



TO THE HONORABLE MAYOR AND COUNCIL:

DATE: February 23, 2016

SUBJECT: AUTHORIZING THE CITY MANAGER TO ENTER INTO A THREE-YEAR AGREEMENT WITH PACIFIC COAST FARMERS' MARKET TO CONTINUE OPERATING A CERTIFIED FARMERS' MARKET AT TODOS SANTOS PLAZA

Report in Brief

The City Council is requested to authorize the City Manager to enter into a new three-year Agreement with the Pacific Coast Farmers' Market Association (PCFMA) to continue operating the Certified Farmers' Markets at Todos Santos Plaza on Tuesdays and Thursdays. The Tuesday market operates between the hours of 10:00 a.m. and 2:00 p.m. and is a year round market. The Thursday market operates between the hours of 4:00 p.m. and 8:00 p.m. and runs from late April through October. The proposed Agreement is included as Attachment 1.

Background

The PCFMA has operated a farmers' market in Concord since 1992. The market initially was held at Park and Shop, moved to the Brenden Theatre site (prior to its development), and was relocated to Todos Santos Plaza in 1994. The Concord Farmers' Market is one of the most successful markets in operation in the East Bay based upon attendance and internal surveys.

PCFMA operates a year-round farmers' market in Todos Santos Plaza on Tuesdays from 10:00 a.m. to 2:00 p.m. and a farmers' market on Thursday evenings from late April through October between the hours 4:00 p.m. and 8:00 p.m. The Thursday evening market was initiated in 1997 and is combined with a City of Concord music program during the summer months from May through mid - September. An important goal for the Thursday evening market is to create a positive family friendly atmosphere that attracts Concord residents and others from the region into the downtown in the evening, and enhances both dinner patronage at nearby restaurants and shopping at Todos Santos Plaza businesses. Additionally, the market brings fresh produce and products to the community and supports healthy living.

There is a strong partnership between PCFMA and the Todos Santos Business Association (TSBA) that has expanded over the years, with PCFMA continuing to provide active support of events in Todos Santos Plaza. The PCFMA have worked closely with both City staff and the TSBA to produce the highly successful Annual Mayors' Healthy Eating Food Challenge event which garnered San Francisco media coverage and has become a County-wide event.

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PCFMA wishes to continue to provide Certified Farmers' Markets in Concord. The last 3-year agreement with PCFMA to operate the market was executed in February 2013 and expired on February 6, 2016. An overview of the Market's operations in 2015 is provided in the Concord Farmers' Market Annual Report presented as Attachment 2.

Discussion

Staff recommends that the City Council authorize the City Manager to enter into a three-year Agreement with the PCFMA to continue operating Certified Farmers' Markets at Todos Santos Plaza. The current Market program is successful and offers a wide variety of produce and products to the public. The PCFMA has received awards and acclaim for the Concord markets. Staff has a strong working relationship with the PCFMA and its financial and in-kind support for the City's downtown events demonstrates the strong partnership that has developed through the past years. Staff is very pleased with the overall performance of the PCFMA and customer satisfaction to date.

The proposed Agreement renews PCFMA's services for an additional three years. No substantive changes have been made to the existing Agreement. The Market is maintaining their ratio of product selection with a target of 60% of the producers at the market to be agriculture and 40% of the producers to be non-agriculture.

Agreement Responsibilities

As set forth in the Annual Management, Operating, and Marketing Plan attached to the Agreement as Exhibit A of Attachment 1, the following are some of the key PCFMA obligations:

- Manage and operate the market providing the optimum number of farmers and non-agricultural vendors.
- Target for Tuesday Market: 60% agriculture and 40% non-agriculture.
- Target for Thursday Market: 60% agriculture, 40% non- agriculture
- Recruit eligible vendors who provide quality products and excellent customer service. Vendors are required to comply with State and County regulations and PCFMA will enforce the City's no-smoking policy at Todos Santos Plaza.
- Secure all necessary permits and certificates and enforce all state and local agricultural and health regulations.
- Develop and implement market-day systems in coordination with the City including signage, information booth, vendor parking and stall location, traffic safety, and clean-up.
- Implement a marketing and promotional program to include Facebook, other social media, newspaper advertising, email newsletters. PCFMA, has joined the Todos Santos Business

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Association, and actively participates in their marketing campaigns. PCFMA also participates in City events held in Todos Santos Plaza.

- Maintain liaison with City Staff, City Police, the County Agricultural Commissioner, and Todos Santos Business Association.

City Responsibilities

No financial support or direct cost would be provided by the City to PCFMA under the proposed Agreement. The City's obligations under the Agreement are to assist PCFMA with market outreach and to fulfill special obligations for the Thursday market detailed in the Annual Operating, Management, and Marketing Plan, and would include:

- Assist the PCFMA with Market outreach:
 - Provide the PCFMA with a list of elected Officials, City staff, Todos Santos Business Association, and other active citizens.
 - Include the Farmers' Market operating hours and a description of the site in the City newsletter and other appropriate publications.
- Coordinate/facilitate police services as required by the Concord Police Department or as requested by the PCFMA. City staff will attempt to provide police service through schedule shifting or other means to reduce costs to PCFMA.
- Make temporary barricades available to the Market Manager.

