (NFFP). The other NFFP programs are Farm Fresh Choice, the Berkeley Food Policy Council, and the EBT Program. As a whole, each year the Ecology Center’s NFFP programs help to: stabilize 100 independent, sustainable farmers and food vendors; serve over 400,000 general community members; reach an additional 10,000 low-income African American, Latino, Asian, and Multi-Ethnic residents; and employ and train over 30 low-income youth of color. These programs work directly with constituents, partners, and lawmakers to create an integrated food system that is healthy, equitable, and sustainable from seed to table.

In addition to the Farmers’ Markets, the Ecology Center’s programs include:

- **Berkeley’s curbside recycling program** that serves 36,000 households each week, was the first in the country, and operates under contract with the City of Berkeley. Our expertise in curbside recycling has allowed us to develop strong recycling and composting programs at our farmers’ markets. By 2009 these programs had grown so strong that the Ecology Center was able to offer the first fully “Zero Waste” markets in the State. All of our markets are now
Zero Waste Zones where no garbage cans are needed -- only compost and recycling!

- **Farm Fresh Choice**, serving over 6,000 low-income youth and families in South and West Berkeley with nutrition education, produce sold at discounted rates, culturally specific cooking classes, youth employment, mentoring, and the creation of a cadre of youth advocates. Farm Fresh Choice purchases produce directly from farmers at the Ecology Center farmers’ markets.

- The **Berkeley Food Policy Council**, a city-wide coalition of nonprofits, health service providers, schools, government agencies, and residents, connecting local agriculture with the community through replicable food policies and programs.

- The **EBT Program**, which trains Farmers’ Markets across the state in the steps needed to accept Electronic Benefits Transfer cards (which replaced paper food stamps in 2003), and aggressively markets to benefits eligible populations with nutrition education and information on the Farmers’ Markets where benefits are accepted. This program helps ensure that community members who make use of supplemental nutrition assistance are able to buy food at our farmers’ markets and at farmers’ markets around the state.

- **EcoHouse**, an environmental demonstration home, classroom, and garden.

- The **Climate Change Action Program**, directly educating residents on reducing their carbon footprint;

- **Information Services**, providing classes, events, hotline support, and the EcoDirectory searchable database of resources and business.

- Our **Retail Store**, which sells environmentally friendly clothes, toys, books, organic, gardening supplies, and non-toxic household products that
are hard to find elsewhere. A selection of these products is made available for sale at the farmers’ markets.

- The **Environmental Resource Center** is open to the public with numerous resources including fact sheets, a hotline operator to answer questions on any environmental topic and refer residents to relevant programs, businesses, and agencies; a library of relevant reference publications. Fact sheets are brought from the Ecology Center to each market and made available at no charge to market goers and questions that the market staff cannot answer can be referred to the resource center.

- The **Fiscal Sponsorship Program** supporting and governing emerging organizations in alignment with the EC’s mission.

As most of our programs are focused on the East Bay, we seek to tool our programs towards the culturally and economically diverse community in which we operate. We are committed to ensuring that all Ecology Center programs are able to engage a wide range of people and make special efforts to reach lower income community members and people of color. This manifests in making all of our classes low cost or free, creating special recycling campaigns for apartment buildings, making sure our information and programs are appropriate for renters as well as home owners, developing organizational cultural competencies to be able to serve a wide range of clients, and creating specific programs and outreach efforts to reach more deeply into low-income communities of color. Of paramount importance in our community outreach efforts is our dedication to recruiting staff members that posses the highest degree of commitment, integrity, and experience, and both culturally and linguistically represent those they serve.
2. Experience developing and implementing local farmers markets

2.1 The Markets
The Ecology Center has operated farmers’ market in Berkeley, California since 1987 and currently operates farmers’ markets three days per week, year round, rain or shine. We operate markets one hundred and fifty times during the course of the year. Nearly one hundred different vendors participate in these markets. Most (83%) of these vendors come from within 100 miles. Combined, the farmers cultivate over 3,100 acres, with farms ranging in size from one third of an acre to 400 acres. At their peak, our markets attract over 10,000 customers in a week and during the course of the year, total customer attendance is approximately 400,000.

Each of the three markets that the Ecology Center operates has its own distinct character and flavor, reflecting the neighborhood that the market is located in as well as the community of shoppers and vendors that have evolved over the years:
South Berkeley (Tuesdays)

Before the Ecology Center became involved, a couple of different locations had been tried for a farmers’ market. None of them had succeeded. When a loose collection of volunteers brought the idea to the Ecology Center in 1987, the City of Berkeley offered a lightly trafficked stretch of Derby Street between Martin Luther King Jr. Way and Milvia Street. The market started with just a handful of vendors selling produce out of the back of their trucks on a street that had been
closed to traffic. Over the years, the market has grown into a year-round market that covers all of the available length of Derby Street, with forty different vendors and 2,500 customers a day during the peak of the season. While the Tuesday market isn’t the largest or most visited market, it certainly has the most dedicated customer base. One Yelp reviewer listed on the site as Twilight G, had this to say: “The Tuesday market has a great feel to it. It’s intimate and not at all touristy. On top of the satisfaction I get from buying directly from the farmers, there’s something great about being at an FM after work, as a way to wind down and take in the outside (non-office) world.”

The easy parking and position early in the week makes the South Berkeley market a favorite with restaurants. Food justice programs such as Spiral Gardens, Farm Fresh Choice, and a student-run produce stand called The Local, all purchase at the Tuesday market. As this market is located in a neighborhood where 40%-49% of the population is within 185% of the Federal Poverty Level, this is the market with the highest percentage of customers utilizing EBT, WIC and other nutrition assistance programs available to low income families.

Downtown Berkeley (Saturdays)
Just three years after the Ecology Center started the market on Derby Street, there was enough interest to justify opening a second market. In part due to the success of the Tuesday market, identifying a location for a second market was far more challenging. Negotiations with various stakeholders eventually led to the identification of a site located on Center Street, coincidentally located between Martin Luther King Jr. Way and Milvia Street, just as with the market on Derby Street. The location met the needs of many of the stakeholders and important criteria for a successful market. The market is highly visible from traffic on Martin Luther King Jr. Way while having minimal impact on actual traffic flow. It’s presence in the downtown helps support downtown businesses, but it’s specific location does not block customer or delivery access to those businesses. The location is well served by public transportation with multiple bus lines in the area and the Downtown Berkeley BART station just one block away. While the site is also only one block long, it is a long block at approximately 400 feet. In the twenty years since the market opened, it has grown into the largest of our three markets, attracting 65 vendors and 5,000 customers weekly at the peak of the season. The Downtown Berkeley market is a destination market, attracting
visitors from all over the bay area and attention from national media. In 2000, Sunset Magazine listed the Downtown Berkeley Market as one of the best in the country. In 2008, the New York Times recognized the market in its 36 Hour travel segment, saying “It’s tough choosing from the many farmers’ markets in the Bay Area, but for the real deal, head to the Saturday Berkeley Farmers’ Market.”

**North Shattuck Market (Thursdays)**

The North Shattuck market opened in 2004 as a seasonal market offering all organic produce in the parking lot of what was then Elephant Pharmacy. The efforts of the North Shattuck Association were pivotal in identifying a site and getting the market started. In August of 2005, the market moved from the Elephant Pharmacy parking lot to its current location of Shattuck Avenue at Rose Street and extended through the winter.

Once again, the north Shattuck Association played a vital role in identifying a site and working with local businesses to get the market established in its current home. The newest of our markets, the North Shattuck Market is still maturing, although vendors tell us that for a new market, sales are very strong. While the market has maxed out its available physical space with 25 vendors at the peak of the season, the number of customers continues to grow rapidly. At peak season the market attracts approximately 2,700 people each week.

A large grassy median in the middle of the market and the proximity of the very popular Cheeseboard pizza makes the market popular with families that come to shop, play, and eat. The community atmosphere of the market is strong. As a yelp reviewer Eric V. says. “This is my tribe, this is where we go as a family to buy our veggies for the weekend (Thursday is a very useful day for a farmers market). This is where we see our friends and build community and this is what I believe in. Plus its nestled between the drug store, the supermarket, the cheeseboard and the wine store, so you can really get everything you need walking.”
2.2 Unique Aspects of Ecology Center Farmers’ Markets

Integrity
All vendors at the Ecology Center Farmers’ Markets produce the product that they are selling at the market. We feel strongly that farmers’ markets are a place for artisans rather than resellers. In the case of farmers, they must grow all of the produce that they sell. Non-agricultural vendors need to make the item that they are selling. For farmers, there is a system established at the state level that helps assure that produce sold at the market is grown by the farm in question, but ultimately, market management is key to ensuring that this is the case. For both farmers and non-agricultural vendors, we make annual inspections of farms and businesses to ensure that our expectations are being met.

Vendor Mix
In order to succeed, a farmers’ market needs lots of things, but none is more important than the vendors that make up the market. At our markets we strive to balance choice with diversity. Over the years, we have learned that when customers can reliably find a wide variety of products, the market becomes part of people’s regular shopping patterns. As a result we pay particular attention to the vendor mix at our markets to make sure that items are represented in the right balance. We also have policies in place that help ensure regular attendance by farmers. Customers want to know that the item they saw one week will be there the following week. A strong, diverse farmers’ market builds a consistent customer base.

Farmer Focus
At the Ecology Center our markets have two primary goals: to support farmers and to make seasonal, local, organic produce available to city dwellers. We take these commitments very seriously. We have a Farmer Committee and farmers and vendors on our Community Advisory Committee. Both of these committees help us make decisions about our policies and actions. Before we put any new policy or program in place, we consider the impact it will have on our farmers. We even do little things, like sending our staff around to work the
stands for farmers who are working the market alone so they have the chance to take a break and use the restroom or get a bite to eat.

Many farmers markets have become a place for predominantly pre-prepared food purveyors and craft vendors with no assurances of who is making the product or where it is from, but not our markets. Our focus on farmers and the integrity of our markets gives us real credibility with our farmers and customers, and allows us to recruit the best growers who share our commitment to excellence.

**Community and City Partnerships**

The Ecology Center is the regional hub organization for issues relating to the environment. We maintain close and collaborative relationships with similar organizations and recruit advisors from other organizations onto the Advisory Councils for our programs. Our Eco Directory is a publicly searchable database of over 3,500 individuals, organizations, agencies, and businesses with whom we partner. We have existing relationships with many health related organizations and are the organization of record for the relationship between food, farming, health, and nutrition for the Network for a Healthy California. We work closely with a number of different departments within the City of Berkeley on a regular basis, and our partnership with the City of Berkeley has been a mutually beneficial one. State Senator Loni Hancock and Assemblywoman Nancy Skinner are longtime supporters of the Ecology Center and have called upon us to offer them policy directions to improve the food, farming, health and nutrition landscape. A list of our community partners is included in the addendum.

**Food Programs**

The markets that the Ecology Center operates serve as a hub for food access and food assistance programs. The Ecology Center's Farm Fresh Choice program maintains consistent, weekly produce stands at three West Berkeley facilities that offer subsidized after-school childcare and youth programs (Francis Albrier Recreation Center at San Pablo Park, Bay Area Hispano Institute for Advancement, and Berkeley Youth Alternatives.) In this way, parents can shop for fresh, organic food at a Farm Fresh Choice stand as they pick up their children. The FFC stands are run by culturally representative and bi-lingual adults and youth interns, and feature organic food grown by regional farmers of color. Thanks to the Ecology Center’s Berkeley Farmers' Markets, relationships exist with each farm, so produce can be purchased at the Tuesday Markets at wholesale prices and then sold by Farm Fresh Choice at cost to increase affordability for low-income shoppers. Shoppers can also purchase FFC produce using their EBT cards. Unsold produce is donated to the partner sites for snacks and free lunches.

In addition to Farm Fresh Choice, other food access programs, such as Spiral Gardens, purchase produce from farmers at Ecology Center markets and then
sell the produce at reduced prices at community produce stands in neighborhoods where there is limited access to fresh fruits and vegetables. These food access programs are vital to addressing diet related diseases in our community. At the end of each market, a collection of volunteers from Food not Bombs comes through the market to collect leftover produce from farmers. They use that produce to make meals for people in need.

**Zero Waste**

In March of 2009, the Ecology Center’s Berkeley Farmers’ Markets launched the Zero Waste Program. From the outset the intention of the program was to reduce overall waste generated at market with a particular focus on reducing the number of single-use plastic bags taken from market. With the help of a grant from the Alameda County Waste Management Authority, this program eliminated the distribution of plastic bags and packaging from all three farmers' markets that the Ecology Center runs. Virtually all waste generated by the markets today is recyclable or biodegradable—nearly nothing from the markets enters the landfill. The program requires that instead of handing out free plastic bags, as had been customary, vendors now distribute paper bags or compostable “biobags” for a 25-cent fee. For customer purchases of more than ten dollars, vendors are given the option of waiving the 25-cent fee. Additionally, products previously sold in plastic packaging—ranging from blueberries in clamshell plastics to quark in plastic tubs—are now sold in non-plastic packaging that is compostable or recyclable. Drastically reducing the amount of plastic generated by the farmers’ markets ultimately decreases the amount of waste we pass on to our local landfills. Overall, the combination of education, packaging changes, and the bag fee succeeded in reducing the number of single-use bags generated by over 80% across all three markets. Instead, market customers have become accustomed to bringing their own reused or reusable bags to transport their produce home.

**GMO/Methyl Bromide Bans**

As a multi-issue environmental organization with a customer base that is greatly concerned about human health and that of the natural world, the Ecology Center has taken strong stances on farming technologies that pose a threat to humans and the environment. To that end, genetically modified organisms, and produce grown in fields sprayed with the soil fumigant methyl bromide, cannot be sold in our markets. We have policies in place that make this clear with our vendors.

**Advisory Bodies**

In addition to the Board of Directors of the Ecology Center, we have two advisory committees that help us make decisions regarding our markets. The Farmer Committee is made up of all of the farmers that participate in our markets and primarily provides feedback regarding issues related to farming and product mix within the market. This committee meets quarterly and is also consulted via email on an as needed basis. The Community Advisory Committee is made up
of farmers, vendors, and customers. The Community Advisory Committee provides feedback on non-agricultural vendors at the market, makes recommendations on policies, penalties, marketing, and a host of other issues. These two committees help ensure that the Ecology Center maintains vibrant markets that consistently meet the needs of the many stakeholders we serve.

**Supplemental Nutrition**

When the switch was made from paper food stamps to an Electronic Benefits Transfer (EBT) system, there were no provisions for the use of their EBT cards at farmers’ markets. It was only through the work of the Ecology Center -- lobbying elected officials, designing and piloting a system -- that a system was developed. The Ecology Center pioneered the system that was adopted statewide and then nationwide. Individuals with EBT cards can now use a wireless terminal that we have at our booth to turn their benefits into scrip, in the form of wooden tokens, that are redeemable with farmers at the market. This program, the WIC Farmers’ Market Nutrition Program, and the Senior Nutrition Program are vital to ensuring that economically disadvantaged members of our community are able shop at the farmers’ markets that we operate.

