

SINCE 1979

NORTH COAST GROWERS ASSOC.



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## Press Release - For Immediate Release **11/10/2017**

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### **Re: Arcata Plaza Winter Farmers' Market begins November 25th**

ARCATA, CA - The growing season may be winding down but the bounty of the North Coast doesn't end with Fall. The Arcata Plaza farmers' market continues all winter long, transitioning to Winter Market hours and layout on Saturday, November 25th. The North Coast Growers' Association invites community residents and visitors alike to join local farmers, ranchers and food vendors to celebrate food and farming in Humboldt County. Open every Saturday rain or shine, 10am to 2pm through March, the Winter Market offers a consistent and lively source of farm-fresh, GMO-free food, plants and fiber, all produced right here in Humboldt County.

With more than 20 agricultural and prepared-food vendors each week, the Arcata Plaza winter farmers' market showcases Humboldt County's unique micro-climates and year-round growing capacity, contributing to a robust and healthy local food system. Winter market shoppers will find a surprisingly wide variety of seasonal cold-weather and storage crops like fresh leafy greens, brussels sprouts, mushrooms, artichokes, winter squash, carrots, leeks, beets, potatoes and onions, as well as ultra-seasonal specialty items like walnuts and persimmons for all those favorite holiday and winter recipes. Humanely raised meats, fresh cheese, wine, honey, hot sauce, and olive oil can also be found in abundance, along with handspun wool, dried wreaths, nursery plants and winter garden plant starts. These agricultural products are complemented by a wide selection of hand-crafted artisanal items like goat milk soap and beeswax candles that make great gifts for holiday celebrations. Hungry? Shoppers can also grab a snack from one of the many local prepared food vendors with everything from bread and pastries to vegan soups and Jamaican jerk chicken available.

Need fresh ideas for what to do with all that winter squash or just want to try something new? The farmers' market info booth offers free seasonal recipe cards and food preservation guides along with other information and materials for those interested in finding out more, including where to find a vendor or produce item, or how to become a member of the North Coast Growers' Association.

Customers with CalFresh EBT cards are welcome at all North Coast Growers' Association Farmers' Markets, and are eligible to receive up to \$10 in extra Market Match bucks to spend on fresh produce at market, making fresh food more affordable. Customers can visit the info booth to learn more about CalFresh and Market Match, including CalFresh applications and assistance.

The farmers and ranchers of the North Coast Growers' Association work hard to produce sustainably-grown, nutritious food to benefit the health and wellbeing of local families, the local economy and the environment. They are committed to the joint goals of increasing both farm security and food security for the county. Shopping at farmer's markets therefore helps to support Humboldt County farmers and agricultural industries, creating jobs and keeping dollars circulating in the local economy. Eating with the seasons is also a great way to maintain health and strength through the colder months. Farm fresh produce is harvested at its peak within a day or two of market, and is rich

with vitamins and nutrients ensuring the highest nutritional value possible for the customer's budget, and supporting healthy lifestyles.

The farmers and food producers of the North Coast Growers' Association thank the community for supporting their labor of love and commitment to the health and wellness of the environment and community by eating seasonally and buying direct from the source. Freshen up the week and join the North Coast Growers' Association in supporting local farmers, the local economy and healthy families. (And don't forget to bring those reusable shopping bags!) For more information visit [www.humfarm.org](http://www.humfarm.org) or call (707) 441-9999.

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The North Coast Growers' Association was established in 1978 by a handful of farmers who began selling from the back of their trucks in the vacant lot at the food of F and 7th Streets in Arcata. Today, NCGA is a membership-run, 501(c)3 non-profit organization with over 100 members, contributing significantly to the health and well-being of the community. 2017 is NCGA's 39th season operating farmers' markets, and the Arcata Plaza market is the longest, continuously-running market in the state of California. Membership in the North Coast Growers' Association is open to residents of Humboldt County who grow or raise what they sell within Humboldt County. Working collaboratively, NCGA staff and members represent agricultural interests in Humboldt County through community partnerships that promote local and healthy foods, programs that increase access to local food, participation in local and statewide policy-making, and coordination of five Certified Farmer's Markets.

#### **FEATURED FARMER PROFILES:**

**Flora Organica, Dows Prairie-** Flora Organica operates about 5 acres in field production and 7 greenhouses. They offer year-round production of flowers, vegetables, herbs, veggie starts and landscaping plants. They have been certified organic since 2003 and use sustainable farming practices such as cover cropping, ample soil amendments, and crop rotation. Andy and Lisa first started farming in 1984 as River Rose Flowers in Orleans.

**Sarvinski Family Farms, Pepperwood-** The Sarvinski Family has been farming in Pepperwood since the late 1960's. They are certified organic and are best known for their sweet corn and dry-farmed tomatoes. The Sarvinskis have also been operating a dairy in Ferndale since 1983 where they milk 150 cows and have been certified organic for 11 years. They sell homegrown beef, pork and charcuterie!

**Earthly Edibles, Korbelt-** Earthly Edibles started 13 years ago with a 1/4 acre garden. Now farmer Ed Cohen dry farms more than half of his acreage and operates a 60 member CSA. Ed is best known for his green beans, artichokes, and sweet corn. Earthly Edibles is certified organic and wouldn't farm any other way.

**Mycality Mushrooms, Arcata & Samoa-** Mycality Mushrooms focuses on providing the highest quality mushrooms to the public. They use sustainable growing practices without any pesticides, fumigants, or chemical fertilizers. They are best known for their culinary and medicinal mushrooms. Mycality Mushrooms also have experience working in the fields of mycoforestry and mycoremediation.