Operating Results

Over the past several years, PCFMA has fulfilled the terms of their contract by operating and managing a successful farmers' market at Todos Santos Plaza. Following is a summary of estimated average attendance and farmer participation in both markets:

Tuesday's Metrics- Averages 44 Agriculture Producers, 29 Non- Agriculture Producers

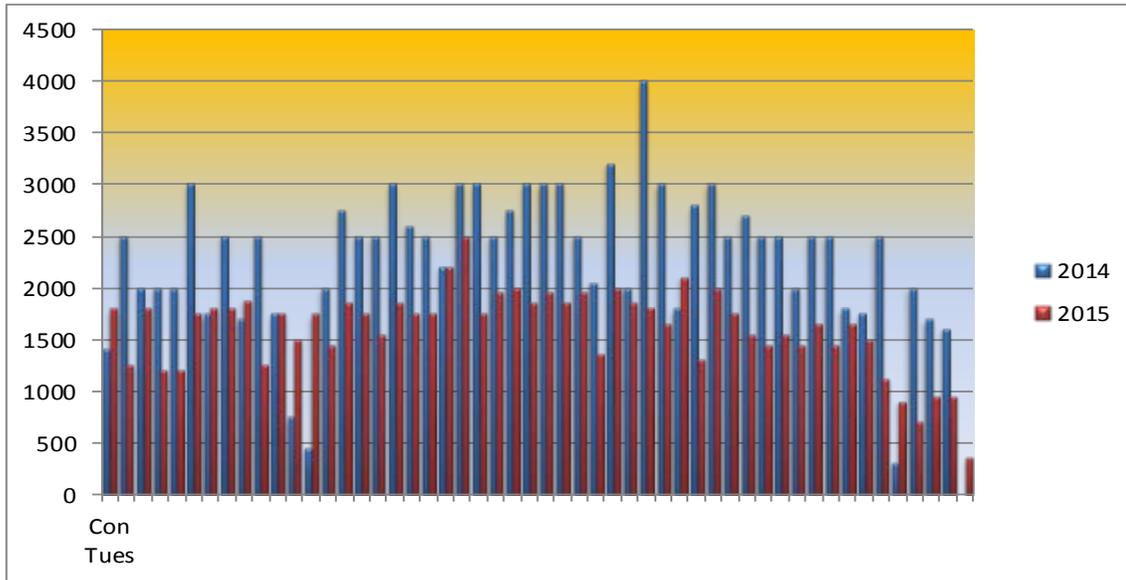
Thursday's Metrics- Averages 37 Agriculture Producers, 19 Non- Agriculture Producers

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Concord Tuesday – Comparison Graph



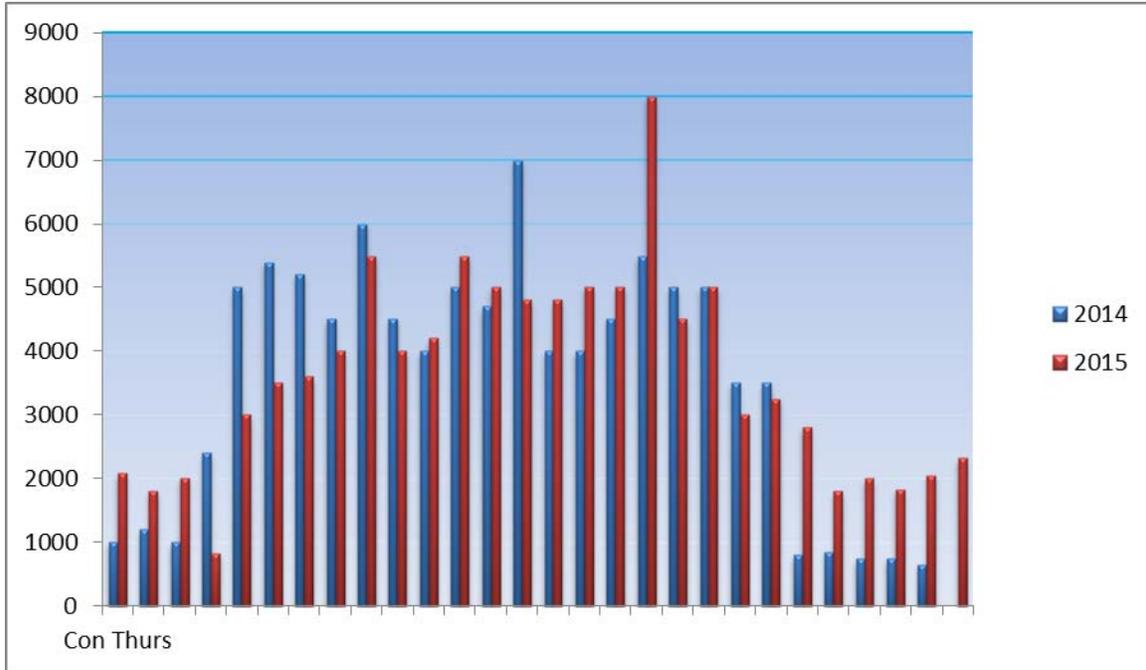
In 2015 there was a drop in crowd count throughout the Concord Tuesday Market season when compared to 2014. In 2015 the PCFMA staff concentrated on customer service within the market, to turn one-time shoppers into regular shoppers, than they did on growing their overall market share.. They believe that customer success begins with their employees. An investment was made into staff training, reinforcing positive behavior, and ensuring that staff has the skills to deliver positive experiences that their customers will rave about. PCFMA staff is encouraged by the steady attendance numbers in 2015.

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Concord Thursday – Comparison Graph



Thursday Farmers' Market operates in conjunction with the City's Concord Music Series. The musical series attracts people from surrounding communities that enjoy purchasing fruits and vegetables of the changing seasons as well as listening to live music. This strong program partnership has been designed to implement services that facilitate a targeted enjoyable community experience. There was a trend in the later part of the year that showed increase in attendance but in general the market fluctuated relatively little from 2014 to 2015.

Vendors

Vendor participation was resilient last year even with the drought issues affecting the farmers.

The Tuesday market averaged 26 agriculture producers. In order to participate as an agriculture producer in the market the farmers produce must have been grown by the producer "by the practice of the agricultural arts upon land which the producer farms and owns, rents, leases or share crops". The market also featured 29 Non-agriculture Producers (such as prepared food, pastries). The Thursday market averaged 22 agriculture producers and 19 non agriculture producers.