**Credit Card Terminal**

Based on the model of the EBT cards, we have developed a system by which customers can use a credit or debit card in order to purchase farmers’ market dollars in the form of wooden tokens. The tokens are valid with all of the vendors and help when customers run out of cash or find that they arrived at market without any. This one small service has been of tremendous benefit to both the farmers and the shoppers, and unlike stopping at an “out of network” ATM, neither the Ecology Center or the bank charges customers for this service as it shows up as a purchase.

**2.3 Policy Involvement**

The Ecology Center has a long history of operationally focused programs; programs where we get our hands dirty--sometimes quite literally. We also have experience in the policy arena. Our hands-on experience lends a depth to our voice when we speak up on issues of policy. Recently we have been outspoken
on the topic of Methyl Iodide, a highly toxic substance that the California Department of Pesticide regulation is considering for approval in agriculture. We are also working with a coalition headed by the Agriculture & Land-Based Training Association towards the passage of a bill that would make EBT more accessible at farmers’ market in the state. As we have in the past, the Ecology Center will be active on issues related to the next farm bill and we are gearing up for the 2012, campaign.

At the local level, the Ecology Center was actively involved in the writing the food and agriculture chapter of the Berkeley Climate Action Plan and our recommendations were used verbatim. This Plan is one of the most ambitious in the country and has already been replicated by cities around the world. The Ecology Center was also a key member of the Berkeley Food Policy Council (BFPC) in its original incarnation. As part of the BFPC, we played a pivotal role in developing the Nutrition Policies of the City of Berkeley and the Berkeley Unified School District. Now, with the help of a grant from the California Department of Food and Agriculture, the Ecology Center is in the process of re-forming the Council.

3. Site Assessment and Feasibility Skills for Developing a Market

3.1 Staff Experience
Here at the Ecology Center, we employ professional market managers with many years of experience. All of our core staff came to the Ecology Center with experience organizing and managing farmers’ markets and additional personal experience as farmers’ markets vendors. Our staff members have worked at dozens of markets around the bay area, giving us a tremendous insight into how different markets work to meet the needs of their communities. With six regular market staff and additional volunteers we have the resources and capacity to identify a site and assess it’s feasibility.

3.2 Criteria for a Successful Market
In the past, we have been successful in identifying sites, with three flourishing markets to show for our efforts. Equally importantly, the Ecology Center has turned down many sites that have been brought to us in the hopes that we would start a market there. We know what makes for thriving market, and we do not enter into new market development lightly. Over the years we have developed some criteria that we use in evaluating sites for their feasibility. These criteria, which will be discussed more in the site selection process portion of this report, are: size, visibility, accessibility (parking, walking, public transportation, ADA, emergency vehicles), central location, bathrooms/water, local business integration, costs.
In addition we tap into years of relationships and other resources at the UC Small Farm Center, UC Sustainable Agriculture Resource and Education Program (UCSAREP), UC Extension, and numerous state and national networks related to food and farming issues. We are active participants at the Small Farm Conference, keeping up to speed on current developments in the farmers market sector, and serve on the board of the California Federation of Certified Farmers Markets.
4. Experience coordinating with local community organizations and merchant groups

Connections with community organizations serve to strengthen our markets, build the capacity of our organization, add value, and allow us to provide our services to people who might not otherwise be reached. For these reasons we take every opportunity to work with other community organizations. A full list of community partners is included in the addendum, but some of these partnerships deserve additional mention.

**North Shattuck Association**

The North Shattuck Association played a vital role in the development of the North Shattuck Farmers’ Market and five years later the Ecology Center still enjoys a very close relationship with the Association. Over the years, the North Shattuck Association has provided logistical, marketing, and financial support to the farmers’ market. The Ecology Center has jointly promoted events with the North Shattuck Association, such as the Spice of Life festival. Currently, we are working together to expand that market and install bollards to improve customer safety during market hours.

**Downtown Berkeley Association**

The Ecology Center has a strong working relationship with the Downtown Berkeley Association. With a market located in the downtown, we have worked with the Association on a number of different issues including the Buy Local Berkeley Campaign, and the Berkeley Host Ambassadors.

**Restaurants**

Ecology Center markets are frequented by many of the region’s hottest restaurants, and we consider these restaurants partners in the work that we do. Farm-to-fork restaurants feature the farmers that raised the food being served in the restaurant, and in doing so, raise the profile of farming and help promote local, sustainable agriculture. Given the high-quality of the vendors at our markets alone, one would expect a strong restaurant connection, but we have
gone farther, reaching out to restaurants to develop cross promotion strategies. In 2007, as part of our farmers’ market 20th anniversary celebration, we brought a number of chefs out to market to make food for our customers and promote their businesses at the same time. A list of restaurants that regularly shop at Ecology Center markets is included in the addendum.

5. Community Building and Promotional Skills

Farmers’ markets are more than just a place to buy fruits and vegetables. Farmers’ markets build community and help connect people to the food that they eat. Here at the Ecology Center, we go to great lengths to help facilitate this process. Our community building efforts are closely tied to our promotional efforts. As such, we go beyond our print advertising by incorporating the multiple creative strategies that are detailed below. It is worth noting that we produce most of our advertising and promotional materials in house, saving us money and allowing us to adjust quickly to changing needs.

Special Events

Special events are one of the main strategies that we use, both to build community and to promote the markets. Each year we have over twenty-five events at market. These include cooking classes and demonstrations, produce tastings, music events, family events, poetry festivals, and compost giveaways. Our Special Events Coordinator produces these events in house, often with community organizations as partners.

Farm Fact Sheets

In an effort to help educate our customers about the farmers’ that participate in our markets, we have developed Farm Fact Sheets that give details about growing practices, distance, acreage, labor, and season, among other things. These sheets are popular with both our farmers’ and our customers. An example of a farm fact sheet is included in the addendum.
Frequent Shopper Program
For our Tuesday and Thursday markets we offer a frequent shopper card to our customers. When customers come to the Ecology Center booth at market, we stamp or sign their card. Once the card is filled out, customers receive a pint glass with our logo on it and are entered into a drawing to win a bag of produce. Customers can also save up cards in order to receive other farmers’ market merchandise.

Question of the Month
Each month we create a trivia question on topics related to food and agriculture that our customers have the chance to answer. At the end of the month, a winner is drawn from all of the correct submissions.

Print Advertising
Each year we place dozens of ads in the East Bay Express, Monthly, and Edible East Bay. During our busier season we have ads in nearly every edition of each of the publications.

Newsletter
On a quarterly basis, we publish a newsletter to inform our customers about interesting things that are happening at the market, educate customers about different vendors, and provide seasonally appropriate recipes.

Twitter
We have also begun using twitter as a way of live-updating our followers about what’s happening at the markets, as it is going on. We focus our tweets on what is new and seasonal at the markets and special events and promotions.

6. Ongoing Success of the Markets
All three Ecology Center markets are highly successful on a number of different levels. Our markets are all well attended by shoppers and farmers, have loyal attendance and strong community support, are profitable for the Ecology Center and the farmers, and have an excellent year-round variety.

Awards
Ecology Center markets have consistently been recognized as special markets. Over the years our markets have been the recipients of numerous awards. An extended run of wins led the East Bay Express to retire its farmers’ market category. Most recently, the Ecology Center markets finished first out of twenty-eight farmers’ markets from all over the bay area in the SFGate Baylist Best contest.
Vendor Interest and Retention
It is clear based on how popular our markets are with vendors that they are profitable and successful markets. Each year we receive hundreds of applications from vendors that would like to participate in our markets. Likewise, retention of vendors that already participate in our markets is very high. From one year to the next we typically retain 95% or more of our vendors.

Customer Support
Each year our markets attract more customers. This is particularly significant as two of our three markets are long standing, mature markets. This indicates that we are continuing to improve and change our markets to meet the needs of additional customers. Customer feedback from websites such as Local Harvest, Yelp, and Chow indicates both in ratings and comments that our markets are very highly rated and well loved.

7. Ability to Provide Local, Organic Produce and Goods
The Ecology Center has a strong track record of providing local, organic, produce and goods. Seventy five percent of the farmers that participate in our markets are certified organic, and even more grow their crops in accordance with organic principles but have chosen not to become certified. All of the produce vendors at the North Shattuck Farmers’ market are certified organic. Processed food vendors are required to use at least 80% organic ingredients, or ingredients purchased at the market. As a result, we can knowingly say that more than 80% of all of the food sold at Ecology Center markets is organic. To further incentivize organic production, we offer organic growers discounts on their stall fees.

Alameda County is not a strongly agricultural county, however, we are within a short drive from some of the most
productive farmland in the country. Eighty three percent of our vendors come from within 100 miles of the Ecology Center, and all but one of our vendors is within 200 miles. The lone exception to the 200-mile limit is a date farmer from Thermal, California. Dates, a popular item at farmers’ markets, are only grown in the deserts in the southern portion of the state. In addition to the strong slate of vendors that we already have participating in our market, we have an extensive waiting list to draw upon that would help us meet the needs of the Albany community, if we are selected to do so.

II. Market Concept

The Ecology Center has a vision for the Albany Farmers’ Market as a vibrant community market that connects exceptional growers of local, organic produce with Albany residents who are seeking that produce. The farmers’ market would integrate with existing projects and efforts in Albany, such as the climate action plan, the sustainability committee, produce swap, and urban and backyard gardening.

1. Site Selection Process

1.1 Criteria For Evaluation
As discussed above, a number of different criteria go into developing a successful market. In our evaluation of different locations to determine their fitness as a market location we will use the following criteria:

**Size**
The physical space available for the market plays a major role in the success of a market. The location needs to be large enough to accommodate enough vendors for the market to have both a “critical mass” and a wide diversity of products. Generally, this means that there needs to be space for 40 stall spaces (each ten feet by ten feet). Ideally, the location can be arranged such that there are two rows of vendors opposite one another with a customer walkway of 10-15 feet.

**Visibility**
Advertisements, signs, posters, and banners are all effective tools to promote farmers’ markets, and we use all of them, but the market can be an advertisement for itself. When placed in a location that receives heavy foot traffic or passing vehicles the market can receive thousands of impressions during the duration of the market. For example, traffic studies have shown that during the peak commute hours of 4pm-6pm approximately 4,000 vehicles pass by the
location of the South Berkeley Farmers’ Market. Unlike other forms of advertising, people viewing the actual market can stop then and there to shop. They do not have to remember the date and time and wait until the next market.

**Accessibility**

Accessibility is key. As would be expected, if customers have a difficult time reaching the market, they are less likely to attend. Most farmers’ market customers arrive by car, and as a result, adequate parking is a must. In addition to car parking, bicycle parking, easy access on foot, and proximity to public transportation are all key elements in choosing a location. Furthermore, locations need to meet appropriate ADA accessibility guidelines and be accessible to emergency vehicles.

**Local Business Integration**

Farmers’ markets have consistently been shown to support businesses in the neighborhood surrounding the market. A 2002 study by the Project for Public Spaces showed that 60% of market shoppers visited other, local business and of those, six in ten said that they shopped at those businesses only on market days. A similar assessment of the Manhattan Beach Farmers’ Market in 2009 indicated that the market’s 2,780 customers brought an estimated $26,300 to neighborhood businesses. Choosing a site that has opportunities to work with local businesses rather than impede them can be beneficial to both the market and the businesses.

**Effects on Neighbors**

Like it’s effect on businesses, a farmers’ market should be an amenity for neighbors of the market. A market location should not unduly impact residents. Residential streets where a market would block access to residential driveways would not be appropriate. Effects of parking, trash, noise, and vendor vehicles will be considered.

**Restrooms and Water Availability**

In accordance with the California Retail Food Code, restrooms must be available within 200 feet of the farmers’ market. At Ecology Center markets, we have used city and school restrooms, restrooms operated by local businesses, and as a last resort, a portable toilet. Having clean, potable water available for vendors is also important.

**Costs**

Any costs, such as rent, permit fees, janitorial fees, or taxes associated with the site would also play a role in the site assessment.

**Safety and Security**

Any site chosen must meet a minimum level of safety for all participants. Major safety or security concerns that cannot be mitigated will lead a site to be eliminated from consideration.
Other Amenities
Some sites may have additional amenities that are not necessary for the operation of the market, but improve its viability or enjoyability. One example would be a market that takes place in a park with a playground. While the playground is not a vital requirement, children can play while their parents shop, adding to the overall enjoyment of the market experience.

1.2 Possible Sites
The Ecology Center has identified a number of sites as possible locations for the Albany farmers’ market. Some sites have already been eliminated based on conversations with business owners, residents, or city staff. Other locations may be identified and considered during the process. At this time the locations that we believe to be worth further consideration are listed below with a preliminary assessments:
As the major business artery in Albany, Solano Ave is a logical choice as a location for the market. While it’s small size would limit the number of vendors, the market would be highly visible to traffic coming down Solano towards the market, and to drivers passing by on San Pablo. The proximity to traffic on these streets does present a safety consideration.

**Size:** 200 feet by 50 feet (narrowing to 40 ft at Adams). Space for approximately 40 stalls

**Visibility:** Excellent

**Accessibility:** Good

**Opportunities for Local Business Integration:** Excellent

**Effects on Neighbors:** Likely minimal, parking impacts unknown

**Restrooms and Water Availability:** Unknown, but promising based on number of local restaurants.

**Costs:** Unknown

**Safety and Security:** Fair

**Other Amenities:** Unknown
Cornell School is the largest of the possible sites that we have identified, giving ample room for vendors. The site is fenced on all sides with access through 2-3 gates. It’s contained nature and location away from busy streets makes the location very safe and secure, but limits visibility. With narrow residential streets on either side, considerations for parking and large vehicles would need to be made.

**Size:** Two connected areas, one approximately 150 foot by 80 feet and the other approximately 150 feet by 150 feet. Room for 120 stalls.

**Visibility:** Poor

**Accessibility:** Fair

**Opportunities for Local Business Integration:** Good

**Effects on Neighbors:** Potentially significant

**Restrooms and Water Availability:** Yes

**Costs:** Janitorial fees, amount Unknown

**Safety and Security:** Excellent

**Other Amenities:** Playground, School Garden
Memorial Park/Albany High School

This site offers excellent opportunities to tie into existing community activities such as after school childcare, baseball games, the September Music in the Park series, and general park use. The location provides enough space for a moderately sized market.

**Size:** Dependant on layout. Approximately 300 feet by 50 feet (space for 60 stalls) in the basketball courts next to the park (in yellow). Space for an additional 20 stalls could be created by closing the westbound lane of Portland Ave (red).

**Visibility:** Good

**Accessibility:** Fair

**Opportunities for Local Business Integration:** Fair

**Effects on Neighbors:** Dependant on layout

**Restrooms and Water Availability:** Yes

**Costs:** Unknown

**Safety and Security:** Good

**Other Amenities:** Playground, Stage, Music in the Park concert series
A viable market at this location would require the use of both the library parking lot and the portion of Masonic between the lot and Marin Avenue. The market would be highly visible from Marin Ave and could make use of space next to the Ohlone Greenway for special events. Closure of the street between the lot and Marin would require residents on Masonic to find alternate routes to their house.

