

# SUMMER 2012 NEWSLETTER

**THURSDAYS**

**2:00pm  
to  
7:30pm**

**Location:**  
1801 S. La Cienega  
Blvd., (corner of  
18thSt.)  
Los Angeles 90035



## Farmers' Market Produce Facts

The Model Neighborhood Program, your local non-profit neighborhood improvement organization, has been sponsoring the La Cienega Farmers' Market for 12.5 years with its mission of improving the quality of life for the community. Every Thursday, we provide you with access to fresh fruits and vegetables from some of the most respected Certified growers in the industry.

California Farmers' Markets started in 1980 so that small farmers could sell directly to the consumer and compete with large corporate farms. We have a wide variety of produce to select from year round, and with more flavor, nutrients, and freshness than you'll find at your local grocery store.

Fruits and vegetables lose vitamins from the time they're cut, and produce that's sold at your local grocery store is picked un-ripened, taking an average of 2 weeks to get to your table. Most of these fruits are gassed to ripen. (Yes, gassed!) Tomatoes with that "vibrant red" color you see in the stores are genetically altered causing a loss of flavor in the process. These are just a few reasons to choose to shop at your local farmers' market.

When you shop with our farmers, you're buying produce that's just been picked 1 to 2 days before arriving at the market. These fruits and vegetables are allowed to ripen naturally so they're full of flavor and packed with all the nutrients needed to help keep you living a long healthy life.

## It's Peak Stone Fruit Season!

What is stone fruit? It's a term used for fruit with a seed that resembles a stone; for example, peaches, plums, and apricots. In the market you'll find the sweetest white and yellow peaches, white and yellow nectarines, donut peaches, plums, and pluots. "Ok, what's a pluot?!" you say. This is a hybrid plum that's a cross between a plum and an apricot. Unlike most plums, with a tart skin and sweet fruit, the pluot is sweet through and through. There's certain produce that should only be purchased at a farmers' market because of it's vine, or tree, ripening practices and this holds so true for stone fruit. These peaches, nectarines, and plums are so sweet and juicy that you just can't believe anything could taste that good.



**WE ACCEPT**

**EBT/SNAP**

**WIC**

**Fruit and  
Veggie  
Coupons  
&**

**WIC**

**Farmers' Market**

**CREDIT &  
DEBIT Cards**

**CASH**

**AUGUST**

**EBT MARKET  
\$\$ MATCH!**

**Spend up to \$5  
and we will match  
it!!**

# Summer + Watermelon = Yummy Fun!

When choosing a watermelon, look for one that is heavy for its size with a rind that is relatively smooth and is neither overly shiny, nor overly dull. Look for a melon with “*sugar marks*”, these are brownish lines across the melon that signify sugar being released. Knock on the melon as you would on a door and listen for a hollow vibrating sound.

Or just ask the farmer to pick out a good one for you!

\* Asian countries roasted watermelon seeds and either seasoned and ate them as a snack food, or grounded them up into cereal to be used in bread making. \* A featured item of American Southern cooking is the rind of watermelon which can be marinated, pickled or candied. \* Watermelon mixed with thinly sliced red onion, salt and black pepper makes a great summer salad. \* Purée watermelon, cantaloupe and kiwi together.

Swirl in a little plain yogurt and serve as refreshing cold soup.

## Featured Farmer ~ Arnulfo Garcia



Arnulfo Garcia began farming with his father as a boy in his native country of Mexico and continued to do so when he moved to America. After years of working with the same farmer, Arnulfo ended up buying the 20-acre fruit orchard when the owner retired.

Today, Arnulfo continues to grow some of the best tasting stone fruit in Kingsburg County, located in the Fresno Valley, known as Garcia's Family Farm.

Arnulfo grows 14 varieties of nectarines, 23 varieties of peaches, 9 varieties of plums and a variety of pluots, apricots,

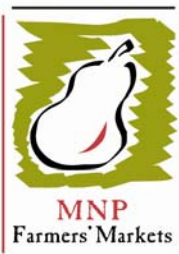
cherries, grapes and yams. These fruit varieties ripen at different times so as to keep tasty fruit on your table for as long as possible, and to provide a supply & variety of early and late season produce in the market. This year, he premiered a brand new variety of a pluot, called a plumcot, which resembles an apricot more than a plum. It is sure to be a huge hit!

Arnulfo, his 3 employees, and his son put in an average of 10 to 12 hours daily on the farm. Arnulfo says that when he works at the farmers' markets 3 times a week, it's the closest thing he comes to a weekend off. His reward is seeing how much his customers love his fruit!

## Frequent Shopper Rewards Card

When you shop with any farmer at any MNP Farmers' Market, come to the market information booth and pick up a Frequent Shopper Rewards Card. You will receive a stamp for each week you shop. When you complete your card, you get **\$5** in Market Dollars to spend with any farmer or vendor in any MNP Farmers' Market!

Like us on Facebook (La Cienega Farmers' Market) & Get a Free Stamp on your Rewards Card!



In addition to our farmers, we feature flowers & nursery, honey, fresh poultry, fresh seafood, cheeses, mushrooms, French bakery & specialty cakes, BBQ, packaged health foods, hummus, salsas, and much more!

CONTACT INFO: Phone: 562-495-1764 ~ Fax: 562-495-1853

E-mail: [mnpfarmersmarket@gmail.com](mailto:mnpfarmersmarket@gmail.com)

[www.lacienegafarmersmarket.com](http://www.lacienegafarmersmarket.com)