Activity Highlights

In alignment with their customer service theme, the Market has amplified the services they provide their customers. Below are just a few of the services the market offers.

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Free Nutritious Recipes and Cooking Demonstrations

At their information booths, free recipes are offered to the public each market day. Periodically their resident chefs come to the market to conduct cooking demonstrations.

Bike Repair

Bike Repair Bike Concord started in 2014 with a community bicycle repair tent in Concord's Todos Santos Plaza Farmers' Market.

Healthy Food/Healthy You Nutrition Education Classes

PCFMA's sister organization FRESH APPROACH has conducted several Healthy Food/Healthy You nutrition education classes, and have attended several community outreach events. At all of these events they have promoted the Concord Farmers' Markets, the state issued Electronic Benefit Card (EBT) use at the market, and Market Match (the State of California's Healthy Food Incentive Program)which in turn funnel customers to customer market.

- The CalFresh Program, Federally known as the Supplemental Nutrition Assistance Program (SNAP), the program is designed to add to users' food budget to put healthy and nutritious food on the table.
- The Market Match program issues monthly electronic benefits to users that can be used to buy most foods at many markets and food stores.
- The CalFresh Program helps to improve the health and well-being of qualified households and individuals by providing them a means to meet their nutritional needs.

Fiscal Impact

There is no monetary consideration between the City and PCFMA as part of this 3-year Agreement. PCFMA is responsible for maintaining the market area and for posting appropriate signage for parking and traffic direction. If hours of the market change in the future, the PCFMA is responsible for replacing the permanent signage that posts parking hours for parking spaces adjacent to Todos Santos Plaza.

Public Contact

The Agenda item has been posted. PCFMA, the Chamber of Commerce, and Todos Santos Business Association have been mailed a copy.

Alternative Courses of Action

1. Authorize the City Manager to enter into a three-year Agreement with the Pacific Coast Farmers' Market to continue operating a Certified Farmers' Market at Todos Santos Plaza.

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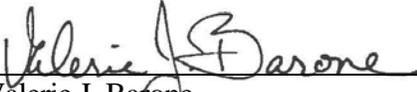
2. Do not enter into the Agreement.

Recommendation for Action

Authorize the City Manager to enter into a three-year Agreement with the Pacific Coast Farmers' Market to continue operating a Certified Farmers' Market at Todos Santos Plaza.

Prepared by: Florence Weiss
Downtown Program Manager
Florence.Weiss@cityofconcord.org

Reviewed by: John Montagh
Economic Development and Housing
Manager
John.Montagh@cityofconcord.org



Valerie J. Barone
City Manager
Valerie.Barone@cityofconcord.org

Reviewed by: Victoria Walker
Director, Community & Economic
Development
Victoria.Walker@cityofconcord.org

Attachment 1: Agreement between PCFMA and the City of Concord
Attachment 2: Concord Farmers' Market Annual Report 2015

AGREEMENT FOR PROFESSIONAL SERVICES

1 THIS AGREEMENT ("Agreement") is entered into on February 23, 2016 between the City of
2 Concord ("CITY") and Pacific Coast Farmers' Market, 5060 Commercial Circle, Suite A, Concord,
3 CA 94520 ("CONSULTANT").

4 THE PARTIES ENTER THIS AGREEMENT based upon the following facts, understandings
5 and intentions:

6 The CITY desires to contract with CONSULTANT to provide the professional services
7 described in Section 2 of this Agreement, upon the terms and conditions hereinafter set forth.

8 NOW, THEREFORE, IN CONSIDERATION of the mutual covenants and promises of the
9 parties herein contained, the parties hereto agree as follows:

10 **1. TERM.** This Agreement shall commence on February 23, 2016 and expire on
11 February 22, 2019.

12 **A. Extension of Term.** Upon mutual written agreement by the parties, the term of this
13 Agreement may be extended for an additional period(s) of three year(s) each commencing upon the
14 expiration of the initial or extended term, subject to the same terms and conditions of this Agreement.
15 CONSULTANT shall give written notice of its request for extension of the term of the Agreement to
16 the City's Authorized Representative, as identified in Section 4 below, at least thirty (30) days prior to
17 expiration of the initial or extended term.

18 The extension(s) of the term of this Agreement shall be subject to a review of
19 CONSULTANT'S performance in accordance with the terms and conditions of this Agreement and
20 shall be subject to City approval. Such extension of time shall be in writing by a duly executed
21 Amendment to this Agreement.

22 **2. SCOPE OF SERVICES.** Subject to such policy direction and approvals provided by
23 the CITY's Authorized Representative, CONSULTANT shall perform the services described in detail
24 in Exhibit A, Scope of Services. CITY, in turn, shall provide the services that it has agreed to
25 undertake with respect to the Concord Farmer's Market, as set forth in Exhibit A. CITY retains all
26 rights of approval and discretion with respect to the projects and undertakings contemplated by this
27 Agreement.
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1 **3. AUTHORIZED REPRESENTATIVES.** Authorized representatives shall represent
2 CITY and CONSULTANT in all matters pertaining to the services to be ordered by CITY or rendered
3 by CONSULTANT under this Agreement except where approval for the CITY is specifically required
4 by the City Council. The CITY's authorized representative is John Montagh, Economic
5 Development and Housing Manager. CONSULTANT's authorized representative is Allen Moy,
6 Executive Director.

7 **4. AMENDMENT TO AGREEMENT.** This Agreement may be amended in writing,
8 subject to approval by both parties. If additional services are requested by CITY other than as
9 described in the above Scope of Services, this Agreement may be amended, modified, or changed by
10 the parties subject to mutual consent and in accordance with the CITY's Municipal Code by execution
11 of an Amendment by authorized representatives of both parties setting forth the additional scope of
12 services to be performed, the performance time schedule, and the compensation for such services.