**Size:** Lot is approximately 200 feet by 60 feet wide although not all is usable space. Street is 150 feet by 45 feet. All together, enough room for 55 stalls.

**Visibility:** Excellent

**Accessibility:** Good

**Opportunities for Local Business Integration:** Fair

**Effects on Neighbors:** Potentially Significant.

**Restrooms and Water Availability:** Restrooms in Library, Water unknown

**Costs:** Unknown

**Safety and Security:** Fair

**Other Amenities:** Library, Ohlone Greenway
1.3 Process and Stakeholder Involvement

Our process for identifying a site would be an open process, involving our staff, board, advisory bodies, stakeholders and the public and would include the following steps:

1.) Review existing sites and scout additional ones
2.) Contact property owners to assess availability
3.) Narrow sites based on relevant criteria
4.) Meetings with stakeholders to gather input and address concerns
5.) Submittal of Permit Application

2. Market Schedule

Day And Time
With many well-established markets, the East Bay is a challenging place to be operating farmers’ markets. In the immediate vicinity of Albany there are farmers’ markets almost every day of the week. Weekends tend to be more popular days for markets as many people are off work, and many businesses are closed. Mondays are not typically farmers’ market days, as vendors are recovering from weekend markets and preparing for the upcoming week.

<table>
<thead>
<tr>
<th>Day</th>
<th>Market</th>
<th>Distance from Albany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>South Berkeley</td>
<td>2 miles</td>
</tr>
<tr>
<td></td>
<td>El Cerrito Plaza</td>
<td>&gt; 1 mile</td>
</tr>
<tr>
<td>Wednesday</td>
<td>None within 5 miles</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>North Shattuck</td>
<td>1.5 miles</td>
</tr>
<tr>
<td>Friday</td>
<td>Oakland Kaiser</td>
<td>4.5 miles</td>
</tr>
<tr>
<td>Saturday</td>
<td>Downtown Berkeley</td>
<td>1.75 miles</td>
</tr>
<tr>
<td></td>
<td>El Cerrito Plaza</td>
<td>&gt; 1 mile</td>
</tr>
<tr>
<td></td>
<td>Beehive Market</td>
<td>1.5 Miles</td>
</tr>
<tr>
<td>Sunday</td>
<td>Kensington</td>
<td>1 mile</td>
</tr>
<tr>
<td></td>
<td>Temescal</td>
<td>4 miles</td>
</tr>
</tbody>
</table>
While no decisions have been made, the above table shows Wednesday to be the day that would reduce overlap with other farmers’ markets in the area. In order to reach the working population, weekday markets typically operate in the evenings. Alternately, if a weekend date proves preferable or necessary, Sunday would likely be a better day based on number, size and proximity of other markets. The final decision on day and time would likely be influenced by constraints of the site.

**Season**
Initially we anticipate the market would operate seasonally starting in April or May and continuing until October. Once the market is established, it could go to a year-round market. This is what we have done in the past with our markets and is standard practice for new farmers’ markets. The length of time that the market would operate as a seasonal market would depend on how successful it is at drawing customers and supporting vendors.

**3. Market Composition**

As discussed previously, the vendor mix at a market greatly influences its success. Over the years we have developed a model for the percentage of various categories of vendors that has a history of success.

**3.1 Vendor Type and Percentage**

**Farmers**
Unsurprisingly, farmers are the backbone of a farmers’ market. Typically 55-65% of the market is farmers based on number of vendors, and 65-75% based on number of stalls. This is because many farmers use more than one stall space, but other vendors are limited to one 10 by 10 space. Farmers include those that grow or produce fruits, vegetables, grains, beans, honey, eggs, meat, chicken, wine, cheese, yogurt, herbs, and aquaculture.
Pre-Prepared and Packaged Food
Artisan food purveyors that make and sell products such as bread, pasta, pastries, ice cream, vinegar, tortillas, tamales, pickles, sauerkraut, tofu, coffee, chocolate and other foods make up 30-40% of our markets.

Hot Food Prepared on Site
Vendors that make and serve (usually hot) food on-site make up 5-10% of our market vendors. Having these vendors provides additional diversity, promotes the community aspect of the market, and ensures that customers and vendors don’t go hungry.

Other Services
Additional services such as knife sharpening and massage are offered at some of our markets, are limited to one or two spaces at market.

3.2 Vendor Selection Process
First priority for spaces will go to existing vendors at Ecology Center markets and businesses based in Albany. The steps in the process will include:
   1.) Alerting Ecology Center vendors and Albany Businesses
   2.) Receiving applications from interested vendors
   3.) Assessing available vendors
   4.) Reviewing additional needs
   5.) Recruiting additional vendors as needed

4. Ongoing Management and Self-Sufficiency
The Albany Farmers’ Market would be operated by the Ecology Center with the same commitment that we operate our other farmers’ markets. Staffing would likely include one market manager, one assistant manager and one or more volunteers. Additional resources such as fact sheets, merchandise, compost and recycling bins, would be provided through the existing framework and infrastructure of the Ecology Center. The market would be entirely self-sufficient, supporting itself through the collection of stall fees from vendors.

5. Opportunities for Community involvement/Special Programs
There are opportunities for the community of Albany to become engaged and actively participate in the market. Ultimately, community members will dictate the level and type of involvement, but we have discussed the following ideas:
Tie-ins with Existing Community Events
This could include the Solano Stroll, Music in the Park concert series, 4th of July festivities, community produce swap, Dinner with Albany, National Night Out, or other events.

Community Produce Sale
Building upon the existing community produce swap, some community members have expressed interest in setting up a booth where residents could sell produce grown in their gardens. While this idea would present some challenges based on existing direct marketing regulations, we love the idea and would be willing to work with residents and the County of Alameda department of Agriculture to see if we can come to a resolution.

High School Internship
This is another idea proposed by a community member. High School Students would work at the farmers’ market and receive high school credit as well as job training.

Restaurant and Institutional Involvement
We would welcome restaurants and other institutions in Albany that serve food to purchase from the market and we will do everything we can to support such efforts. This is an excellent opportunity for cross promotion.

Durable Dish
Pushing the envelope of Zero Waste, vendors providing food for consumption on site could offer durable plates and utensils with a deposit. Vendors would then take the dishes back to their facilities to be washed and sanitized.

III. Conclusion
The Ecology Center is deeply grateful for this opportunity to present the City of Albany with our qualifications and request the opportunity to serve the residents of Albany with a self-sustaining, high-quality, environmentally sustainable Farmers’ Market. It would be our profound pleasure to work with your residents and business owners to find the ideal location and to bring our 23 years of expertise and partnerships to making Albany’s Market a thriving hub for community, food, and low-carbon living.
**Biographies**

**Martin Bourque** has been EC’s Executive Director for seven years. He comes from a food and farming background with a Masters degree from the University of California at Berkeley. He has a strong background in local food systems and urban farming from both policy and production perspectives. He has worked on California’s food system from the pesticide perspective through his four years at the Institute for Food and Development Policy (Food First) and Californians for Pesticide Reform where he helped develop the first statewide mapping system of California’s pesticide applications for public use. Mr. Bourque was also the national director of training for ALTERTEC, Guatemala’s leading organic farming organization.

**Ben Feldman, Farmers’ Market Program Manager**, oversees three weekly markets, relations and contracts with 100 farmers and vendors, the City of Berkeley, and a staff of five employees and dozens of volunteers. Prior to joining the Berkeley Farmers’ Markets, Ben worked as the Director of the Model United Nations Program at the University of California, Riverside and as Summer Camp Director with Internal Drive Tech Camps. In 2000 Ben completed a farm apprenticeship at the UCSC Farm and Garden and subsequently worked as a Farmers’ Market Manager with Pacific Coast Farmers’ Market Association. Ben holds a Masters Degree in Environmental Science from the University of California, Riverside. Ben lives in Albany, CA with his wife and two children.

**Katie Hannon, Farmers’ Market Operations Manager** handles the day-to-day operations for three markets. Her prior farmers’ market experience includes managing the Alemany Farmers’ Market in San Francisco, the oldest farmers’ market in the State and one of the largest. In addition to managing, Katie has participated in farmers’ markets as a vendor for Beckmann's Bakery and for Blue House Farm, where she worked for two seasons as an apprentice and field worker. Her professional experience also includes sales and marketing work with local non-profits, including the Brentwood Agricultural Land Trust and Small Press Distribution.

**Kirk Lumpkin, Special Events Coordinator** Kirk’s farmers’ market experience began with selling produce for a friend’s farm. He later was elected to the Board of Directors of the Heart of the City Farmers’ Market, San Francisco. This experience served him well when he helped restart the Berkeley Farmers’ Market after it had a two-year hiatus. He has been on the Farmers’ Market Committee ever since the Berkeley Farmers’ Market has been a program of the Ecology Center. For 8 years he co-managed the Berkeley Farmers’ Market and has worked exclusively as its Special Events Coordinator since June of 2001.

**Gerardo Marin, (Gera), Farm Fresh Choice Co-Manager**, is a 2007 Koshland Fellow and has been a Program Manager for Farm Fresh Choice since 2005. Gera came to Berkeley from Colorado where he taught numerous youth groups and public school students about conservation, international issues, and social issues through an environmental and outdoor education program that he also coordinated. He established partnerships with grassroots education organizations, Spanish-speaking service centers, and family development centers, and he designed and implemented an outdoor leadership program for low-income and under-privileged adolescents. In addition, Mr. Marin has managed a cooperative learning garden and greenhouse, translated program information brochures and promotional materials, and presented program details to Spanish-speaking families at numerous after-school programs.

**HuNia Bradley, Farm Fresh Choice Co-Manager**, joined the Farm Fresh Choice leadership in January of 2008, bringing 20 years of community organizing and activism around food, nutrition, and youth development to the program. Her catering and personal chef service called “HuNia's Divine Soul Kitchen,” started as a youth and family nutrition education program. The cornerstone of her business was to introduce the primarily African-American community to a healthier way of eating. HuNia brings her “vegetarian soul” cooking style to the Farm Fresh Choice cooking classes and demonstrations, specializing in reinvented classics like greens cooked without meat and barbequed tofu instead of chicken. In addition to her work with FFC, HuNia gained valuable youth development experience during her years with the Boys and Girls Club of America in Oakland and continues her work creating healthy school lunches for the ASA Academy in Oakland and for events sponsored by groups such as the American Heart Association.
Penny Leff, EBT Program Manager, has worked with the Ecology Center since 1996 and has provided technical assistance to farmers’ market managers throughout California resulting in implement and promotion of food stamp EBT access at more than 60 farmers markets. Ms. Leff has over 20 years experience developing and managing programs, projects and small businesses, including her work as the Regional Manager for the California Growers’ Collaborative, and as the Agritourism Coordinator for the UC Small Farm Program. Ms. Leff received her B.S. in Managerial Economics (Agricultural Economics emphasis) from University of California, Davis in 2007.

Program Partners: Bay Area Hispano Institute for Advancement, Berkeley Youth Alternatives, Francis Albrier Recreation Center, Lifelong Medical, South Berkeley YMCA, YouthWorks, People’s Grocery, BOCA, St. Joseph the Worker Church, teachers at B-Tech and Berkeley High School, West Berkeley Senior Center, YouthQuest, City of Berkeley Health Department, Young Adult Project, James Kinney Recreation Center, WIC office, CA Food Justice Coalition, and many more.

Organizational Structure

I. BOARD
Raquel Pinderhughes-President
Pam Webster-Vice President
Becca Prager-Secretary
Chuck Teller-Treasurer
Mark Gorrell
John Yuasa

II. EXECUTIVE DIRECTOR – Reports to the Board
Martin Bourque

III. DIRECTORS – Report to the Executive Director
Deputy Director, Debbie Beyea
Recycling Director, Daniel Maher
Program Director, Amy Kiser
Development Director, Gwen Loeb

IV. MANAGERS AND THEIR STAFF
a. Financial Manager, Susan Miller—Reports to Deputy Director
   i. Financial Assistant, Jackie Yep
b. Information Services Manager, Beck Cowles -- Reports to Program Director
   i. Info Program Coordinator, Carrie Bennett
   ii. Climate Action Coordinator, Debra Berliner
   iii. Info/Store Assistant, Jennifer Bresee
c. Store Manager, Alison Moreno -- Reports to Program Director
   i. Store Assistant, Russell Harvey
d. IT Specialist, David Ricardo –Reports to Program Director
e. Farmers’ Market Manager, Ben Feldman -- Reports to Executive Director
   i. Farmers’ Market Operations Manager, Katie Michel
   ii. Farmers’ Market Assistant Manager, Andrea Willems
   iii. Farmers’ Market Special Events Coordinator, Kirk Lumpkin
f. Farm Fresh Choice co-Managers, Gera Marin & HuNia Bradley -- Report to Executive Director
   i. Outreach & Education Coordinator, Nakia Dillard (Youth)
   ii. Site Coordinators, Netza Romero & Kad Smith (Youth)
      1. Current Youth Interns
         a. Albert Watts
         b. Tenice Murphy
         c. 4-8 Youth Interns: Rotating—hired through YouthWorks for 6-8 week stints
g. EBT Program Manager, Penny Leff -- Reports to Executive Director

h. Drivers & Loader – Report to Recycling Director
   i. Driver, Abel Bruno
   ii. Driver, Agustin Zepeda
   iii. Driver, Ben Mah
   iv. Driver, Christian Rodriguez
   v. Driver, Encarnacion Rivera
   vi. Driver, Hahns Cook
   vii. Driver, Joyce Guzman
   viii. Driver, Miguel Navarro
   ix. Driver, Michael Hudgins
   x. Driver, Omar Armas
   xi. Driver, Reyes Sandoval
   xii. Driver, Ricardo Barillas
   xiii. Driver, Salvador Avalos
   xiv. Driver, Tai Ming Kuang
   xv. Loader, Yang Zi-Gui

V. ADMINISTRATIVE ASSISTANTS
   a. Administrative & Volunteer Coordinator, Frances Kawamoto – Reports to Program Director
   b. Recycling Assistant, Sara Phillips – Reports to Recycling Director
Key Staff Resumes
PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR 10/00 to Present
Ecology Center—Berkeley, California

Led the Ecology Center to emerging as the region’s model organization for effective on the ground programs reducing in urban environmental impacts through education, demonstration, and direct service provision. Responsible for supporting and developing board, overseeing budget and finance, organizational development and growth, facilities planning, contract negotiations, government relations, partnerships and more.

