

# **CUESA**

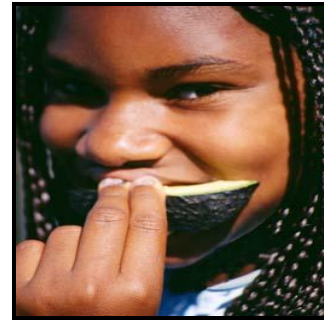


**CULTIVATING A HEALTHY  
FOOD SYSTEM**

# Core Values & Vision



CUESA is dedicated to cultivating a sustainable food system through the operation of the Ferry Plaza Farmers Market and its educational programs.



# Furthering Sustainability

Operation of three weekly farmers markets

Promotion of market seller achievements

Consumer education

Food industry education



# CUESA's History

## 1992

A one-time market leads to a demand for permanent market

## 1993 & 1994

Saturday Market Opens &  
CUESA introduces education  
programs





# 2003

CUESA markets, programs, and offices move to the renovated Ferry Building



# Ferry Plaza Farmers

**Certified Farmers Markets**  
**Market**  
California state program

## **Certified Producers**

Certified by county ag commissioners annually-  
certificates list what is grown, where it's grown, and in  
what quantities



# Who Sells at the

Certified Producers (farmers, ranchers)

Artisans (bakeries, non-farmstead cheese, chutneys, pickles etc.)

Restaurants (eat on-site food purveyors)

Annual applications

- Application is by invitation only

- Existing sellers re-apply annually

- Criteria used to determine who is invited

# When is the FPFM?



## Tuesdays

20-30 farmers, 10 vendors,  
4 restaurants

## Thursdays

10-15 farmers, 5 vendors,  
7 restaurants

## Saturdays

50-75 farmers, 20-25 vendors,  
7 restaurants



# Farmer Snapshot

Average distance to market: 100 miles

100% are family owned

49% certified organic, 7% other certifications

Total estimated 2014 sales at FPFM for all farmers:  
\$11,390,000



# Vendor Snapshot

Average distance to market: 31 miles

20% of total sales from the FPFM

Total estimated 2014 sales at  
FPFM for all vendors: \$2,450,000



# Chef Shopping

## Program

Started in 2004

Increase in participation

Restaurants

Caterers

Private chefs

Artisan food businesses

Value of program

New Initiatives



# Customer Service at the Market

Information Booth & Information Kiosk  
Veggie Valet  
Market maps  
Parking Validation





# Waste Wise

## Initiative





# Education at the

## The CUESA Classroom

Discovery Station  
Market to Table



# Monthly





# Food Wise Kids



# Seller Signs



meet our sellers

## HODO SOY BEANERY

**PEOPLE:** John Scharffenberger, Minh Tsai, and Billy Bramblett, along with 20 full-time and 10 part-time employees

**ABOUT:** As a food lover unable to find fresh organic soy products in the Bay Area, Minh Tsai left a finance career to found Hodo Soy Beanery in 2004.

**PROCESS:** Dried soybeans are soaked overnight

CERTIFIED  
ORGANIC



**CUESA**  
**FERRY PLAZA**  
**FARMERS MARKET**  
CULTIVATING A HEALTHY  
FOOD SYSTEM

meet our sellers

## FLATLAND FLOWER FARM



**WHERE:** Sebastopol

**MILES TO MARKET:** 60

**ACRES:** 22

**PEOPLE:** Dan Lehrer  
and Joanne Krueger,  
along with their  
young son, Julian, and

1 full-time helper

**ABOUT:** After farming on a very small scale in the their Berkeley backyard for many years, Dan and Joanne bought an apple orchard in 1999. The couple converted their land to organic, planted several new apple varieties, and erected three greenhouses in which they now grow edible, native, and rare plant starts. By growing their plant starts organically, Dan and Joanne say, "we produce stronger, healthier plants that are typically more disease-resistant and more pest-resistant than their chemical-dependent counterparts." The farm brings plants to the market during the spring and summer, and apples in the autumn.

CLIP HERE

**FUN FACT:** In the last several years, Dan and Joanne have planted over 30 rare heirloom apple varieties from the southern and eastern United States.

For more information, visit [www.cuesa.org](http://www.cuesa.org).

# Schoolyard to



SCHOOLYARD  
TO MARKET



# Information Sheets

## FERRY PLAZA FARMERS MARKET GUIDE to GREENS



Here is a selection of some of the common and more usual greens you'll find at the Ferry Plaza Farmers Market. Although many greens can be found in the market all year, they are most abundant in the spring, with over 40 types available. You can find a list of the farms that grow greens at the end of this guide and discover more varieties and recipes at [www.cuesa.org](http://www.cuesa.org).