13 **5. INDEPENDENT CONTRACTOR.** Both parties understand and acknowledge that
14 CONSULTANT, its agents, employers and subcontractors are and shall at all times remain as to the
15 CITY wholly independent contractors. Neither the CITY nor any of its officers or employees shall
16 have any control over the manner by which the CONSULTANT performs this Agreement and shall
17 only dictate the results of the performance. CONSULTANT shall not represent that CONSULTANT
18 or its agents, employees or subcontractors are agents or employees of the CITY, and CONSULTANT
19 shall have no authority, express or implied, to act on behalf of the CITY in any capacity whatsoever as
20 an agent, and shall have no authority, express or implied, to bind the CITY to any obligation
21 whatsoever, unless otherwise provided in this Agreement.

22 As an independent contractor, CONSULTANT shall not be eligible for any benefits, which the
23 City may provide to its employees and all persons, if any, hired by CONSULTANT shall be
24 employees or subcontractors of CONSULTANT and shall not be construed as employees or agents of
25 the CITY in any respect. CONSULTANT shall receive no premium or enhanced pay for work
26 normally understood as overtime, i.e., hours that exceed forty (40) hours per work week, or work
27 performed during non-standard business hours, such as in the evenings or on weekends.

1 CONSULTANT shall not receive a premium or enhanced pay for work performed on a recognized
2 holiday. CONSULTANT shall not receive paid time off for days not worked, whether it be in the
3 form of sick leave, administrative leave, or for any other form of absence. CONSULTANT shall pay
4 all taxes, assessments and premiums under the federal Social Security Act, any applicable
5 unemployment insurance contributions, Workers Compensation insurance premiums, sales taxes, use
6 taxes, personal property taxes, or other taxes or assessments now or hereafter in effect and payable by
7 reason of or in connection with the services to be performed by CONSULTANT.

8 **5. STANDARD OF PERFORMANCE.** CONSULTANT represents and warrants to
9 CITY that CONSULTANT is skilled and able to provide such services described in the Scope of
10 Work and that such services shall be performed in an expeditious manner, and with the degree of skill
11 and care that is required by current, good, and sound procedures and practices. CONSULTANT
12 further agrees that the services shall be in conformance with generally accepted professional standards
13 prevailing at the time work is performed.

14 **6. PERFORMANCE BY CONSULTANT.** CONSULTANT shall not employ other
15 consultants, subconsultants, experts, or contractors without the prior written approval of the CITY.
16 Notwithstanding the foregoing, CITY shall not be obligated or liable for payment hereunder to any
17 party other than the CONSULTANT. CONSULTANT hereby designates the CONSULTANT'S
18 representative as the person primarily responsible for the day-to-day performance of
19 CONSULTANT'S work under this Agreement. CONSULTANT shall not change the
20 CONSULTANT'S representative without the prior written consent of the CITY. Unless otherwise
21 expressly agreed by the CITY, CONSULTANT'S representative shall remain responsible for the
22 quality and timeliness of performance of the services, notwithstanding any permitted or approved
23 delegation hereunder.

24 **7. OWNERSHIP AND MAINTENANCE OF DOCUMENTS.** All documents
25 furnished by CONSULTANT pursuant to this Agreement are instruments of CONSULTANT's
26 services in respect to this project. They are not intended nor are represented to be suitable for reuse by
27 others except CITY on extensions of this project or on any other project. Any reuse without specific
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1 written verification and adoption by CONSULTANT for the specific purposes intended will be at
2 user's sole risk and without liability or legal exposure and expenses to CONSULTANT, including
3 attorney's fees arising out of such unauthorized reuse.

4 CONSULTANT's records, documents, calculations, and all other instruments of service
5 pertaining to actual project shall be given to CITY at the completion of the project. The CITY
6 reserves the right to specify the file format that electronic document deliverables are presented to the
7 CITY.

8 **8. INDEMNIFICATION.** CONSULTANT agrees to defend, indemnify and hold
9 harmless the CITY, its officers, officials, employees, agents and volunteers from and against any and
10 all claims, demands, actions, losses, damages, injuries, and liability (including all attorney's fees and
11 other litigation expenses) arising out of the CONSULTANT's performance under the terms of this
12 Agreement. This indemnification obligation on CONSULTANT'S part shall not apply to demands,
13 actions, losses, damages, injuries, and liability arising out of sole negligence or willful misconduct on
14 the part of CITY.

15 **9. INSURANCE.** CONSULTANT shall, at its own expense, procure and maintain in
16 full force at all times during the term of this Agreement the following insurance:

17 **A. Commercial General Liability Coverage.** CONSULTANT shall maintain
18 commercial general liability insurance with limits of no less than one million dollars (\$1,000,000)
19 combined single limit per occurrence or two million dollars (\$2,000,000) aggregate limit for bodily
20 injury, personal injury, and property damage.

21 **B. Automobile Liability Coverage.** CONSULTANT shall maintain automobile
22 liability insurance covering all vehicles used in the performance of this Agreement providing a one
23 million dollar (\$1,000,000) combined single limit per occurrence for bodily injury, personal injury,
24 and property damage.

25 **C. Professional Liability Coverage (Errors and Omissions).** CONSULTANT
26 shall maintain professional liability insurance with coverage for all negligent errors, acts or omissions
27 committed by CONSULTANT, its agents and employees in the performance of this Agreement. The
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1 amount of this insurance shall be not less than one million dollars (\$1,000,000) on a claims made
2 annual aggregate basis or a combined single limit per occurrence basis.

3 **D. Compliance with State Workers' Compensation Requirements.**

4 CONSULTANT covenants that it will insure itself against liability for Workers' Compensation
5 pursuant to the provisions of California Labor Code §3700, et seq. CONSULTANT shall, at all
6 times, upon demand of the City, furnish proof that Workers' Compensation Insurance is being
7 maintained by it in force and effect in accordance with the California Labor Code. The insurer shall
8 also agree to waive all rights of subrogation against the CITY, its officers, officials, employees and
9 volunteers for losses arising from work performed by CONSULTANT for CITY. This provision
10 shall not apply upon written verification by CONSULTANT that CONSULTANT has no employees.