* Supported and developed Board of Directors. Facilitated critical board decision making as related to long-term facilities, strategic program directions, wages and benefits, key partnerships etc.
* Provided overall organization management and organizational development. Expansion to 4.8M in annual income, 45 employees. Built capacity for minimum organizational growth of 10% per year.
* Built internal capacity including creation of new management structure establishment of new management team with four directors, new systems in HR, finance, program planning and evaluation.
* Managed finances including budget development, oversight and review, medium and long range cost projections, scenario planning, and strategic reserve investment.
* Managed $2.5M recycling contract including service delivery, capitalization, financing, invoicing, government relations, union negotiations, processor contracts, education programs, growth and expansion planning.
* Developed education and service-based programs including new grants contracts and donations, program supervision of six major programs with ten direct reports. New program creation/ adoption / mergers.
* Engaged in major donor activities and foundation relationships. Create annual business sponsorship opportunity and anniversary fundraising events.
* Managed fiscally sponsored organizations including contracts, new overhead fees, and enforcing reporting requirements.
* Built external relations with related organizations, government agencies, businesses, elected officials, consultants, media, funders, and others. Represent organization at conferences, public appearances, etc.
SUSTAINABLE AGRICULTURE PROGRAM DIRECTOR 3/96 to 9/00
Food First / Institute for Food and Development Policy — Oakland, California

Developed Sustainable Agriculture Program into leading voice on international organic farmers movements. Reframed international policy issues related to sustainable agriculture and food as a human right. Built statewide pesticide coalition. Responsible program’s fundraising and grant management. Managed all marketing media relations, and public presentations.

- Raised over $650,000
- Supervised an average staff of six full and part-time staff and interns
- Developed Cuban Organic Farming Exchange Program
- Expanded the program to include the Caribbean and South East Asia
-Edited and co-authored Sustainable Agriculture and Resistance (Food First Books)
- Founding member of Californians for Pesticide Reform (CPR) a statewide pesticide reduction coalition
- Developed statewide pesticide mapping program for community groups using CalEPA’s multi-year data
- Researched and wrote articles for publication and presented at international conferences

NATIONAL TRAINING DIRECTOR 2/90 to 8/93
ALTERTEC (Alternativas Tecnológicas) --- Guatemala City, Guatemala

Developed the regional rural development group helping launch a small organization into leading Central American organic farming development agency with 55 employees. Created three year training program, staffing plans, developed curriculum and teaching materials for an 18 course program designed to help small farmers reduce fertilizer and pesticide use.

- Developed culturally appropriate training program for 75 community leaders from 6 indigenous groups
- Coordinated over 70 three day courses for small farmers in rural settings
- Developed coalition of public health, forestry, conservation, and agricultural agencies
- Opened new regional offices in important vegetable growing regions
- Created university level certificate courses for emerging agronomists
- Developed demonstration farm and training center
- Organized international conferences of small organic farmers
- Developed staff training program during intense expansion period
- Expanded the project to include activities in El Salvador, Nicaragua, Belize, Honduras and Mexico.

EDUCATION

LeaderSpring Fellow 2006 to Present
Two year leadership training program for non-profit executive directors

Non Profit Management Trainings 1998 to Present
Supervision, personnel evaluation, budgeting, fundraising, program evaluation

Visions Inc. 2006
A personal approach to multiculturalism, difference, and oppression

University of California, Berkeley 1996
MASTER OF ARTS. Latin American Studies. Focus: Environmental Policy

University of California, San Diego 1990
BACHELOR OF ARTS. Biology: Evolution, Ecology, and Behavior
Cal BenJay Huckleberry Feldman  
711 Stannage Ave., Albany, CA 94706 • 510.393.5410 • bfeldman@eccentric.org

EDUCATION

- **M.S. Environmental Science**, UC Riverside, 2006 (3.92 g.p.a)
- **B.A. Environmental Studies** with an emphasis on Argoecology, UC Santa Cruz, 2002
- **Certificate of Ecological Horticulture**, Center for Agroecology and Sustainable Food Systems, 2000

EMPLOYMENT

**Program Manager**, Berkeley Farmers’ Markets, Ecology Center, October 2006-Present
- Administered all aspects of the Farmers’ Markets program, including $300,000 budget, staff, grants, outreach and education programs, marketing, and community relations.
- Developed lasting relationships with many farmers and food purveyors.
- Initiated Zero Waste campaign
- Oversaw 20th Anniversary Celebrations and fundraising.
- Applied for and received $15,000 grant from stopwaste.org

**Camp Director**, Summers 2004-2005, Internal Drive
- Managed staff of 3-6, 30 campers and parents per week, budget of $3,000.
- Consistently received perfect scores on administrative functions and the highest ratings from campers and parents.

**Director**, Model United Nations Program, UC Riverside, December 2003-June 2005
- Oversaw 25-50 student volunteers and managed various projects within an award-winning program, which sent students to multiple national conferences.
- Through improved fundraising and program administration, doubled the number of major conferences attended.
- Organized and managed a conference for hundreds of high school students.
- Successfully increased attendance at organization’s conference by 200%.

**Teaching Assistant**, University of California, Riverside, Environmental Science Department, September 2004-June 2005
- Taught undergraduate students on a variety of topics related to Environmental Science and current environmental issues and consistently
received high quality evaluations by students.

**Farmers’ Market Manager**, Pacific Coast Farmers Market Association, April 2002-July 2003
- Working directly with farmers and prepared food vendors, planned and coordinated three-to-four weekly markets in various communities.
- Markets grew an average of 100% during the time in which I was responsible for them.
- Initiated a website redesign and update.
- Initiated a program to promote organic and sustainable agriculture within the association, including increasing the number of organic growers.

**OTHER POSITIONS**
- Board of Directors, California Federation of Certified Farmers’ Markets, 2008-2011
- Teaching Assistant, University of California, Riverside, Environmental Science Department, 2004-2005
- Membership Chair, Model United Nations, Far West 2004
- Director of Operations, Model United Nations, Far West 2003
- Assistant Adviser, Cabrillo College Model United Nations, 2002-2003
- Chair, UNEP, Model United Nations, Far West 2002
- Fundraising Director, CalTEG, 2001-2003

**AWARDS/FELLOWSHIPS/MEMBERSHIPS**
- Deans Fellowship, Environmental Science, UC Riverside, 2003-05
- Certificate of Special Mention, Model UN, Far West, 2001
- National Forensics League, Lifetime Member

**REFERENCES**
- Available Upon Request
Professional Experience:

ECOLOGY CENTER, Berkeley, CA
*Operations Manager, Berkeley Farmers’ Markets (06/2009 - Present)*

Manage general operations for Berkeley’s three year-round farmers’ markets: coordinate weekly vendor attendance, collect and track required permits and licenses from vendors, handle “between market” tasks including accounting and deposit preparation and restocking merchandise and equipment. Provide onsite management at the Saturday and Tuesday markets: manage market set-up and break-down, ensure general compliance with State direct marketing laws, health regulations, and market policies, collect daily stall fees, staff farmers’ market “information booth” including merchandise sales, fielding general environmental questions, and administrating EBT and WIC food assistance programs. Participate in monthly Community Advisory Board meetings and work with staff to implement board decisions. Using InDesign, produce quarterly farmers’ market newsletter.

*Accomplishments*

- Update content and design for farmer “fact sheets” and work with staff to include farmer profiles on the Berkeley Farmers’ Markets website.

CITY & COUNTY OF SAN FRANCISCO, Real Estate Division, San Francisco, CA
*Alemany Farmers’ & Flea Market Office Manager (08/2008 – 06/2009)*

Assisted in the management and operations of two large public markets; the Alemany Farmers’ Market and the Alemany Flea Market. Quickly learned state & local laws and regulations pertaining to Farmers’ Market and Flea Market sales and worked with vendors to ensure compliance. Collected and tracked vendor paperwork, collected stall fees and prepared weekly deposits, administered EBT and WIC programs at the farmers’ market, coordinated vendor attendance and product mix, provided information and outreach to new vendors, and assisted in all aspects of on-site management at the markets.

*Accomplishments*

- Created and maintained databases to manage vendor lists and track daily market activity for over 500 vendors; this was this first time that data for the market had been automated
- Developed concept and drafted marketing copy for 30-second television commercial promoting the farmers’ market which was aired on various Comcast channels.
BRENTWOOD AGRICULTURAL LAND TRUST, Brentwood, CA
Regional Marketing Associate  (04/2008 - 08/2008)

Managed marketing and communications for BALT, a nonprofit focusing on the conservation of agricultural land in Contra Costa County. Served as the Contra Costa coordinator for the Buy Fresh, Buy Local campaign. Conducted outreach to Bay Area restaurants, retailers, and organizations to cultivate new Buy Fresh, Buy Local partners.Edited the Contra Costa section of the 2008 Buy Fresh, Buy Local Food Guide.
Coordinated production of all BALT advertising and collateral. Prepared grant budgets and drafted follow-up reports to funders.

Accomplishments
• Managed Buy Fresh, Buy Local billboard project; worked with Clear Channel and organizational partners to negotiate design, placements, and discounted rates for two billboards. This advertising resulted in a significant increase in website hits for BALT and affiliated stakeholders.
• Coordinated BALT’s participation in over 7 food marketing events during summer 2008 enabling BALT to increase its membership base and enroll a major local retailer as a Buy Fresh, Buy Local partner.

BLUE HOUSE FARM, Pescadero, CA
Field Worker  (04/07-8/08) & Organic Farming Apprentice  (4/07-11/07)

Developed and implemented new food assistance program which makes fresh, local produce available to low-income families through scholarships for Community Supported Agriculture (CSA) memberships. Assisted in all aspects of managing a small-scale organic farm serving a 100-member CSA and local markets. Quickly acquired new skills: learned how to plant, maintain, harvest, and market over 50 different crops.

Accomplishments
• Successfully raised funds enabling Blue House Farm to pilot the CSA Assistance program for the 2008 farming season. The program was subsequently funded for a second season and doubled the number of available scholarships.
• Established key partnership between Blue House Farm and Puente de la Costa Sur, a family service agency which connected Blue House Farm with farm-workers interested in food assistance services.

SMALL PRESS DISTRIBUTION (SPD), Berkeley, CA
Customer Service & Sales Associate  (12/05-3/07)
Sales & Marketing Intern  (8/04-2/05)

Managed customer service operations and assisted the Sales & Marketing Manager at a nonprofit organization which allows independent literary publishers to participate fully in the marketplace. Responsible for administrative work supporting entire office: Answered phones and directed calls, prepared and maintained sales/inventory reports, maintained customer/donor databases, processed daily post/electronic mail, processed cash and invoices. Managed customer service operations: Resolved difficult day-to-day problems and complaints arising from shipping and
customer service errors, responsible for interpreting and explaining SPD policies and procedures to customers and clients, fielded questions via email and phone. Assisted in the development and implementation of sales and marketing projects, and managed book inventory for a warehouse of over 10,000 titles.

Accomplishments
• Using InDesign, assisted with the production of Spring 2006 sales catalog, SPD’s largest catalog to date. Wrote and edited marketing copy for hundreds of new titles.
• Implemented new online bestseller list project. As a result of the project’s popularity, was contacted by the National Poetry Foundation and other literary organizations for permission to use the lists in their online marketing efforts.

CODY’S BOOKS, Berkeley and San Francisco, CA
Bookseller (11/03-12/05)

Worked in a team as a bookseller at a nationally renowned independent bookstore. Helped customers with all requests and needs, including finding titles in stock, special ordering titles not in stock, answering phones and fielding questions. Responsible for clerical tasks, book shelving, store organization and independent marketing projects. Assisted with opening of downtown San Francisco store.

BECKMANN’S BAKERY, Santa Cruz, CA
Farmers’ Marketeer (7/03-11/03)

Independently managed stands for Beckmann’s Bakery at the San Jose Downtown, San Mateo, and South San Francisco Farmers’ Markets. Responsible for punctual delivery, stand set-up and take-down, outstanding customer service, and high volume cash sales. Maintained inventory and sales records for individual markets in EXCEL. Analyzed weekly sales data and generated product orders based on changing trends and customer requests. Required to lift and transport heavy equipment, drive a large truck, and work long hours outdoors.

Education:

University of California-Santa Cruz, Santa Cruz, CA, June 2003
Bachelor of Arts, Literature with Creative Writing emphasis
College Honors and Honors in the Literature Major
Member Phi Beta Kappa National Honorary Society
Minor in Linguistics

Amigos Del Sol Language School, Oaxaca, Mexico, June 2005
Certificate of Completion, Advanced Spanish Language Course

Computer Skills:
• Microsoft Office including: Word, Excel, Outlook, Access
• Desktop Publishing software: InDesign
• Basic knowledge of HTML and website manipulation
Newsletter
Coracao Confections, continued from page 2...

Despite starting the business in the midst of a recession, Coracao Confections has grown impressively since its foundation two years ago. While the chocolates are primarily sold through farmers’ markets, they are also available at Whole Foods and a few specialty shops in the Bay Area. Rogers points out one advantage of buying chocolate from Coracao Confections at the farmers’ market, and that is freshness. “We don’t add any stabilizers or preservatives, although through good production practices our products are designed to be shelf stable for up to a month, but like anything, they are best when fresh,” he says.

Rogers adds, “What we sell at the farmers’ market is all made within the prior week, and in some cases the day before.”

While Coracao Confections acknowledges that many of their ingredients come from a long way away, they point out that people eat chocolate and are going to keep doing it. “We want to help make sure that we are offering people the most antioxidant rich, nutrient packed, and highest quality confections in the world.”

With Coracao Confections providing high quality chocolate that I can feel good about eating at my local farmers’ market, I can see a lot more chocolate in my future. And I won’t have to pretend I’m going to the library to do her homework when she was going to the grocery store to eat chocolate.

As I got older, my tastes developed and I discovered dark chocolate. Milk chocolate no longer seemed as interesting. But even as the chocolate market expanded and chocolates began to distinguish themselves by advertising cocoa percentage, fair trade status, and even appellation, chocolate was still junk food in my mind.

That idea has started to change, thanks in large part to Coracao Confections — one of the newest vendors at the Berkeley Farmers’ Markets. Coracao Confections is one of a growing number of raw chocolatiers that are making the case for the health benefits of raw, unprocessed chocolate.

“Raw cacao is one of the most antioxidant-rich foods in the world. And one ounce contains 314% of the iron you need per day,” says Daniel Korson. Korson founded Coracao Confections with Matthew Rogers after the two left their positions at Café Gratitude, a local eatery specializing in raw foods. “Roasting the cacao destroys nutrients and creates caffeine,” Korson says, furthering his case for the benefits of raw cacao products.

In the world of raw chocolate, Coracao Confections is unique. Nearly all of the other raw chocolate companies simply make chocolate bars. Coracao Confections is making artful chocolate confections in the form of truffles, cups, and heart shapes, but what makes them truly special is a diverse range of additions that includes an amazing gooey kaffir lime filling, goji berries, or a new take on the classic “Almond Joy.” While the additions are delicious, they are chosen not just for taste, but also to blend the chocolate with complimentary “superfoods” according to Korson and Rogers.

A look over their website reveals ingredients like lúcuma, yacon syrup, and maca, all described as “superfoods” and annotated with information about their exceptional nutritional content. The term “superfood” is generally used to describe food with high phytonutrient content, though there is currently no agreed-upon definition.