To store greens, we recommend keeping them in the salad spinner or other container in the refrigerator. You can also wrap them in moist towels and keep them in the crisper. Remove greens from the compostable bags when you get home, or they will lose moisture quickly.



**Arugula:** greens: These greens are eaten when young and have a slightly bitter flavor. They can be cooked like spinach. Unless they are very young, it's best to chop them before cooking.



**Arugula:** This delicious leafy plant enhances any salad with its peppery flavor. Arugula makes a great pizza topping (added at the end of baking) and is simply delicious in salads and sandwiches. It is important to buy fresh-cut arugula with firm and tender green leaves.



**Beet greens:** Beet greens are rarely sold on their own—they come with the roots when purchased by the bunch. The leaves are dark with ribs that are the color of the beet and are generally steamed, sautéed, or braised.



**Cabbage:** When buying cabbage, choose one that feels heavy for its size, with leaves that are tightly closed. There are many ways to cook cabbage, and fermenting is a favorite preparation (like German sauerkraut or Korean kim chee).



**Chard:** Chard has wide, fan-like leaves and a thick, crunchy stalk, which comes in a variety of colors, including white, red, yellow, and orange. It can be eaten raw, but cooking it makes it sweeter and less bitter. The stems take longer to cook than the leaves, so throw them into the pot first.



**Collards:** Collards belong to the Brassica family, making them an excellent choice in the winter months. Their blue-green leaves are broad and smooth in texture. Collard greens should be washed very well since the leaves and stems tend to collect sand and soil.



**Dandelion greens:** Dandelion greens have a potent flavor that mellows when cooked. They are delicious steamed or braised and can be used in place of spinach. They also make a complex and spicy addition to your favorite grilled cheese sandwich.



**Fava greens:** Fava greens are similar to young spinach, but the leaves are thicker, with a milder flavor. The leaves are most tender early in the season, which lasts through the end of spring. They can be added to salads or cooked in pasta or eggs.

## 10 REASONS to SUPPORT FARMERS MARKETS



**1. Taste Real Flavors:** The fruits and vegetables you buy at the farmers market are the freshest and tastiest available. Fruits are allowed to ripen in the field and brought directly to you—no long-distance shipping, no gassing to simulate the ripening process, no sitting for weeks in storage. This food is as real as it gets—food fresh from the farm.

**2. Enjoy the Season:** The food you buy at the farmers market is seasonal. It is fresh and delicious and reflects the truest flavors. Shopping and cooking from the farmers market helps you to reconnect with the cycles of nature in our region. As you look forward to asparagus in spring, savor sweet corn in summer, or bake pumpkins in autumn, you reconnect with the earth, the weather, and the turning of the year.

**3. Support Family Farmers:** Family farmers are becoming increasingly rare as large agribusiness farms and ranches steadily take over food production in the U.S. Small family farms have a hard time competing in the food marketplace. Buying directly from farmers gives them a better return for their produce and gives them a fighting chance in today's globalized economy.

**4. Protect the Environment:** Food in the U.S. travels an average of 1,500 miles to get to your plate. All this shipping uses large amounts of natural resources (especially fossil fuels), contributes greatly to pollution and creates excess trash with extra packaging. Conventional agriculture also uses many more resources than sustainable agriculture and pollutes water, land and air with toxic agricultural by-products. Food at the farmers market is transported shorter distances and grown using methods that minimize the impact on the earth.

**5. Nourish Yourself:** Much food found in grocery stores is highly processed. The fresh produce you do find is often grown using pesticides, hormones, antibiotics, and genetic modification. In many cases it has been irradiated, waxed, or gassed in transit. All of these practices have potentially damaging effects on the health of those who eat these foods. In contrast, most food found at the farmers market is minimally processed, and many of our farmers go to great lengths to grow the most nutritious produce possible by building their soil's fertility and giving their crops the nutrients they need to flourish in the ground and nourish those who eat them.

## THE DIRT ON SOIL



**"It's the mother. Without good soil, there won't be a good crop."**

- Nancy Gammons, Four Sisters Farm

When you buy a head of lettuce, you may not think about the soil it grew in, but soil is an ever-present concern for farmers. Nancy Gammons of Four Sisters Farm sums up the significance of soil: "It's the mother. Without good soil, there won't be a good crop." The quality of a farm's soil makes a big difference in yield, water use, and even the taste of the harvest.