11 **E. Other Insurance Provisions.** The policies are to contain, or be endorsed to
12 contain the following provisions:

13 (1) **Additional Insured.** CITY, its officers, agents, employees, and
14 volunteers are to be covered as an additional insured as respects: Liability arising out of activities
15 performed by or on behalf of CONSULTANT and operations of CONSULTANT, premises owned,
16 occupied, or used by CONSULTANT. The coverage shall contain no special limitations on the scope
17 or protection afforded to CITY, its officers, officials, employees, or volunteers.

18 Except for worker's compensation and professional liability insurance, the policies mentioned
19 in this subsection shall name CITY as an additional insured and provide for notice of cancellation to
20 CITY. CONSULTANT shall also provide timely and prompt notice to CITY if CONSULTANT
21 receives any notice of cancellation or nonrenewal from its insurer.

22 (2) **Primary Coverage.** CONSULTANT'S insurance coverage shall be
23 primary insurance with respect to CITY, its officers, officials, employees, and volunteers. Any
24 insurance, risk pooling arrangement, or self-insurance maintained by CITY, its officers, officials,
25 employees, or volunteers shall be in excess of CONSULTANT'S insurance and shall not contribute
26 with it.

27 (3) **Reporting Provisions.** Any failure to comply with the reporting
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1 provisions of the policy shall not affect the coverage provided to the CITY, its officers, officials,
2 employees, or volunteers.

3 **(4) Verification of Coverage.** CONSULTANT shall furnish CITY with
4 certificates of insurance and the original endorsements effecting coverage required by this Agreement.
5 The certificates and endorsements for each insurance policy are to be signed by a person authorized by
6 that insurer to bind coverage on its behalf. The aforementioned policies shall be issued by an
7 insurance carrier having a rating of Best A-7 or better which is satisfactory to the City Attorney and
8 shall be delivered to CITY at the time of the execution of this Agreement or before work commences.
9 Such policies and certificates shall be in a form approved by the City Attorney. CITY reserves the
10 right to require complete certified copies of all required insurance policies at any time.

11 **10. TIME OF PERFORMANCE.** The time of performance of the services under this
12 Agreement is of the essence, and all time deadlines identified in this Agreement or Scope of Services
13 shall be strictly construed.

14 **11. SUSPENSION OF WORK.** CITY may, at any time, by ten (10) days' written notice,
15 suspend further performance by CONSULTANT. All suspensions shall extend the time schedule for
16 performance in a mutually satisfactory manner, and CONSULTANT shall be paid for services
17 performed and reimbursable expenses incurred prior to the suspension date. During the period of
18 suspension, CONSULTANT shall not receive any payment for services, or expenses, except for
19 reasonable administration expenses, incurred by CONSULTANT by reason of such suspension.

20 **12. TERMINATION.** CITY may terminate this Agreement for any reason upon ten (10)
21 days written notice to the other party. CITY may terminate the Agreement upon five (5) days written
22 notice if CONSULTANT breaches this Agreement. In the event of any termination, CONSULTANT
23 shall promptly deliver to the CITY any and all finished and unfinished reports or other written,
24 recorded, photographic, or visual materials, documents, data, and other deliverables ("Work
25 Materials") prepared for the CITY prior to the effective date of such termination, all of which shall
26 become CITY's sole property. After receipt of the Work Materials, CITY will pay CONSULTANT
27 for the services performed as of the effective date of the termination.

1 **13. COMPLIANCE WITH CIVIL RIGHTS.** During the performance of this contract,

2 CONSULTANT agrees as follows:

3 **A. Equal Employment Opportunity.** In connection with the execution of this
4 Agreement, CONSULTANT shall not discriminate against any employee or applicant for employment
5 because of race, religion, color, sex, or national origin. Such actions shall include, but not be limited
6 to, the following: employment, promotion, upgrading, demotion, or transfer; recruitment or
7 recruitment advertising; layoff or termination; rate of pay or other forms of compensation; and
8 selection for training including apprenticeship.

9 **B. Nondiscrimination Civil Rights Act of 1964.** CONSULTANT will comply
10 with all federal regulations relative to nondiscrimination in federally assisted programs.

11 **C. Solicitations for Subcontractors including Procurement of Materials and**
12 **Equipment.** In all solicitation, either by competitive bidding or negotiations, made by
13 CONSULTANT for work to be performed under a subcontract including procurement of materials or
14 leases of equipment, each potential subcontractor, supplier or lessor shall be notified by
15 CONSULTANT of CONSULTANT’S obligation under this Agreement and the regulations relative to
16 nondiscrimination on the grounds of race, religion, color, sex, or national origin..

17 **14. CONFLICT OF INTEREST.**

18 **A.** CONSULTANT covenants and represents that neither it, nor any officer or
19 principal of its firm, has, or shall acquire any interest, directly or indirectly, which would conflict in
20 any manner with the interests of CITY or which would in any way hinder CONSULTANT’S
21 performance of services under this Agreement. CONSULTANT further covenants that in the
22 performance of the Agreement, no person having any such interest shall be employed by it as an
23 officer, employee, agent or subcontractor without the express written consent of the CITY.
24 CONSULTANT agrees to at all times avoid conflicts of interest, or the appearance of any conflicts of
25 interest, with the interests of the CITY in the performance of this Agreement.