Coracao Confections, continued on page 2...
NEW MARKET VENDORS

MASSA ORGANICS, a regular vendor at our Tuesday and Saturday markets, has now joined the Thursday Berkeley Farmers’ Market! Massa brings agricultural products not currently represented at the Thursday market, including Certified Organic rice, wheat berries, and whole wheat flour, as well as almonds and almond butter.

STERLING ALBERT WINERY is the newest member of the Berkeley Farmers’ Markets. They will sell handcrafted wines every other Saturday, alternating weeks with Happy Quail Farm.

Sterling Albery Winery grows the grapes used to produce their Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, and Sauvignon Blanc at vineyards in Sonoma and Contra Costa counties. Their 30+ acre Mr. Diablo Estate Vineyard is less than 60 miles from the Berkeley Farmers’ Market. Here, on the east side of the Mr. Diablo mountain range, they grow four varietals including Cabernet Sauvignon, Syrah, Zinfandel, and Sangiovese.

Sterling Albert, owner and winemaker, is obsessive in his efforts to produce high quality estate-grown wines at affordable prices. He refuses to charge more than $30 a bottle.

Sterling Albery Winery’s close proximity to Berkeley, their commitment to sustainable growing practices, and their affordability make them a great match for the Berkeley Farmers’ Markets.

For Artichokes:
About 6 medium artichokes
Juice of 1 lemon
Olive Oil as needed
Salt & Pepper
Preheat oven to 400 degrees F.

Trim and quarter the artichokes: Pull off a few layers of the tough outer leaves. Cut off the top 1/3 of the artichoke so that none of the remaining leaves have spikes. Quarter the artichokes, and cut out the fuzzy “choke” with a small knife or scrape out with a spoon.

Drop trimmed, quartered artichokes into a bowl with lemon juice. Toss with enough olive oil to coat. Add about 1/2 teaspoon of salt and pepper to taste.

Arrange artichokes in a baking dish in a single layer. Add 2 tablespoons of water, dry white wine, or champagne vinegar to dish. You can also include a couple of bay leaves and herb sprigs of choice for more flavor. Thyme or marjoram are good options. Cover the dish with foil, and bake for 35 minutes. Then uncover the dish and bake until the artichokes are crisped and beginning to brown around the edges, about 20 minutes longer. Serve alone, or if you’re ambitious, make some garlic mayonnaise. Its easier than you think!

For Easy Garlic Mayonnaise:
1 large egg
1 teaspoon dijon mustard
2-3 teaspoons lemon juice
3/4 cup olive oil
4-6 cloves garlic, minced
Salt

Put egg, mustard, and a pinch of salt in a blender or food processor and turn it on. Add olive oil slowly in a steady stream until all is incorporated. Blend in lemon juice and garlic. Thin with additional lemon juice if needed.
Farm Fact Sheet
BLUE HERON FARMS

ABOUT: Dennis Tamura got his start in agriculture while studying gardening with Alan Chadwick during the 1970s. He subsequently helped to run the U.C. Santa Cruz Farm & Garden Apprenticeship Program for several years before founding Blue Heron Farms in 1985. Blue Heron Farms is located in a sheltered valley blessed with a cool climate and soil that is soft and easy to work with. They are surrounded by live oaks and habitat that is home to deer, bobcats, and coyotes. Both Dennis and Lori agree that their greatest asset is the people who they work with, including a wonderful group of men from Jalisco and Michoacan, Mexico, and a dedicated farmers’ market staff and flower crew. As Lori says, “Although the hard work never seems to stop, there’s not a day that goes by that we don’t feel lucky to be farming here on the Central Coast, where people really care about organics and we are able to sell directly to farmers’ market customers!”

FARM FACTS

LOCATION: Corralitos, Santa Cruz County, CA
DISTANCE FROM BERKELEY: 80 miles
ACREAGE IN PRODUCTION: 20 acres
SOIL TYPE: Sandy loam
WATER SOURCE: Well
PEOPLE: Dennis Tamura and Lori Perry own and manage Blue Heron Farms. They employ 15 full-time farmworkers during peak season (May - October), and their sons and grandsons also work on the farm.
PRODUCTS: Diversified vegetables and flowers.

GROWING PRACTICES

ORGANIC CERTIFICATION: Certified Organic by CCOF since 1986.
FERTILIZER: Compost (produced on-site), pelletized blended organic fertilizers, fish emulsion, cover crops.
WEED CONTROL: Hoeing and hand-weeding, tractor cultivating, torching.
PEST MANAGEMENT: Blue Heron Farm uses good crop rotation and fertility maintenance to combat pests. Vegetation surrounding the farm provides habitat for beneficials, and they use row cover and fences for protection. When needed, they use OMRI-certified sprays including Pyganic to control flea and cucumber beetles on their brassicas and lettuce, and neem oil to control aphids on lettuce.

MARKET DAYS: Tues, Thurs & Saturdays
SELLING SEASON: April - November
(831) 722-8635

The Heart of the Fresh, Local Food Movement Since 1987
Berkeley Farmers’ Markets 510-548-3333 bfm@ecologycenter.org www.ecologycenter.org/bfm
Community Advisory Committee
Members
Community Advisory Committee Members

Kirk Lumpkin
Donna Page
Betsy Cazden
Paul Stone
Jeff Watson
Tim Mueller
James "Blue Jay" Hosley
Linda Graham
David Caruso-Radin
Michelle Squiterie
Roxanne Crittenden
Ben Feldman
Dylan Cardiff
Fred Hempel
Andrea Willems
Sage Dilts
Cindy Yang
Katie Hannon
Vendor List
Alive!
Leland Jung
info@aliveveggie.com, aliveveggie@sbcglobal.net
www.aliveveggie.com
Raw, Vegan Foods

All Things Sharp
Eric E. Weiss
1627 Liberty St
El Cerrito, CA 94530
(510) 234-6824
allthingssharp.weiss@gmail.com
Knife sharpening service

Andy and Cindy's Thai Cuisine
Andrzej Szachnowicz and Cindy Yang
1251 Navellier St
El Cerrito, CA 94530
(510) 830-9296
andrzej6182@yahoo.com
www.acthaicuisine.com
Thai food

Avalos Organic Farm
Efren Ávalos
P.O. Box 1252
Hollister, CA 95024
Vegetables, herbs, strawberries, melons, tomatoes.
Certified Organic

Bariani Olive Oil
Santa & Enrico Bariani
9460 Bar Du Lane
Sacramento, CA 95829
(916) 689-9059
bariani@aol.com, sebastian@barianioliveoil.com
www.barianioliveoil.com
olive oil
Registered Organic

Big Paw Grub
Bryan and Susan Saba
1190 Dell Ave, Suite O
Campbell, CA 95008
408-464-9048
bryan@bigpawsales.com
www.bigpawsales.com
vinegars, olives, olive oil, bread dips and spreads

Billy Bob Orchards
Bill Peixoto
911 Green Valley Rd
Watsonville, CA 95076
(831) 234-1552
Apples
Certified Organic

Blossom Bluff Orchards
Ted & Fran Loewen
17564 E. Clayton Ave
Parlier, CA 93648
(559) 287-5678 (Fran Cell)
franloewen@hotmail.com
www.blossombluff.com
stonefruit, persimmons, citrus, dried fruit
Certified Organic
**Blue Bottle Coffee Company**
James Freeman  
300 Webster Street  
Oakland, CA 94607  
(510) 653-3394  
bluebottlecoffee.net  
Fresh coffee and coffee beans

**Blue Heron**
Lori Perry & Dennis Tamura  
216 Merk Rd.  
Watsonville, CA 95076  
(831) 722-8635  
Diversified vegetables and flowers.  
Certified Organic by CCOF since 1986.

**Blue Moon**
Patrick DeYoung  
770 Del Valle  
Aptos, CA 95003  
831-247-0399  
bluemooncsa@gmail.com  
www.bluemoonorganicsfarm.com  
blackberries  
Certified Organic

**Brokaw Nursery**
Will Brokaw  
34-E Hangar Way  
Watsonville, CA 95076  
(831) 761-9086  
willbrokaw@sbcglobal.net  
www.willsavocados.com  
Avocados, specialty citrus, and subtropical fruits.  
Not Certified Organic

**Brooks & Daughters**
Jim & Corie Brooks  
6595 Ellen Ln.  
Forestville, CA 95436  
(707) 887-8747  
coriebrooks@msn.com  
Sprouts, wheatgrass & wheatgrass juice,  
pastured eggs, and african violets.  
Not Certified Organic

**Cafe Zambala**
Nawang Jungtuktsang  
1313 Navellier St  
El Cerrito, CA 94530  
cafezambala@hotmail.com  
Tibetan Food

**Brickmaiden Breads**
wood-fired brick oven breads & desserts

**California Pajarosa**
John Furman  
133 Hughes Rd.  
Watsonville, CA 95076  
roses  
Not Certified Organic
Catalán Family Farm
Maria Inés Catalán
1180 Los Viboras Road
Hollister, CA 95023
(831) 210-1170
Vegetables, herbs, melons, strawberries.
Certified Organic

Challenge Horticulture
Jack Wu
37K Frenchman Creek Road
Half Moon Bay, CA 94019
(650) 712-1311
jackwu@halfmoonbayorchids.com
Orchids, potted and cut.
Not Certified Organic

Core Elations (formerly Happy Wraps)
Corey Pooley
2555 Branciforte Drive
Happy Valley, CA 95065
(831) 262-1928
core.elations@gmail.com
Organic, vegan sushi & smoothies.

Curry Leaf Cuisine
Shyamala Parameswaran
shymala_prima2003@yahoo.com
www.markandeya.com
Vegan South Indian food and drinks

Coracao Confections
Daniel Korson
510-837-8516
Daniel@coracaoconfections.com
www.coracaoconfections.com
Raw, Vegan Chocolates

Cultured
Alex & Kevin Hozven
800 Bancroft Way, Suite 105
Berkeley, CA 94710
(510) 540-5185
culturedsauerkraut@sbcglobal.net
culturedpickleshop.com
Organic raw sauerkraut

Delta Blue Blueberries
209-471-4406
www.deltablueblueberries.com
Blueberries
Certified Organic

Dirty Girl Produce
Joe Schirmer
(831) 566-2433 (stella)
info@dirtygirlproduce.com
www.dirtygirlproduce.com
Vegetables and flowers
Certified Organic
Fandango Spice Garden
Cheryl Gostisha and Bob Gardiner
Box 7
Annapolis, CA 94708
fanjam@mcn.org
Jams and holiday wreaths
Certified Organic

Fatted Calf
Toponia Miller and Tayler Boetticher
644 First Street Suite C
Napa, CA 94559
707-256-3684
contact@fattedcalf.com
www.fattedcalf.com
local and sustainably raised meats

Frog Hollow Farm
Al Courchesne, Becky Smith, Sarah Coddington
P.O. Box 2110
Brentwood, CA 94513
925-634-2845 (dial 9)
or (888) 779-4511
sarah@froghollow.com, al@froghollow.com,
peaches@froghollow.com
www.froghollow.com
fruit, jams, pastries, dried fruit
Certified Organic

Flying Disc Ranch
Robert Lower
P.O.Box 201
Thermal, CA 92274
(760) 399-5313
www.flyingdiscranch.com
Dates, Grapefruit.
Not Certified Organic: Biodynamic

Four Sisters Farm
Robin & Nancy Gammons
1431 Cole Rd.
Aromas, CA 95004
(831) 726-7266
mngammons@finestplanet.com
www.foursistersfarm.com
vegetables, flowers, kiwis, avocados
Certified Organic

Flaco's
Antonio Magaña
P.O. Box 1084
Berkeley, CA 94701
510-981-8081
info@flacos.com
www.flacos.com
Vegan Mexican food

Flatland Flower Farm
Joann Krueger & Dan Lehrer
580 Tilton Rd.
Sebastopol, CA 95472
flatland@sonic.net
flatlandflowerfarm.com
nursery plants, apples
Certified Organic

Full Belly Farm
Judith Redmond et.al.
P.O. Box 251
Guinda, CA 95637
(530) 796-2214
judy@fullbellyfarm.com
www.fullbellyfarm.com
Flowers, herbs, nuts, fruits, and nearly 100
different vegetables.
Certified Organic by CCOF since 1985.
Gabriel Farm
Lucy and Torrey Olson
torrey@gabrielfarm.com
www.gabrielfarm.com
apples & asian pears, juice, lavender
Certified Organic

Happy Girl Kitchen Company
Jordan and Todd Champagne
PO Box 491
Big Sur, CA 93920
todd@happygirlkitchen.com
www.happygirlkitchen.com
Organic pickled vegetables, canned tomato products, jams, and lemonade.

Gattonelli
Jordon Gatto
74451 Hill Road
Covelo, CA 95428
707-983-6979
tomato sauce & juice
Registered Organic

Happy Nuts Farm
Ahmad Dalvi
3024 Brisbane Ct.
Sacramento, CA 95826
(916) 362-7712
happynutsfarm@yahoo.com
pistachios & almonds
Not Certified Organic

Guru Ram Das Orchards
Didar Singh Khalsa
24701 County Rd. 22A
Esparto, CA 95627
(530) 787-3884
Various tree fruit including citrus, stone fruit, figs, and persimmons, sold both fresh and dried (sulfite free). They also produce grapes and pomegranates.
Certified Organic by CCOF since 1986.

Happy Quail Farm
Jim Talboy and Tom Von Tersh
honey, beeswax, bell peppers, dried peppers, flowers

Happy Boy Farms
Greg Beccio
P.O. Box 1076
Freedom, CA 95019
(831) 476-3276
mgbeccio@cruzio.com
www.happyboyfarms.com
Vegetables, Herbs & Tomatoes
Certified Organic

Highland Hills Farm
Ted Fuller
35 Lila Ln.
Petaluma, CA 94954
www.highlandhillsfarm.com
Beef, pork, lamb, goat, poultry.
Grass-fed, Grass-finished
Hodo Soy
Minh Tsai
hodosoy.com
Organic soy products

Hog Island Oyster Co.
P.O. Box 829
Marshall, CA 94940
415-497-0912
george@hogislandoysters.com
www.hogislandoysters.com
None (no organic standards exist for mariculture).

Hudson Fish
Yvette & Michael Hudson
P.O. Box 2193
Berkeley, CA 94702
(510) 528-8686
yvette@hudsonfish.com, mike@hudsonfish.com
www.hudsonfish.com
Fish, crab, prawns, rock shrimp.

Ici Ice Cream
Mary Canales
2948 College Avenue
Berkeley, CA 94705
510-665-6054
www.ici-icecream.com

Juniper Ridge
Hall Newbegin
PO Box 5535
Berkeley, CA 94705
(510) 521-7204
alli@juniperridge.com
www.juniperridge.com
Soap, incense, tea, wildcrafted herb products.

Kaki Farm
Nicasio and Carmen Soria
Pastured eggs, citrus, persimmons, fruits & vegetables.
Certified Organic by CCOF since 1991.