Healthy soil is rich in organic matter, which helps store water, air, and nutrients efficiently. It has the right amount of each nutrient needed for plant growth—not too

little, and not too much. Healthy soil teems with life and supports beneficial organisms like earthworms, which aerate and fertilize the soil. A healthy soil produces plants that are more resistant to disease, and it can even yield better tasting, nutrient-rich food.

Caring for the soil is good for the land and the crop, but it also can have an even farther-reaching impact. Sustainable soil management can help mitigate global warming by removing carbon dioxide from the atmosphere and storing it in the soil as carbon.

damaging effects on the soil, such as reduced fertility, increased erosion, and elimination of beneficial soil organisms. Gammons explains, "If it's going to poison a bug, it's going to poison everything. Poison is poison."

Whereas a conventional farmer may think about feeding the plant the nutrients it needs, organic and

### As many ways as there are farmers

While each farm has its own unique soil, and every farmer has a different approach to soil care, perhaps the most important distinction is between conventional and organic soil management methods. Conventional farmers may use chemical fertilizers to deliver nutrients to their crops and synthetic pesticides to eliminate pathogens from the soil, substances that are prohibited on certified organic farms. These conventional practices can provide a quick fix, but they can also have long-lasting.



**CUESA**  
CULTIVATING A HEALTHY  
FOOD SYSTEM

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(415) 291-3276

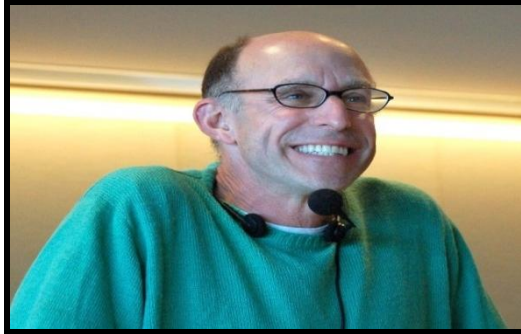
# Other Education

Cooking Classes

Lectures and Panel Discussions

Policy & Advocacy Campaigns

Farm Tours



**WE SUPPORT YOUR RIGHT TO KNOW**

**Right to Know**  
LABEL GMO FOODS

**CUESA**  
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Joe Schirmer, Dirty Girl Produce; Jolie Devoto, Devoto Gardens; Norman Gunsell, Mountain Ranch Organically Grown; Jesse Kuhn, Marin Roots Farm; Marty Jacobson & Janet Brown, Allstar Organics; Kristie Knoll, Knoll Farms; David Winsberg, Happy Quail Farms; Javier Salmon, Bodega & Yerba Santa Goat Cheese





# E-Letter



## This Week's Picks



Enjoy the seasonal variety of the Ferry Plaza Farmers Market.

1. [Yellow Barhi dates](#)
2. [Okra](#)
3. [San Marzano tomatoes](#)
4. [Mutsu apples](#)
5. [Thompson grapes](#)
6. [Cucumbers](#)
7. [Ananas melons](#)
8. [Habanero peppers](#)
9. [Garnish butterball](#)

## Special Events and Announcements



### Hot Ticket! CUESA's 11th Annual Sunday Supper ~ October 20

Please join us on Sunday, October 20, for CUESA's 11th annual Sunday Supper, our biggest fundraiser of the year. Sunday Supper is an elegant celebration of the Ferry Plaza Farmers Market community and California's rich

## Cherry Tomatoes in Cream



*Recipe from Joyce Goldstein, author of Inside the California Food Revolution*

### INGREDIENTS

- 2 tablespoons unsalted butter
- 1 pint Sweet 100 or Sungold cherry tomatoes, or a mixture of the two
- 2 tablespoons brown sugar
- Salt
- About ¼ cup cream
- Chopped fresh mint or basil

[See the complete recipe >](#)




# Website:


Profiles  
Seasonality  
Recipes  
Sustainability

www

[VISIT OUR MARKETS](#) | [MEET OUR SELLERS](#) | [EAT SEASONALLY](#) | [LEARN](#) | [GET INVOLVED](#) | [EVENTS](#) | [ABOUT](#)




Saturday 8am-2pm  
Tuesday 10am-2pm  
Thursday 10am-2pm



Get our weekly e-letter [SUBSCRIBE](#)

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[DONATE](#)




Pepper Celebration


Some like it hot, some like it sweet. Celebrate peppers in all their variety on September 21. [Read more »](#)

[About CUESA](#) CUESA (Center for Urban Education about Sustainable Agriculture) is dedicated to cultivating a sustainable food system through the operation of the Ferry Plaza Farmers Market and its educational programs. [Learn More »](#)