26 **B.** CONSULTANT is not a designated employee within the meaning of the
27 Political Reform Act because CONSULTANT:

1 (1) Will conduct research and arrive at conclusions with respect to its rendition
2 of information, advice, recommendation or counsel independent of the control and direction of the
3 CITY or of any CITY official, other than normal contract monitoring; and

4 (2) Possesses no authority with respect to any CITY decision beyond the
5 rendition of information, advice, recommendation or counsel. (2 Cal. Code Regs. § 18700(a)(2).)

6 **15. COMPLIANCE WITH LAWS.** CONSULTANT shall comply with all applicable
7 Federal, State of California, and local laws, rules, and regulations and shall obtain all applicable
8 licenses, including a business license with the City of Concord, and permits for the conduct of its
9 business and the performance of the services.

10 **16. CHOICE OF LAW.** This Agreement shall be construed and interpreted in accordance
11 with the laws of the State of California, excluding any choice of law rules which may direct the
12 application of the laws of another jurisdiction. In the event that suit shall be brought by either party
13 hereunder, the parties agree that trial of such action shall be held exclusively in a state court in the
14 County of Contra Costa, California.

15 **17. NON-WAIVER.** The waiver by either party of any breach of any term, covenant, or
16 condition contained in the Agreement, or any default in their performance of any obligations under the
17 Agreement shall not be deemed to be a waiver of any other breach or default of the same or any other
18 term, covenant, condition, or obligation, nor shall any waiver of any incident of breach of default
19 constitute a continuing waiver of same.

20 **18. ENFORCEABILITY; INTERPRETATION.** In the event that any of the provisions
21 or portions of application of any of the provisions of the Agreement are held to be illegal or invalid by
22 a court of competent jurisdiction, CITY and CONSULTANT shall negotiate an equitable adjustment
23 in the provisions of the Agreement with a view toward affecting the purpose of the Agreement. The
24 illegality or invalidity of any of the provisions or portions of application of any of the provisions of
25 the Agreement shall not affect the legality or enforceability of the remaining provisions or portions of
26 application of any of the provisions of the Agreement. This Agreement shall be interpreted as though
27 it was a product of a joint drafting effort and no provisions shall be interpreted against a party on the
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1 ground that said party was solely or primarily responsible for drafting the language to be interpreted.

2 **19. INTEGRATION.** All exhibits identified in this Agreement are attached hereto and
3 incorporated herein by reference. The Agreement contains the entire agreement and understanding
4 between the parties as to the subject matter of this Agreement. It merges and supersedes all prior or
5 contemporaneous agreements, commitments, representation, writings, and discussions between
6 CONSULTANT and CITY, whether oral or written.

7 **20. SUCCESSORS AND ASSIGNS: NO THIRD PARTY BENEFICIARIES; NO**
8 **JOINT VENTURE.** CITY and CONSULTANT respectively, bind themselves, their successors,
9 assigns, and legal representatives to the terms and obligations of this Agreement. CONSULTANT
10 shall not assign or transfer any interest in the Agreement without the CITY's prior written consent,
11 which consent shall be in the CITY's sole discretion. Any attempted assignment or transfer in breach
12 of this provision shall be void. This Agreement is not intended and shall not be construed to create
13 any third party benefit. This Agreement is not intended and shall not be construed to create a joint
14 venture or partnership between the parties. CONSULTANT, its officers, employees and agents shall
15 not have any power to bind or commit the CITY to any decision.

16 **21. FINANCIAL RECORDS.** Records of CONSULTANT's direct labor costs, payroll
17 costs, and reimbursable expenses pertaining to this project covered by this Agreement will be kept on
18 a generally recognized accounting basis and made available to CITY if and when required.

19 **23. NOTICES.** All notices required hereunder shall be in writing and mailed postage
20 prepaid by certified or registered mail, return receipt requested, or by personal delivery to the CITY's
21 address as shown below, or such other places as CITY or CONSULTANT may, from time to time,
22 respectively, designate in a written notice given to the other. Notice shall be deemed received three
23 (3) days after the date of the mailing thereof or upon personal delivery.

24 To CITY:

**John Montagh Economic Development and Housing
Manager
City of Concord
1950 Parkside Drive
Concord, CA 94519-2578
Phone: (925) 671-3082**

To CONSULTANT:

Allen Moy
Executive Director PCFMA
5060 Commercial Circle Suite A
Concord CA 94520
Phone: 925-825-9090

24. NON-LIABILITY. No member of the CITY and no other officer, employee or agent of the CITY shall be personally liable to CONSULTANT or otherwise in the event of any default or breach of the CITY, or for any amount which may become due to CONSULTANT or any successor in interest, or for any obligations directly or indirectly incurred under the terms of this Agreement.

25. EXECUTION. Each individual or entity executing this Agreement on behalf of Applicant represents and warrants that he or she or it is duly authorized to execute and deliver this Agreement on behalf of Applicant and that such execution is binding upon Applicant.

This Agreement may be executed in several counterparts, each of which shall constitute one and the same instrument and shall become binding upon the parties when at least one copy hereof shall have been signed by both parties hereto. In approving this Agreement, it shall not be necessary to produce or account for more than one such counterpart.

IN WITNESS WHEREOF, the parties have executed this Agreement in one (1) or more copies as of the date and year first written above.

CONSULTANT

CITY OF CONCORD, a Municipal Corporation

By: _____
Name: Allen Moy
Title: Executive Director PCFMA
Address: 5060 Commercial Circle
Suite A
Concord, CA 94520
Telephone: (925) 825-9090

By: _____
Name: Valerie J. Barone
Title: City Manager
Address: 1950 Parkside Drive
Concord,
Telephone: (925) 671-3150

APPROVED AS TO FORM:

ATTEST:

City Attorney

City Clerk

1 FINANCE DIRECTOR'S CERTIFICATION:

2 Concord, California

3 Date: _____, 2016

4

5 I HEREBY CERTIFY THAT ADEQUATE FUNDS EXIST OR WILL BE RECEIVED
6 DURING THE CURRENT FISCAL YEAR 2015-16 TO PAY THE ANTICIPATED
7 EXPENSES TO BE INCURRED PURSUANT TO THIS CONTRACT.
8 THE SUM OF \$0.00. Account Code N/A.