Kashiwase Farms
Steven Kashiwase
9681 West Lane
Winton, CA 95388
(209) 394-2246
skash956@msn.com
Stone fruit, Asian Pears, Almonds.
Certified Organic

Korina Farms
Garry Vance
24249 Million Rd.
Corning, CA 96021
pecans
Not Certified Organic
La Tercera
Annabelle Lenderink
P.O. Box 507
Bolinas, CA 94924
(415) 868-0831
rarelychecksemail@yahoo.com
vegetables
Certified Organic

Lou Vue
Lou Vue
4722 N. Rosendo Ave.
Fresno, CA 93722
559-495-5075
Asian vegetables
Not Certified Organic

Little Organic Farm
David Little
707-235-4988 (cell)
littlefarm@sbcglobal.net
www.thelittleorganicfarm.com
Heirloom, dry-farmed potatoes

Lucero Organic Farms
Ben and Karen Lucero
(209) 334-6136
lucerofarm@yahoo.com, clucerocj@yahoo.com
Strawberries, raspberries, tomatoes, tomatillos, squash, corn, beans and other vegetables.
Certified Organic by CCOF since 2002.

Lone Oak Ranch
citrus, raisins, fall fruits, almonds

Ludwig Avenue Farm
Art Davis
vegetables, eggs, pies
Not Certified Organic

Lou Lou’s Garden
Casey Havre
4337 Calaveritas Road
San Andreas, CA 95249
(415) 613-8520 (Casey cell)
lil@loulousgarden.com
www.loulousgarden.com
Organic jams, pickles, & marinated artichokes

Massa Organics
Greg Massa
P.O. Box 535
Hamilton City, CA 95951
(530) 519-8628
greg@massaorganics.com
www.massaorganics.com
certified organic
Medicinal Plants
Joshua Muscat
www.sfbmc.org
Herbal salves & tinctures.

OBUGS
Heather Davis
1724 Mandela Parkway Suite 5
Oakland, CA 94607
510-465-4660
obugs@obugs.org
www.obugs.org
Fresh herb bundles, herbed salt, dog treats.

Molina’s
Lupe Molina
1389 S. Highland Avenue
Sanger, CA 93657
mamamolina@gmail.com
Pomegranates
Not Certified Organic

OctoberFeast Bakery
www.octoberfeast.com
Organic Old World vegan breads and pastries.

Moonlite Bakery
Shirley Trimble
PO Box 745
Santa Cruz, CA 95061
831-246-1533
sltrimb@cruzio.com
Cookies, brownies, pastries, hot chocolate & other baked goods.

Pacific Wildcraft
Andrew Daunis
P.O. Box 1393
Nevada City, CA 95959
707-357-0375 cell
andrew@pacificwildcraft.com
www.pacificwildcraft.com
Seaweed

Morell’s Bread
Eduardo Morell
(415) 302-8609
eduardo@morellsbread.com
morellsbread.com
Specialty organic brickoven bread

Phan Farm
Cindy and Danny Phan
(916) 690-5898
Asian vegetables
Certified Organic
Phoenix Pastificio  
Carole Sartenaer  
1250 Addison Street, Suite 109  
Berkeley, CA  94702  
(510) 883-0783 (phone and fax)  
phoenixpasta@aol.com  
pasta, ravioli, sauces, breads, sweets

Quetzal Farm  
Kevin McEnnis and Keith Abeles  
(707) 318-5275  
info@quetzalfarm.com, keith@quetzalfarm.com  
quetzalfarm.com  
vegetables, melons and flowers  
Certified Organic

Pomo Tierra Ranch  
Bob Bernstein  
P.O. Box 225  
Yorkville, CA  95494  
(707) 367-1909  
bernie@mcn.org  
Apples, Apple Juice, Apple Sauce, Apple Cider  
Vinegar, Pears (European & Asian), Potatoes.  
Certified Organic

Redwood Hill Farm  
Jennifer Lynn Bice  
5480 Thomas Road  
Sebastopol, CA  95472  
(707) 823-8250  
jennifer@redwoodhill.com  
www.redwoodhill.com  
Goat’s milk yogurt & cheeses.  
Not Certified Organic

Prima Products  
Karen Waikiki  
P.O. Box 396  
Boyes Hot Springs, CA  95416  
(707) 939-9350  
primaveranueva@aol.com  
www.primaveratamales.com  
Tortillas, chips, salsas, tamales.

Riverdog Farm  
Trini Campbell, Tim Mueller  
P.O. Box  42  
Guinda, CA  95637  
(530) 796-4100  
csa@riverdogfarm.com  
www.RiverdogFarm.com  
Diversified vegetables, melons, almonds,  
pastured eggs, and whole chickens.  
Certified Organic by CCOF since 1993.

Queen of Sheeba Farms  
P.O. Box 40297  
Berkeley, CA  94704  
510-388-9112  
khaledsbees@sbcglobal.net  
www.beehealthyhoneyshop.com  
Honey

Schmidt Farm  
Jim Schmidt & Frances Leon  
224 Brooklyn Ave.  
San José, CA  95128  
(408) 294-4297 land line  
frances_leon@sbcglobal.net  
www.fearlessfoods.com  
Grapes, Raisins.  
Certified Organic
Sierra Cascade Farm
John & Armen Carlon
blueberries
Certified Organic

Smit Ranch, Inc.
John & Cleizene Smit
12601 N. Clements Rd.
Linden, CA  95236
(209) 887-2237
jandcsmit@aol.com
smitorchards.com
Apples, grapes, stone fruit, blueberries, juices. Certified Organic by CCOF since 2005, with the exception of their blueberries, which are not certified organic.

Solano Mushroom
Sam & Sun Hee Shin
solanomushroom.com
Mushrooms, fruit, chestnuts, sweet potatoes.

Sonoma Swamp Blues
Andy & Mamta Landerman
Blueberries
Certified Organic

Spiral Gardens
Daniel Miller
2830 Sacramento St.
Berkeley, CA  94702
(510) 843-1307
info@spiralgardens.org
www.spiralgardens.org
Nursery plants, specializing in medicinal and edible plants appropriate for the Bay Area climate, as well as California natives and habitat-supporting plants. Unlike most nurseries, Spiral Gardens propagates most of their plants on site.

Spring Hill Jersey Cheese
Larry K. Peter
621 Western Ave
Petaluma, CA  94952
(707) 762-3446
springhillcheese@yahoo.com,
michelle@springhillcheese.com
www.springhilljerseycheese.com
Jersey Cow cheeses and butter
Certified Organic

St. Benoit Yogurt
Benoit de Korsak
www.stbenoit.com
Certified Organic Yogurt
Certified Organic

Sterling Albert Winery
Sterling Albert
150 Mason Circle J
Concord, CA  94520
925-363-3339
sterling@sawinery.com
sawinery.com
Wine
Stonehouse California Olive Oil
Trish Baldwin
1016 Carleton St
Berkeley, CA  94710
(510) 524-8900
Stonehouseoliveoil.com
Olive Oil, Basalmic vinegar.

Swanton Berry Farm
Jim Cochran, Bill Kennedy
P.O. Box 308
Davenport, CA  95017
(831) 247-0985
ydennekllib@yahoo.com
www.swantonberryfarm.com
Strawberries, blackberries, olallieberries, jams, globe artichokes, broccoli, cauliflower, peas, and celery.
Certified Organic by CCOF since 1987 (the first strawberry farm in California to become certified)

Three Twins Ice Cream
Neal H. Gottlieb
2118 Fifth Ave
San Rafael, CA  94901
(415) 577-0144 (cell)
threetwins@gmail.com
www.threetwinsicecream.com
organic ice cream
Certified Organic

Tony’s Kettle Corn
Antonis Giakoumis
(650) 468-1023
antonisgiakoumis@yahoo.com
popped kettle corn & crepes

Swanton Berry Farm
Jim Cochran, Bill Kennedy
P.O. Box 308
Davenport, CA  95017
(831) 247-0985
ydennekllib@yahoo.com
www.swantonberryfarm.com
Strawberries, blackberries, olallieberries, jams, globe artichokes, broccoli, cauliflower, peas, and celery.
Certified Organic by CCOF since 1987 (the first strawberry farm in California to become certified)

Triple Delight Blueberries
Kimberly and Mark Sorensen
P.O. Box 206
Caruthers , CA  93609
(559) 287-3965
kim@tdberries.com
www.tdberries.com
Blueberries
Not Certified Organic

Three Twins Ice Cream
Neal H. Gottlieb
2118 Fifth Ave
San Rafael, CA  94901
(415) 577-0144 (cell)
threetwins@gmail.com
www.threetwinsicecream.com
organic ice cream
Certified Organic

Triple J
Jim Nofziger
9 Sequoia Way
Pacifica, CA  94044
customjim4u@yahoo.com
Plum and apple cider vinegar, nursery plants, white ginger lives.
Certified Organic

Tofu Life
Hanan Onn
info@tofulife.com
Organic smoked tofu and tofu paté, Turkish espresso, cookies.

Tofu Life
Hanan Onn
info@tofulife.com
Organic smoked tofu and tofu paté, Turkish espresso, cookies.

Vang Family Farm
Bentley Vang & Ying Lee Vang
6427 E. Woodward Ave
Fresno, CA  93727
(559) 824-0709
vegetables including Asian vegetables
Not Certified Organic
Vital Vittles Bakery, Inc.

Binh Tran  
(510) 644-2022  
benvitalvittles@yahoo.com  
www.vitalvittles.com  
Organic vegan breads and desserts

Woodleaf Farm

Carl Rosato  
(530) 589-1696  
woodleaffarm@sbcglobal.net  
www.woodleaffarm.net  
Woodleaf farm grows a wide variety of tree fruit, specializing in peaches. Certified Organic by CCOF since 1982.
Climate Action Plan
nity VMT. The high cost and high demand for housing means that many UC employees and faculty are unable to live in Berkeley. UC could do more to address those housing needs. Some institutions directly address this issue by either developing housing themselves, subsidizing others to do so, or through direct housing assistance to employees.

- Partner with UC Berkeley and the Berkeley Unified School District to identify opportunities to site affordable housing near transit for faculty and staff.

- Provide enhanced assistance during the permit process for transit-oriented development projects.

- Encourage the preservation and adaptive reuse of historic buildings. Preservation can be an important climate protection strategy that does not conflict with the goal of building new transit-oriented housing. Preservation and reuse of existing buildings not only preserves embodied energy in buildings, but also reduces the GHG emissions associated with demolishing a building, transporting demolition debris, and building a new building. Existing buildings can be intensified to create additional housing or commercial space to help meet future demand.

2. Goal: Increase and enhance urban green and open space, including local food production, to improve the health and quality of life for residents, protect biodiversity, conserve natural resources, and foster walking and cycling

Green and open spaces are essential components of Berkeley’s livability, public health and ecological sustainability. Safe and inviting public parks, vibrant community gardens, and high-quality street design help to foster physical activity (and low-carbon mobility) such as walking and cycling. Well-designed open spaces can also serve as parts of an advanced and integrated stormwater system that promotes stormwater quality and reduces downstream flooding. Utilizing natural systems to manage water resources also has the potential to reduce the need for more energy and carbon intensive stormwater infrastructure projects. Further, Berkeley’s parks, gardens and streetscapes can be designed to conserve shrinking water resources by utilizing drought resistant plants and water-efficient irrigation techniques.

a. Policy: Require new developments in specified areas to contribute to street-level open space on site or in the public realm
Implementing Actions:

- Establish an "Open Space Fee" or similar mechanism for the creation of new and enhancement of existing streetscapes, public open space, and community gardens.
- Allow multi-unit residential projects to provide street-level public open space in lieu of some required on-site private open space.
- Consider the feasibility of establishing policies that would discourage the removal of usable open space in private lots unless such open space would be provided elsewhere on site or the property owner agrees to pay an "Open Space Fee" or similar mechanism which would be used to fund the maintenance of existing or the creation of new public open space.

b. Policy: Promote tree planting, landscaping, and the creation of green and open space that is safe and attractive and that helps to restore natural processes.

A healthy urban forest has several benefits, including:

- Reducing the energy consumption associated with air conditioning buildings by providing shade
- Reducing local ambient temperatures by shading paved and dark colored surfaces like streets and parking lots that absorb and store energy rather than reflecting it
- Intercepting and storing rainwater, thereby reducing water runoff volume
- Improving community quality of life through beautification and by reducing noise pollution and encouraging pedestrian traffic

Trees also provide a GHG reduction benefit through a process called carbon sequestration. A single mature tree can absorb as much as 48 lbs. of carbon dioxide per year. Estimates are that between 660 and 990 million tons of carbon is stored in urban forests nationally.13

Implementing Actions:

- Maintain and protect mature trees wherever possible and maximize tree planting as part of public open space and street improvements.
- Consider developing street tree master plans for sub-areas within the City. Such plans would guide the selection of appropriate tree species for streets and open spaces and outline a regular maintenance and planting cycle to ensure that hazards to trees are minimized and that the local tree stock continues to increase.

---

Consider developing a tree preservation ordinance that would articulate strong standards for the preservation and replacement of trees in the public right of way.

Identify opportunities for tree planting and to maintain existing and create new public open spaces in order to increase community access to parks and plazas. The City should ensure that as development increases along certain transit corridors it is accompanied by an appropriate level of tree planting and green and open space enhancements.

Establish standards and guidelines to ensure that ecologically beneficial stormwater quality and retention features and water conservation features are integrated into the design of landscaping features on both public and private land.

Encourage the development of green roofs by providing outreach and guidelines consistent with the building code.

c. Policy: Increase access to healthy and affordable foods for the community by supporting efforts to build more complete and sustainable local food production and distribution systems

The “Victory Garden” movement during World War I and World War II turned the U.S. into a nation of gardeners. This was a time of crisis in which the federal government asked citizens to plant gardens to reduce pressure on the food supply brought on by war. In 1943, Americans planted over 20 million Victory Gardens and the harvest accounted for nearly a third of the vegetables consumed in the country that year.¹⁴

Today gardening and a growing local food movement are again making a comeback. Communities’ desire to cut costs, eat healthier, and reduce their carbon footprint, along with concerns about our food system’s dependence on rapidly depleting fossil fuels, is spurring a move toward more sustainable food production and distribution.

Sustainable food systems reduce the distance food must travel to get to our tables. When food is produced, processed and distributed near where it is consumed, transportation miles are minimized as well as are the associated pollutants. According to a WorldWatch Institute study, a typical meal brought from a conventional supermarket chain consumes 4.17 times more petroleum for transport than the same meal using local ingredients.¹⁵ Despite California’s massive food production capacity, the state imports 40% of its food, which translates into at least 250,000 tons of GHG emissions per year, according to an NRDC study.¹⁶

¹⁴ See www.revivevictorygarden.org (2009)
Sustainable food systems also prioritize the consumption of organic food over conventional food, and the consumption of vegetables rather than meat. Organic food production requires far less fossil fuel inputs than conventional systems, which in turn reduces GHG emissions. Likewise, a meat diet requires twice as much energy to produce as a vegetarian diet. Globally farm animals generate 18% of GHG emissions, according to estimates by the United Nations.