### UPCOMING EVENTS




**HANDS-ON CLASS**  
New Volunteer Orientation  
SEP 11




**COOKING DEMO**  
Pablo Estrada, Bosc...

### NEWS & ARTICLES



**WELCOME!**

We Have a Fresh New Look



Heirloom Extravaganza



# Social Media



**facebook.com/CUESA**  
11,000+ followers



**twitter.com/CUESA**  
12,000+ followers



**Instagram: CUESA**  
23,000+ followers



**youtube.com/cuesasf**



**pinterest.com/CUESA**



**flickr.com/CUESA**



**Foursquare:**  
**Ferry Plaza Farmers**  
**Market**

# Marketing & PR

Advertising  
Shopper rewards program  
Credit card initiatives  
Shopper communications



**SHOP EASE**  
FERRY PLAZA FARMERS MARKET TIPS

**CUESA**  
20 YEARS  
FERRY PLAZA FARMERS MARKET

**DAYS & HOURS**

Day	Hours
Saturday	8 am - 2 pm
Tuesday	10 am - 2 pm
Thursday	10 am - 2 pm
Open Market	See us at

**PUBLIC TRANSPORTATION**  
Download the CUESA app for more information.

**PARKING**

Day	Hours
Saturday	8 am - 2 pm
Tuesday	10 am - 2 pm
Thursday	10 am - 2 pm

**VEGGIE VALET**

**OUT OF CASH?**



**CUESA**  
SEASONAL SHOPPER

Shop 10 items and get rewards. It's easy!

1. Do your grocery shopping at the Ferry Plaza Farmers Market each week.
2. Take your bag to the info booth and have your card stamped.
3. Once your card is filled, enter to win prizes and get discounts on events.

Visit [www.cuesa.org/seasonalshopper](http://www.cuesa.org/seasonalshopper) for details and updates.



**ferry plaza farmers market**

**SATURDAY**  
8am-2pm  
**TUESDAY & THURSDAY**  
10am-2pm

**RAIN OR SHINE**  
Validated Parking & VEGGIE VALET

[www.cuesa.org](http://www.cuesa.org)

## STOCKING STUFFERS UNDER \$10



Left to right: Seaweed Berry Farm Strawberry Jam (\$8)  
Cape Canyon Ranch Flavored Nuts (\$9) Happy Oat Farm  
1/2 oz Hot Sauce (\$6) Marshall's Farm Natural Honey  
Straw (6 for \$5) Nana Juice & Co Grapes (\$5) Hobbs Star  
Onion Apple Butter (\$6) Bantam Cured Olives (\$5)

Altier Organics  
Landscape Hydrangea  
(6 each, \$5 each for 2+)

Eatwell Farm  
Flavored Salts (\$9 each; 3 for \$25)  
Massage Balm (\$9)



## GRAB & GO GIFTS

Synfers Honey  
Bamboo Toilet Candles (\$11 a pair)  
Cousin's Creamery  
Local Cheese Basket (\$50)  
Bartlett  
Olive oil + vinegar set (\$16.50)  
Craftsmen & Wolves  
Holiday Pantheon (\$10)



Farmers Market Gift Cards  
Gift cards work like a gift certificate, have no expiration date, and can be redeemed at any Ferry Plaza Farmers Market stand. Purchase at the CUESA info booth, or order by calling 415.291.3276 x103.



**Ferry Plaza Farmers Market**  
**HOLIDAY GIFT GUIDE**

Support local farms and food artisans this holiday season!

**BOLD FLAVORS • SWEET LIBATIONS  
HOLIDAY SPICE • STOCKING STUFFERS  
GRAB & GO GIFTS**

**CUESA**  
20 YEARS  
FERRY PLAZA FARMERS MARKET

**CUESA**  
20 YEARS  
FERRY PLAZA FARMERS MARKET

Find holiday recipes and more at [www.cuesa.org](http://www.cuesa.org)



# FOLLOW YOUR FARMER FRIEND YOUR FOOD

#knowthesource @cuesa 📍 ferry plaza farmers market Tu Th Sa



Community, there's no app for that.



# FLAVOR PROFILES INSTEAD OF ONLINE PROFILES

#sweetdiscoveries @cuesa 📍 ferry plaza farmers market Tu Th Sa



Casual fruit encounters, there's no app for that.



# Promotion via Partnerships



# Seasonal Cocktail

## Nights





# Summer Celebration



# Sunday Supper











# CUESA



**CULTIVATING A HEALTHY  
FOOD SYSTEM**