9

10 _____
11 Finance Director's Signature

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Concord Farmers' Market

2016-2019 Annual Management, Operating, and Marketing Plan

I. Management and Operations

A. Responsibilities of PCFMA

1. Provide management and secure necessary permits to operate in accordance with applicable laws.
2. Maintain liaison with Concord Police and County Agriculture Commissioner. Meet with City staff and provide requested reports as needed.
3. Recruit eligible producers whom:
 - a. Provide quality products.
 - b. Provide a good mix of products including one or two gourmet vendors (i.e., cheese, smoked salmon, sausage).
 - c. Provide excellent customer service.
 - d. Adhere to all health and safety issues.
4. Assure producer compliance with:
 - a. State and County rules and regulations.
 - b. Adhere to PCFMA market rules regarding:
 - i. Product quality
 - ii. Attractive appearance
 - iii. Appropriate clean-up procedures
 - iv. Non-agricultural criteria.
 - c. City's No-Smoking policy.
 - d. California Recycling Law Requirements
 - i. PCFMA and the City will continue to implement a mutually agreeable recycling plan that meets State of California recycling law requirements (AB 2176).
5. Implement market-day systems in compliance with the terms of Pacific Coast Farmers' Market Use Permit 5-94.
 - a. Grower stall location – consolidate placement of growers on the site.
 - b. Food vendors – consolidate placement of food vendors and continue to maintain variety of choices while not competing with Todos Santos restaurants; strive to offer those restaurants first choice to go into market as vendor.

- c. Parking – place barricades into parking stalls at both markets.
 - d. Information booth and manager access:
 - i. Manager is physically present at all markets and wears distinguishing attire so as to be easily identified;
 - ii. Information booth is fully staffed at the Thursday market; and
 - iii. Provide added value items of interest to customers (product information, recipes).
 - e. Signage.
 - i. Placement and size of signs are subject to Planning, Engineering, and Transportation staff approval prior to initiating market operations.
 - ii. No A-frame signs.
 - iii. Signs will be professionally manufactured.
 - iv. If market time changes, PCFMA will pay the cost of replacing the City parking signs.
 - f. Monitor traffic safety.
 - g. Market security – PCFMA management will report security problems to Concord Police.
 - h. Clean up of site – Plaza should be returned back to condition that existed prior to market.
6. Provide optimum number of farmers and non-agricultural producers:
- a. Target for Tuesday Market: 50% agriculture and 50% non-agricultural producers.
 - b. Target for Thursday Market 60% agriculture and 40% non-agricultural producers.
7. Include performance measure into year end reports, including:
- a. Conduct one customer survey premarket annually, report survey results in Annual Report, and receive a 90 percent satisfaction rating with customer base.
 - b. Inventory vendors for selection of produce to ensure variety and diversity of produce.
 - c. Attract an average of 1,600 customers for Tuesday's markets and 3,000 customers for Thursday's markets.

B. Responsibilities of City of Concord

- 1. All Markets
 - a. Assist PCFMA with market outreach:

- i. Provide PCFMA with list of elected officials, city staff, and other active citizens.
 - ii. Include the Farmers' Market operating hours and a description of the site in the City newsletter and other appropriate publications.
- b. Coordinate/facilitate police services as required by the Concord Police Department or as requested by the PCFMA. City staff will attempt to provide service through schedule shifting or other means to avoid costs to PCFMA. If costs are incurred, those costs will be the responsibility of PCFMA.
- c. Coordinate/facilitate trash pick-up, if necessary. City staff will attempt to provide service through schedule shifting or other means to avoid costs to PCFMA. If costs are incurred, those costs will be the responsibility of PCFMA.
- d. Make barricades available to the market manager.

II. PCFMA Marketing and Promotion Responsibilities

A. Concord Thursday Market

- 1. Advertise through web site and e-mail notifications. E-mail notifications sent two times per month.
- 2. Work with the city and the local health department concerning regulations governing events that involve cooking and/or food tasting.
- 3. Organize and implement recipe contests.
- 4. Target families on Thursday evenings.

B. Special Events

- 1. Valentine's Day celebration display.
- 2. First Thursday in May opening day celebration for evening market.
- 3. First Tuesday in June anniversary celebration for Tuesday's market.
- 4. Chef at the Market (Tuesday market – summer cooking).
- 5. July – Grill Crazy (Thursday market).
- 6. August – seasonal recipe contest.
- 7. Walking tours of the Market with the chefs and or market managers.

8. Make every attempt to host the Mayor's Cook off.
9. Seize every opportunity to promote the Downtown, i.e. Anniversary Celebration

C. Ongoing Promotions

1. Seasonal fruit tastings.
2. WIC/food stamp program outreach.
3. Staffed information booth with education materials, recipes, and ads.
4. E-mail sign-ups for market information.
5. Web page link.
6. Consumer information (community information as well as recipes, cooking tips, etc.).

D. Advertising and Public Relations

1. Advertise market in local media to include print, cable TV, radio, direct mail, and provide a media advertising schedule to the City.
2. Maintain a public relations outreach plan for the Concord Market and provide it to City staff.