Local food systems offer a host of social and economic benefits as well. For example, growing a garden can make a difference for a family’s food budget. And efforts to increase access to local, affordable, healthy food for low-income families, the elderly, and others with mobility challenges can improve public health. Local food systems also help to insulate communities from volatile oil prices, which in turn affect food prices. Finally, food localization can create high-quality local green jobs in the farming, food processing and distribution trades.

The City of Berkeley already has a foundation on which to build when it comes to promoting local, nutritious food. The City Council adopted a Food and Nutrition Policy in 2001. Its purpose is to “help build a more complete local food system based on sustainable regional agriculture that fosters the local economy and assures that all people of Berkeley have access to healthy, affordable, and culturally appropriate food.” Examples of how this policy is currently being implemented include the City’s financial and logistical support of community gardens and the City has also included local food criteria in Requests for Proposals (RFP) for vendors to prepare and deliver food for the City of Berkeley Summer Food Program.

In response to crises like climate change, Peak Oil, health disparities, a shaky economy, and the loss of greenfields and farmland due to suburban sprawl, the City and its partners must do more to build a resilient and sustainable local food system.

**Implementing Actions:**

- **Encourage and support existing community gardens as well as neighborhood initiatives to launch additional community gardens.**
- **Include community gardens and orchards in the planning for the Santa Fe Right-of-Way.**
- **Encourage local community gardens to donate excess produce to local food banks.**
- **Continue to provide compost to community and school gardens.**
- **In collaboration with local business associations and merchants, continue to expand and promote the Buy Local Berkeley Campaign.** The goal of the campaign is to build a vibrant local economy by encour...
aging consumers and businesses to buy local. Shifting more consumer purchases to local businesses has the potential to increase tax revenue for the City, expand local investments in nonprofits and local businesses, and create more local jobs while simultaneously reducing vehicle miles traveled.

- Consider developing and adopting a Buy Local Ordinance that would give preference to local businesses. The ordinance would encourage local institutions, businesses, and consumers to join the City in spending locally.

- In partnership with business associations and others, create incentives for restaurants that feature local, organic foods. Incentives could include marketing and promotion assistance, among others.

- Support local educational institutions such as the Berkeley Unified School District, the Berkeley Adult School and UC Berkeley to continue educating students in growing and preparing their own food. Nearly all of the Berkeley Unified School District’s (BUSD) schools have gardens, several of which produce food for school consumption. Through garden and cooking classes, students are introduced to food production, nutrition, composting, and ecological awareness.

- Promote the purchase of food from local producers for schools, senior centers, after-school programs, the summer food program and others. This action can be carried out by including local and nutritious food criteria in Requests for Proposals for vendors to prepare and deliver food for such programs. Currently 30% of the produce BUSD serves to students is sourced locally.

- Support state and federal legislation that prioritizes local food production.

- Continue to make street space available for farmers markets and explore opportunities for additional markets in Berkeley so as to increase access to local, healthy food.

- Encourage and provide guidelines consistent with the building code for buildings to incorporate rooftop gardens that can be used for food production.

- Through the City's website and publications, encourage residents to grow food in home and community gardens using methods that reduce GHG emissions, such as using organic inputs and compost.

- Through the City's website and publications, make information available to the public to facilitate consideration of a less carbon-intensive diet, such as eating less meat and choosing vegetarian or vegan options instead.

- Support local efforts to provide training to residents in farming and gardening techniques.
Work with East Bay Municipal Utility District to consider a program that would provide reduced water rates for community gardens as an incentive for residents to utilize community garden space to grow their own food.

Identify opportunities to open up City-owned vacant land to encourage local food production for local consumption.

Support the development of local food distribution and processing facilities. The City can provide this support in several ways, including: utilizing procurement dollars and City contracts to support local green businesses and providing marketing assistance.

In collaboration with AC Transit, identify opportunities to improve public transportation options to local food markets.

Work with community partners to identify methodologies for better tracking and reporting on the rate of local food production and consumption and the associated cost and GHG impacts, and other indicators.

3. Goal: Manage parking more effectively to minimize driving demand and to encourage and support alternatives to driving

a. Policy: Design and implement parking strategies to create disincentives for driving – especially for single-occupancy commuting – and, where possible, to build revenue for transportation services.

Such services may include:

- Expansion of car sharing
- Improved bicycle infrastructure
- Bicycle-sharing programs
- Sidewalk repair and other pedestrian improvements
- A local shuttle bus network

Implementing Actions:

- Encourage UC Berkeley, the City’s largest employer, to reduce its plans to build new parking spaces and to also revise its parking policies and programs to better encourage, support, and invest in alternatives to driving.

- Identify areas in Berkeley in which increased parking rates would effectively discourage driving and generate new revenue while not having a significant negative effect on local businesses. Such neighborhoods should be well served by alternative transportation options.
City of Berkeley and BUSD Nutrition Policies
Berkeley Unified School District Wellness Policy

Responsibilities

The Board of Education recognizes the important connection between a healthy diet and a student's ability to learn effectively and achieve high standards in school. The Board also recognizes the school's role, as part of the larger community, to promote family health, sustainable agriculture and environmental restoration.

The Board of Education recognizes that the sharing of food is a fundamental experience for all peoples; a primary way to nurture and celebrate our cultural diversity; and an excellent bridge for building friendships, and inter-generational bonds.

Mission

The educational mission is to improve the health of the entire community by teaching students and families ways to establish and maintain life-long healthy eating habits. The mission shall be accomplished through nutrition education, garden experiences, the food served in schools, and core academic content in the classroom.

Goals

1. Ensure that no student in Berkeley is hungry.
2. Ensure that a healthy and nutritious breakfast, lunch and after school snack is available to every student at every school so that students are prepared to learn to their fullest potential.
3. Eliminate the reduced-price category for school lunch, breakfast and snacks, so that all low-income children have healthy food available at no cost.
4. Ensure that all qualified children become eligible for free meals by frequently checking with Alameda County Social Services.
5. Ensure maximum participation in the school meal program by developing a coordinated, comprehensive outreach and promotion plan for the school meal programs.

6. Shift from food-based menu planning to nutrient-based planning (as set forth under USDA guidelines) to allow for more flexible food selection.

7. Ensure that the nutritional value of the food served significantly improves upon USDA Dietary Guidelines by providing nutritious, fresh, tasty, locally grown food that reflects Berkeley's cultural diversity.

8. Ensure that the food served shall be organic to the maximum extent possible, as defined by the California Certified Organic Farmers.

9. Eliminate potential harmful food additives and processes, such as bovine growth hormones, irradiation, and genetically modified foods.

10. Serve meals in a pleasant environment with sufficient time for eating, while fostering good manners and respect for fellow students.

11. Maximize the reduction of waste by recycling, reusing, composting and purchasing recycled products. Each school site shall have a recycling program.

12. Ensure that a full service kitchen will be installed at school sites where public bond money is expended to repair or remodel a school.

Strategies

A. Integration into the Curriculum

1. Integrate eating experiences, gardens, and nutrition education into the curriculum for math, science, social studies and language arts at all grade levels.

2. Establish a school garden in every school. Give students the opportunity to plant, harvest, prepare, cook and eat food they have grown.

3. Establish relationships with local farms. Encourage farmers and farm workers to come to the school classroom and arrange for students to visit farms.

B. Student Participation

1. Solicit student preferences in planning menus and snacks through annual focus groups, surveys, and taste tests of new foods and recipes.
2. Ensure that 5 students are represented on the Child Nutrition Advisory Committee.

C. Waste Reduction

1. Ensure that cafeterias are part of the environmental education of students and staff through reducing waste, composting, recycling and purchasing recycled material.

D. Sustainable Agriculture

1. Purchase food from school gardens and local farmers as a first priority, based on availability and acceptability. Child Nutrition Services will coordinate its menus with school garden production and provide to garden coordinators a list of the produce it wishes to purchase.
2. Work with the Alameda County Cooperative Bid (13 school districts) to increase the amount of products purchased from local farms and organic food suppliers.

E. Nutrition Education and Professional Development

1. Provide regular professional development to enable the Food Services Staff to become full partners in providing excellent food for our students.
2. Provide regular training, at least annually, to teachers and the Food Service Staff on basic nutrition, nutrition education, and benefits of organic and sustainable agriculture.
3. Provide Child Nutrition Services with USDA approved computer software, training and support to implement nutrient-based menu planning.

F. Business Plan

1. The Board of Education shall do a comprehensive cost/benefit analysis and business plan. The plan shall include an examination of different development models of increased fresh food preparation at the central and satellite kitchens.
G. Public Information

1. Each year in March, Child Nutrition Services shall prepare The Director's Annual Report for the Board of Education, which will include: a) Description of the level of service for each site and level of participation; b) Profit and Loss Statement for the past fiscal year; c) Outreach and Promotion Marketing Plan (with assistance from Advisory Committee) d) Budget for the future year; e) Report on the progress in meeting the food policy goals; f) Nutritional quality of the food being served; g) Inventory of equipment; h) Budget for maintenance and replacement equipment; i) Accounting of Child Nutrition Services' financial reserve and a budget allocating the reserve.

2. The Berkeley Unified School District's Food Policy, Director's Annual Report, Monthly Menus and food policy information shall be available at District Office and on the Board of Education's Web site.

3. A summary of the Director's Annual Report shall be distributed as part of the April and May menus.

H. Public Policy

1. Advocate for label disclosure: a) Request State and Federal representatives support legislation that will clearly label food products that have been irradiated, genetically modified or have been exposed to bovine growth hormones. b) Send a Board of Education resolution requesting support for labeling legislation to: 1. Every School Board in the State of California. 2. The State School Boards Association. 3. The Nation School Boards Association.

I. Establishment of a Child Nutrition Advisory Committee

1. Child Nutrition Advisory Committee shall be established to discuss food-related topics of concern to the school community and help make policy recommendations to the Board of Education.

2. The 24 Member Child Nutrition Advisory Committee shall be as follows:

   a) 10 Community/Parent representatives appointed by the Board of Education
b) The Superintendent. c) The Director of Child Nutrition Services.
d) 3 Classified employees appointed by their employee organization.
e) 3 Teachers (elementary, middle and high school) appointed by their employee organization.
f) 1 Principal appointed by their employee organization.
g) 5 Students (3 middle school and 2 high school) appointed by student government

3. The Advisory Committee shall meet at least six times a year at hours convenient for public participation.

4. The Duties and Responsibilities shall be as follows: a) Present to the Board of Education an Annual Report in April of each year on the status of meeting the food policy goals. The report shall contain: 1. Review and comment on the Director's Annual Report, Profit and Loss Statement, Marketing Plan and Business Plan. 2. Recommendations for improving the delivery and cost effectiveness of food services. b) Assist the Director of Child Nutrition Service in the development and implementation of the Outreach and Promotion Marketing plan. c) Review and report by February 1 to the Board of Education on recommendations to eliminate potentially harmful food additives and processes. d) Make periodic reports, as the Advisory Committee deems necessary. e) Establish rules for decision-making.

J. Maintenance and Repair of Equipment

1. The Board of Education instructs the Maintenance Committee to include kitchen facilities, food preparation and storage of equipment as high priority in its comprehensive maintenance policy.

2. Modernize computer equipment and programs, and institute an automated accounting system.

K. Community Use of School District Property

1. District facilities, including school kitchens shall be available to community based groups for their use and enjoyment under terms established by the Board of Education.
EXHIBIT A

City of Berkeley
Food And Nutrition Policy

Purpose

The purpose of the City of Berkeley Food and Nutrition Policy is to help build a more complete local food system based on sustainable regional agriculture that fosters the local economy and assures that all people of Berkeley have access to healthy, affordable, and culturally appropriate food.

Responsibilities

The City Council recognizes the opportunity to contribute to the conditions in which optimal personal, environmental, social, and economic health can be achieved through a comprehensive food policy. The City Council also recognizes that the sharing of food is a fundamental human experience; a way of nurturing and celebrating diverse cultures, thereby building community and strengthening inter-generational bonds.

Council will direct City staff, in collaboration with the Berkeley Food Policy Council and other community groups, to take the necessary steps within the resources available to work toward the achievement of the Food and Nutrition Policy goals in:

- City of Berkeley programs involving the regular preparation and serving of food and snacks in youth centers, senior centers, summer camp programs, City jail, and other similar programs.
- Food purchased by all City of Berkeley programs and staff for meetings, special events, etc.
- Other City-funded programs and sites interested in voluntary participation in policy implementation.

City staff from the Chronic Disease Prevention Program in the Public Health Division of the Department of Health and Human Services will coordinate the implementation of the Food and Nutrition Policy through the following activities: 1) promoting awareness of the policy and information on implementation strategies; 2) providing technical assistance to City programs working on implementation through collaboration with community groups and agencies such as the Food Policy Council; 3) monitoring implementation and reporting on progress; 4) coordinating outreach and education promoting voluntary participation in policy implementation to City residents, non-profit agencies, government agencies, businesses and other groups.

In addition, Council supports the City's role as a model promoter of healthy food and a sustainable and diverse food system and encourages other public agencies, private sector businesses, and non-profit agencies to adopt relevant portions of the policy.
Goals

1. Ensure that the food served in City programs shall, within the fiscal resources available:
   - be nutritious, fresh, and reflective of Berkeley's cultural diversity
   - be from regionally grown or processed sources to the maximum extent possible
   - be organic (as defined by the United States Department of Agriculture (USDA) National Organic Program regulations) to the maximum extent possible
   - not come from sources that utilize excessive antibiotics, bovine growth hormones, irradiation, or transgenic modification of organisms until such time as the practice is proven to enhance the local food system

2. Utilize a preventive approach to nutrition-related health problems.
3. Improve the availability of food to Berkeley residents in need.
4. Promote urban agriculture throughout the City.
5. Support regional small scale, sustainable agriculture that is environmentally sound, economically viable, socially responsible, and non-exploitative.
6. Strengthen economic and social linkages between urban consumers and regional small-scale farms.
7. Maximize the preservation of regional farmland and crop diversity.
8. Provide community information so residents may make informed choices about food and nutrition and encourage public participation in the development of policies and programs.
9. Coordinate with other cities, counties, state and federal government and other sectors on nutrition and food system issues.

Strategies

A. Local and Regional Food Systems

1. Purchase fresh food from nearby and regional farms, gardens and food processors as a first priority, when affordable, readily available, and when quality standards are maintained.
2. Purchase prepared or processed foods from nearby, small businesses that procure ingredients from regional organic farmers and food processors to the maximum extent possible.
3. Support cooperatives, bartering, buying clubs, local currencies and other non-traditional payment mechanisms for purchasing regionally and sustainably grown food.

---

1 While existing research indicates that food grown and processed utilizing these practices may have risks that are at acceptable levels for human consumption and there are some positive consequences of their use, it is the negative social and ecological consequences of the advancement of such technologies that prompt their exclusion in this policy.
4. Join with neighboring “food shed” municipalities, county governments and organizations in the purchase of agricultural conservation easements in neighboring rural communities where feasible.
5. Promote ecologically sound food cultivation in public and private spaces throughout Berkeley.

