

# THE MONTEREY BAY CERTIFIED FARMERS MARKETS



## MARKET BACKGROUNDER

*Serving our communities on the Central Coast since 1976*

Founded in 1976, the Monterey Bay Certified Farmers Markets (MBCFM) is the oldest and largest farmers market organization on the Central Coast of California. Comprised of a family of four farmers markets in Aptos, Carmel, and two in Monterey, each market has its own unique style that reflects its community. The MBCFM has received many awards in recent years, including ‘Best Farmers Market’ in California and Santa Cruz County.



FIND US ONLINE

The Monterey Bay Certified Farmers Market maintains two web site resources for the community. The primary site is [www.montereybayfarmers.org](http://www.montereybayfarmers.org). The companion site, [www.edibleparadise.com](http://www.edibleparadise.com), is devoted to culinary education, food articles and seasonal recipes for cooking locally grown food.



OUR BOUNTIFUL REGION

The Monterey Bay region, from the North Coast of Santa Cruz County to the tip of Monterey, is an extremely rich agricultural area that is home to a remarkable number of outstanding organic farms, wineries and food purveyors. The region is also esteemed for being a leader in sustainable and organic agricultural practices. In fact, Santa Cruz is the cradle of the organic movement dating back to 1967 when Alan Chadwick and students transformed a rugged hillside at University of California Santa Cruz into an abundant garden using hand tools and organic amendments. Our region is now home to more organic operations than any other area in California.

PRODUCTS AT THE MARKET'S

With more than 90 vendors, visitors to the markets will find a stunning selection of premium quality California produce and flowers from small regional farmers, many of which are certified organic or use sustainable farming methods. In addition, our vendors offer a diverse selection of specialty products including organic pasture-raised meat and poultry, locally produced olive oil, raw honey, microgreens, mushrooms, handcrafted cheeses, raw milk, yogurt, handcrafted sauerkraut, farm fresh chicken, duck, and quail eggs, preserves, freshly caught seafood from the Monterey Bay, gourmet sauces, handmade pasta, artisan bread, fresh-baked pastries, gluten free baked goods, fair-trade coffee and specialty teas. The Aptos, Monterey and Carmel Farmers Markets also offer on-site, professional sharpening services for cutlery and gardening tools.

CERTIFIED FARMERS MARKET'S

The MBCFM is a ‘certified’ organization, meaning the participating farmers are certified with the state and sell only products they grow themselves. To support the communities in which they operate, MBCFM donates up to three spaces per month to local non-profits to raise awareness of their programs.

OUR TEAM

The farmers markets are a team effort of farmers, vendors, and marketing staff led by Executive Director, Catherine Barr. Since 1993, Catherine has dedicated her efforts to expanding the markets in local communities and championing the preservation of small family farmers. In 2010, she was awarded the prestigious “Al Smith Friend of Agriculture Award” for her outstanding service to the agricultural community by the Santa Cruz County Farm Bureau. From humble beginnings, the Monterey Bay Certified Farmers Markets have grown into four thriving farmers markets that bring our communities together in appreciation of the rich bounty of our region.

The Monterey Bay Certified Farmers Markets marketing team, Daniel Saenz and Annaliese Keller, maintain two web site resources for the community, publish the monthly e-newsletter, Edible Paradise, and manage social media. Our primary site is [www.montereybayfarmers.org](http://www.montereybayfarmers.org). The companion site, [www.edibleparadise.com](http://www.edibleparadise.com), is devoted to culinary education and seasonal recipes for cooking locally grown food.

CONTACT US

For more information about the Monterey Bay Certified Farmers Markets, please contact Catherine Barr at [cbarr@montereybayfarmers.org](mailto:cbarr@montereybayfarmers.org) or call 831.728.5060.



About the Markets

APTOS FARMERS MARKET

Open Year Round, Saturdays, 8 am–12 pm  
Cabrillo College, 6500 Soquel Drive, Aptos

Locals, chefs and tourists love this market! You’ll be delighted by the wide variety of California-grown produce and specialty foods offered by over 90 vendors, including farm fresh eggs, organic pasture-raised meat and poultry, fresh oysters and seafood, artisan breads, raw honey, locally produced olive oil, fresh baked pastries, handmade chocolates, artisan cheeses, sauerkraut, kimchi and other fermented products, dried fruits and nuts, fresh pasta and gourmet sauces, specialty coffee, potted plants, cut flowers, plants, organic vegetable and herb seedlings, and exotic orchids. The market is located on the Cabrillo College campus, just a few blocks from Capitola Village and New Brighton beach. There’s plenty of free parking and easy access to the market. 🌿

CARMEL FARMERS MARKET

Open May–September, Tuesdays, 9 am–1 pm  
The Barnyard Shopping Village, Carmel

This intimate market features 25 vendors and is nestled in the charming Barnyard Shopping Village, conveniently located at the intersection of Route 1 and Carmel Valley Road. The center offers 50 unique shops, galleries and restaurants, and is surrounded by lush gardens. Carmel-by-the-Sea, with its scenic coast with white sand beaches, hidden garden courtyards, European charm, performing arts and hundreds of shops, galleries and restaurants, attracts people from all over the world. Called California’s jewel, Carmel-by-the-Sea was rated as a top-ten destination in the US by Conde Nast Traveler. 🌿



MONTEREY FARMERS MARKET

Open Year Round, Fridays, 8 am–12 pm  
Del Monte Shopping Center, 410 Del Monte Center, Monterey

The Monterey Farmers Market is open year round on Fridays at the Del Monte Shopping Center Market, just off of Highway 1 and Munras Avenue in Monterey. The farmers market is located in the parking lot behind California Pizza Kitchen and Yama Sushi. This bustling market offers a broad selection of locally grown produce and specialty items including farm fresh organic eggs, honey, fresh pasta and gourmet sauces, artisan cheeses, dried fruit and nuts, grass fed meat, potted plants, seedlings, fresh cut flowers, and baked goods. We also offer a Chefs Shop Early badge for local restaurants to allow chefs to shop before the official market opening time. Monterey has been called the greatest meeting of land, sea and sky, and boasts a rich history. Monterey is the home to the Monterey Bay Aquarium, historic Cannery Row made famous by John Steinbeck’s novel by that name, 20 world-class golf courses, and many special events such as the annual Monterey Jazz Festival. 🌿

DEL MONTE FARMERS MARKET

Open May–October, Sundays, 8 am–12 pm  
The Del Monte Shopping Center, 1410 Del Monte Center, Monterey

The Del Monte Farmers Market is located in the open-air Del Monte Shopping Center just off of Highway 1 and Munras Avenue in Monterey. The farmers market is located in the parking lot behind California Pizza Kitchen and Yama Sushi. You’ll find a bountiful selection of produce, specialty items, plants and flowers at this intimate, relaxed market. Customers enjoy the leisurely pace and friendly atmosphere of this convenient Sunday morning market. With over 20 farmers and vendors, the Del Monte farmers market offers a bountiful variety of locally grown produce and specialty items including farm fresh organic eggs, raw honey, olive oil, nuts, potted plants, fresh cut flowers, and artisanal baked goods. There’s lots of free parking and easy access to the market. 🌿





FOR MORE INFORMATION ABOUT THE MONTEREY BAY CERTIFIED FARMERS MARKETS  
AND VENDORS, PLEASE VISIT OUR WEBSITE AT [WWW.MONTEREYBAYFARMERS.ORG](http://WWW.MONTEREYBAYFARMERS.ORG)