B. Equitable Access to Nutritious Food

1. Increase access to affordable fruits, vegetables and healthy foods for all Berkeley residents through support of farmer’s markets, community supported agriculture, produce stands and other farm to neighborhood marketing strategies.
2. Promote neighborhood-based food production, processing, warehousing, distribution, and marketing.
3. Improve public transportation that increases access to food shopping, especially in highly transit dependent communities.
4. Assist low-income residents in accessing available emergency and subsidized food sources.
5. Where feasible, make City-owned kitchen facilities available to community-based groups to provide nutrition education and increased access to healthy foods for residents.

C. Public Policy

1. Advocate for food labeling laws, and request that federal and state representatives support legislation that will clearly label food products that have been irradiated, transgenically modified or have been exposed to bovine growth hormones.
2. Promote the use of the Precautionary Principle in agriculture and food issues to ensure the environment is not degraded and Berkeley residents are not exposed to environmental or health hazards in the production and availability of local foods.
3. Work with media to offset unhealthy eating messages and to promote activities that alter public opinion in ways that will support policy initiatives that promote the public's health.
4. Support state and local initiatives, including research, which provide clear, concise, accurate, culturally appropriate messages about food and healthful eating patterns.
5. Advocate for federal and state programs that increase access to nutritious food for low-income residents.
6. Foster regional food production through support for initiatives that assist nearby farms, gardens, distributors and neighborhood stores.
7. Advocate for local, state and federal actions that support implementation of the City of Berkeley Food and Nutrition Policy.

---

2 Purchase of agricultural conservation easement programs compensate property owners for permanently limiting non-agricultural land uses. Selling an easement allows farmers to cash in a percentage of the equity in their land, thus creating a financially competitive alternative to development. After selling an easement, the landowner retains all other rights of ownership, including the right to farm the land, prevent trespass, sell, bequeath or otherwise transfer the land.

3 In contrast to the Risk Management Principle that weighs hypothetical outcomes and determines hypothetical manageability of risk, the Precautionary Principle states that a practice must be proven to be safe in order to be allowed. Where risk is indeterminable and recall is questionable, as in the case of transgenically modified organisms and genetically engineered seeds and substances, the Precautionary Principle is becoming the standard of choice in policy development.
D. Public Outreach and Education

1. Conduct outreach to a wide range of stakeholders in the food system through support of regular public events such as festivals of regional food, resource guide on the regional food system, publicizing community supported agriculture (CSA) options, and farmer’s markets.
2. Provide training to appropriate City staff on basic nutrition, nutrition education, and the benefits of organic and regional sustainable agriculture.
3. Provide accurate, ongoing, and culturally appropriate nutrition education messages to residents that are tailored to their individual needs and that consider the whole health of individuals, including emotional, mental and environmental health as well as social-well-being.
4. Increase resident skills in consumer literacy, reading labels, analyzing conflicting healthy eating and weight loss messages, meal planning, cooking, and shopping for nutritious foods.
5. Conduct citywide culturally specific social marketing activities promoting nutritious food choices.
6. Increase food system literacy among residents on issues such as the environmental and social impact of synthetic biocides (fungicides, pesticides, and herbicides), large-scale industrial farming, and patenting of life forms.
7. Provide training to residents and community groups in backyard, container, and rooftop gardening techniques.
8. Provide information to residents on the impact of open-air propagation of transgenically modified plants and the use of synthetic biocides.
9. Outreach to neighborhood stores to promote the availability of a variety of fresh, affordable regional and organic produce.

E. Berkeley Food Policy Council

1. The Berkeley Food Policy Council, a community group in existence since May, 1999, consisting of a wide range of Berkeley residents and agency providers and open to all interested persons, shall serve in an advisory capacity to the Department of Health and Human Services and City Council on food issues and provide a forum to discuss food-related topics of concern to the community.
2. The Berkeley Food Policy Council shall meet at least six times a year at hours convenient for public participation.
3. The Berkeley Food Policy Council will provide technical assistance to City programs, staff and community groups in the implementation of this Food and Nutrition Policy and subsequent recommendations.
Support Letters
Lori Perry & Dennis Tamura
Blue Heron Farms
216 Merk Rd.
Watsonville, CA 95076

To: Albany Farmer’s Market Review Panel

The Ecology Center would be a great choice
to operate the Albany Farmer’s Market, in our opinion.

Our farm has participated in markets run by the
Ecology Center for over 20 years, and have always
considered ourselves lucky to be in markets run
by their organization. Here are a few of the
reasons:

1) They run their markets with integrity and
   fairness.

2) Our marketers feel safe at their markets,
   and so do the customers.

3) They're incredibly organized and reliable, as an
   organization and also the individuals who
   staff it. This is so important for farmers,
   and to have a smoothly running market that
   benefits the local community!

4) They have great ideas for advertising and
   promoting the markets.

5) They get to know their farmers, and put a lot
   of time and energy into creating a great
   mix of products and vendors for people to
   choose from.

6) They inspire loyalty in their customers
   and their farmers.

We have also been involved with markets run
by organizations whose concerns are more for their
own profits, and also with groups who lack experience
or ambition to promote the markets. The difference
is apparent in every aspect of the markets.

Dennis Tamura

216 Merk Road, Watsonville CA 95076 (650) 722-8635
July 2, 2010

To: Albany Farmer’s Market Review Panel

I am writing to you to express my support for the Ecology Center to run the upcoming Albany Farmers’ Market. We have participated for at least 20 years in the markets run by the Ecology Center. We are committed to them on account of that they have the ability to develop and operate a outstanding Farmers Markets. Of all the Farmers Markets we attend we consider the Ecology Center Farmers Markets the very best. It is run fair, has a great commitment to the Organic, Sustainable farmers as well to the consumers. It has a history as well as supporting the small farmers and my husband and I am the recipient of that. We strongly urge the Review Panel to choose the Ecology Center to operate the Albany Farmers Market.

Sincerely,

[Signature]
To: Albany Farmers’ Market Review Panel

I am writing to you to express my support for the Ecology Center’s Farmers’ Markets and state that the Ecology Center would be an outstanding choice to operate the Albany Farmers’ Market.

I have participated in markets run by the Ecology Center for six months with my new business and have shopped at their markets for the last 4 years. In that time the Ecology Center has demonstrated its ability to develop and operate outstanding farmers’ markets that bring together farmers and urban consumers, build community, and support local businesses. The Ecology Center has a long standing commitment to organic and sustainable agriculture that shows itself in a number of different ways, including discounts for organic farmers, and bans on methyl bromide and genetically modified organisms.

The Ecology Center runs the best markets in the Bay Area. Having vended and shopped at the majority of the best farmers market in the Bay Area I can tell you they have the best vendors, the best turnouts for vendors and have the highest integrity of any farmers market organization I have ever had the pleasure of working with. Aside from banning plastic they also review every food vendor’s wholesale receipts to verify that that food that they are really using is completely organic & sustainable ingredients. I have never experienced this at any other market and it also makes me much more confident as a shopper (I get 80% or my food from the markets) that I am truly getting what I pay for. The Ecology Center would be my absolute #1 choice to work with as a vendor at this market and to have running the market I would also shop at as a customer.

For all of these reasons, I urge the Review Panel to choose the Ecology Center to operate the Albany Farmers’ Market.

Sincerely,

[Signature]

Daniel Korson
Albany Farmers’ Market Review Panel

Hi, I am Carl Rosato owner of Woodleaf Farm. I have sold organic fruit and vegetables at all three Berkeley Farmers’ Markets for almost 20 years. I also sell in San Francisco, Marin, Sebastapol, Tahoe City and Chico Farmers’ Markets, all run by different organizations.

As a farmer I have really appreciated the care and dedication of the people at the Ecology Center. They have always had wonderful, friendly management.

I hope you choose them to run your Albany Farmers’ Market.

Sincerely, Carl Rosato
Woodleaf Farm
6176 Old Olive Hwy.
Oroville Ca. 95966
530-589-1696
woodleaffarm@sbcglobal.net
woodleaffarm.net
To: Albany Farmers' Market Review Panel

I am writing to you to express my support for the Ecology Center's Farmers' Markets and state that the Ecology Center would be an outstanding choice to operate the Albany Farmers' Market.

As Albany resident, I have buying and happy for 6 years. In that time the Ecology Center has demonstrated its ability to develop and operate outstanding farmers' markets that bring together farmers and urban consumers, build community, and support local businesses. The Ecology Center has a long standing commitment to organic and sustainable agriculture that shows itself in a number of different ways, including discounts for organic farmers, and bans on methyl bromide and genetically modified organisms.

The Ecology Center offers Local, Organic, Great People, and a Great Service.

For all of these reasons, I urge the Review Panel to choose the Ecology Center to operate the Albany Farmers' Market.

Sincerely,

[Signature]

Raul Arias

July 8, 2010

Dear Albany Farmers’ Market Review Panel,

We believe that the Review Panel should choose the Ecology Center to operate the Albany Farmers’ Market.

We have participated in markets run by the Ecology Center for close to 5 years. The Ecology Center manages operations with genuine consideration for individual vendor needs and has a broad understanding of the economic forces in the farming industry and an intimate relationship with the Bay Area farming business. People all over the world have learned of the interesting and unique environments that the Ecology Center nurtures.

We think the communities that will shop at the Albany Farmers Market will have great confidence in this new endeavor with the experienced Ecology Center at its helm.

Thank you for your attention.

Sincerely,
Eric E. Weiss & Janet Jacobson
Owners
ALL THINGS SHARP
July 2, 2010

To: Albany Farmers Market Review Panel

As the director of the North Shattuck Association, a business improvement district in North Berkeley and an Albany resident, I am writing to you to express my support for the Ecology Center’s Farmers’ Markets and state that the Ecology Center would be an outstanding choice to operate the Albany Farmers’ Market.

I worked with the Ecology Center to organize an all-organic farmers’ market in our area beginning in 2003 which has been highly successful as an economic development tool and community building event. The Ecology Center has been a great partner through the years and continues to demonstrate its ability to develop and operate an outstanding weekly market that bring together farmers and urban consumers, builds community, and support local businesses. They have demonstrated an ability and willingness to organize special events at the market that involve our local businesses, sensitivity to the area’s business environment, and long standing commitment to organic and sustainable agriculture.

For these reasons, I urge the Review Panel to choose the Ecology Center to operate the Albany Farmer Market. Please feel free to contact me if you have other questions.

Sincerely,

HEATHER E. HENSLEY
Executive Director

North Shattuck Association
1700 Shattuck Avenue #318, Berkeley, CA 94709
Phone: (510) 540-6444 Fax: (510) 540-6944
Email: info@northshattuck.org
Lesly flynn & Hank Ibser  
419 Stannage Ave  
Albany, CA

To: Albany Farmers’ Market Review Panel

I am writing to you to express my support for the Ecology Center’s Farmers’ Markets and state that the Ecology Center would be an outstanding choice to operate the Albany Farmers’ Market.

We are Albany resident and we have shopped at Ecology Center farmers’ markets for more than 10 years. Lesly also work at the markets for many years. In that time the Ecology Center has demonstrated its ability to develop and operate outstanding farmers’ markets that bring together farmers and urban consumers, build community, and support local businesses. The Ecology Center has a long standing commitment to organic and sustainable agriculture that shows itself in a number of different ways, including discounts for organic farmers, and bans on methyl bromide and genetically modified organisms.

The Ecology Center operates outstanding markets.

For all of these reasons, I urge the Review Panel to choose the Ecology Center to operate the Albany Farmers’ Market.

Sincerely,  
Lesly flynn & Hank Ibser
To. Albany Farmers’ Market Review Panel:

I am writing to you regarding the upcoming Albany Farmers’ Market to recommend wholeheartedly that the Ecology Center be the operator of this market.

They have been operating Farmers’ Markets for over 20 years and they have become a huge and wonderful part of the Berkeley community. In fact, I would say that these markets are one of the hallmarks of this community. This experience alone makes them a terrific candidate for the job.

However, there is so much more to recommend them above all others. The Phoenix Pastificio has been participating in the Ecology Farmers’ Markets for 11 years. Over these years we have added other Markets for a total of 14 Markets in which we now participate. The Ecology Center has always been committed to supporting organic/sustainable farmers/agriculture as well as local businesses. They are at the forefront with their policies regarding sustainability of/ greening of the earth. They put into place a number of years ago a ban on the sales of products with methyl bromide and GMOs. They were first to require no-waste packaging (no plastic bags, compostable containers) and that customers bring their own bags to market to encourage as much reuse/recycle as possible. For many years they have had different receptacles for compost and recycling along with one for the (hopefully few) items that cannot go into the other two containers.

Because we participate in Ecology Center Markets and several others we know they are always the leaders and models for all the rest. And the really important point here is that the folks at the Ecology Center are totally passionate about making this area and this earth a better place to live. They push all of us to think about what we do and how it affects long term the quality of our lives and those of future generations.

In short, they are experienced leaders in every way and, in my opinion, are the clear best choice to run the new market in Albany. This would ensure its’ early and long term success.

Sincerely,

Carole Sartenaer
Owner, Phoenix Pastificio
Trini Campbell and Tim Mueller  
Riverdog Farm  

June 30, 2010  

Dear Albany Farmers’ Market Review Panel:  

We are writing to you to express our support for the Ecology Center’s Farmers’ Markets and state that the Ecology Center would be an outstanding choice to operate the Albany Farmers’ Market.  

We have participated in markets run by the Ecology Center for 20 years. In that time the Ecology Center has demonstrated its ability to develop and operate outstanding farmers’ markets that bring together farmers and urban consumers, build community, and support local businesses. The Ecology Center has a long standing commitment to organic and sustainable agriculture that shows itself in a number of different ways, including discounts for organic farmers, and bans on methyl bromide and genetically modified organisms.  

The Ecology Center cares about balancing market products, accepts and responds to farmer/vendor/consumer feedback, and pays attention to relevant market issues as they arise throughout the year.  

For all of these reasons, we urge the Review Panel to choose the Ecology Center to operate the Albany Farmers’ Market.  

Sincerely,  

Trini Campbell and Tim Mueller  
Partners, Riverdog Farm
July, 5, 2010

To: Albany Farmers’ Market Review Panel

I am writing to you to express my support for the Ecology Center’s Farmers’ Markets and state that the Ecology Center would be an excellent choice to operate the Albany Farmers’ Market.

As both an Albany resident and Albany restaurant owner, I have had a relationship with the Ecology Center for many years. The Ecology Center has demonstrated its ability to develop and operate outstanding farmers’ markets that bring together farmers and urban consumers, build community, and support local businesses. The Ecology Center has a long-standing commitment to organic and sustainable agriculture that help us provide healthy food in our home and restaurant. The markets are well organized, pleasant environments to shop and interact with the greater community. I would love to be able to acquire my produce in town rather than having to travel to Berkeley as I do now. I know my customers enjoy seeing me at the farmers market stocking up for my cafè.

The Ecology Center has an excellent organization and has a sustainable management structure with professional leadership and honorable responsible business practices. For all of these reasons, I urge the Review Panel to choose the Ecology Center to operate the Albany Farmers’ Market.

Sincerely,

Scott Schumacher