Concord Tuesday and Thursday Farmers' Market

2015



Concord Tuesday

Year-round
10am-2pm

Concord Thursday Market

Season 28 weeks
Thursdays: April-October, 4pm-8pm



Tuesday's Producers

Agriculture	Non Ag
Mark Lewis Orchard	Bistro Blends
Allard Farms	Copper Top Ovens, LLC
Bautista Ranch	Delicia's Falafel
C&M Farms (Adrian)	Delta Moon Soapworks
Cipponeri Family Farms	Eat The Best Kettle Korn
CMC Farms	Franks Precision Sharpening
Diablo Creek Apiary	Heidi Pies Restaurant
Diaz Farms	Hummus Heaven
Divide Ranch Grass-Fed Beef	Il Biscotto
Dwelley Farm	La Crepe a Moi
F.T. Fresh	Lantern Catering
First Generation Farmers	Le Croissant Bakery
Fontana Farms	Meyer's Fine Foods
Great Valley Poultry	Quick -N- Ezee Indian Foods
Halog Farms	Salami Lady's Cash and Carry
Hamlow Ranch & Estrada Produce	Sweet Mac's Cakes
Hanson Family Farms	Tamales Martha Claudia
J&M Farms	Tasty Zombies
Massa Organics	Way to Life Natural Foods
Micro Farm (Hi-Hin Produce)	
Nunez Farm	
Ochoa Flowers	
Rainbow Orchards	
Rodriguez Farms	
Rose Mae Orchids	
Sunrise Nursery	
Swank Farms	
Tres Bien Creamery	
Vasquez Farms	

Thursday's Producers

Agriculture	Non- Ag
A. Mark Lewis	Delicia's Falafel
Achadinha Cheese	Dos Pueblos (Oaxacan Tamales)
Alhambra Valley Pears	Copper Top
Bautista Farm	Eat The Best Kettle Korn
Cipponeri Family Farms	Edith's Food Company / Koz's Kitchen
Diablo Creek Apiarya Ranch	Heavenly Taste Toffee
Diaz Farms	Hummus Heaven
F.T. Fresh	Heidi's Pie Restaurant
G&S	Izalco Catering
Hamlow Ranch & Estrada Produce	Julie's Roasted Corn and Potatoes
Hanson Family Farms	La Crepe a Moi
J&J Ramos Farms	Lantern Catering
J&M Farms	Le Croissant Bakery
Medina Berry Farms	Magic Mini Donuts
Nunez Farm	Meyer's Fine Foods
Resendiz Farms	Namaskar Foods
Rodriguez Farms	Sweet Macs Cakes
Rudy Bungcayao	Snowballs in Cali
Sunrise Nursery	Tasty Zombies
Valley Bee Farm	
Vasquez Farms	

Tuesday's Metrics

Market Date	Crowd Count	Total Producers	Ag Producers	Ag Certs	Non-Ag Producers	Community Booths	Merchant Booths
1/6/2015	1800	35	20	22	15	0	0
1/13/2015	1250	36	21	23	15	0	0
1/20/2015	1800	39	24	26	15	0	0
1/27/2015	1200	39	23	25	16	0	0
2/3/2015	1300	37	21	23	16	0	0
2/10/2015	1750	39	22	24	17	0	0
2/17/2015	1800	39	23	26	16	0	0
2/24/2015	1800	38	20	23	18	0	0
3/3/2015	1875	42	24	26	18	0	0
3/10/2015	1250	39	21	24	18	0	0
3/17/2015	1750	44	26	28	18	1	0
3/24/2015	1500	46	25	28	21	1	1
3/31/2015	1750	44	24	27	20	2	0
4/7/2015	1450	30	19	22	11	0	0
4/14/2015	1850	46	26	29	20	1	2
4/21/2015	1750	45	25	28	20	2	3
4/28/2015	1550	49	27	30	22	0	2
5/5/2015	1850	45	28	31	17	1	1
5/12/2015	1750	44	26	29	18	1	1
5/19/2015	1800	48	28	31	20	0	0
5/26/2015	2200	46	28	31	18	0	0
6/2/2015	2500	49	29	32	20	0	0
6/9/2015	1750	44	26	30	18	0	0
6/16/2015	1950	49	29	33	20	0	1
6/23/2015	2000	46	28	32	18	1	0
6/30/2015	1850	44	28	32	16	0	0
7/7/2015	1950	45	27	30	18	2	0
7/14/2015	1850	47	26	30	21	0	0
7/21/2015	1950	45	27	30	18	2	1
7/28/2015	1350	48	28	32	20	0	0
8/4/2015	2000	45	28	31	17	0	0
8/11/2015	1850	47	30	32	17	0	0
8/18/2015	1800	46	29	32	17	0	0
8/25/2015	1650	47	31	34	16	2	0
9/1/2015	2100	45	29	32	16	1	1
9/8/2015	1300	47	30	32	17	0	0
9/15/2015	2000	46	29	31	17	0	0
9/22/2015	1750	48	31	33	17	0	0
9/29/2015	1550	47	29	31	18	0	0
10/6/2015	1450	46	30	32	16	1	1
10/13/2015	1550	45	29	31	16	0	0
10/20/2015	1450	50	29	31	21	1	0
10/27/2015	1650	44	28	30	16	0	0

Tuesday's Metrics Continued

Averages

Producers 44

Crowd Count 1727

Ag Producers 26

Non Ag Producers 29

Thursday's Metrics

Market Date	Market Closed	Crowd Count	Total Producers	Ag Producers	Non-Ag Producers	Community Booths	Merchant Booths
4/23/2015	0	2085	36	15	21	1	0
4/30/2015	0	1800	36	19	17	0	0
5/7/2015	0	2015	30	20	10	2	0
5/14/2015	0	835	27	19	8	0	0
5/21/2015	0	3000	41	19	22	6	1
5/28/2015	0	3500	38	17	21	6	1
6/4/2015	0	3600	42	21	21	0	0
6/11/2015	0	4000	38	20	18	4	0
6/18/2015	0	5500	41	20	21	5	1
6/25/2015	0	4000	41	21	20	0	0
7/2/2015	0	4200	43	21	22	0	0
7/9/2015	0	5500	43	20	23	3	0
7/16/2015	0	5000	44	21	23	2	2
7/23/2015	0	4800	43	20	23	1	2
7/30/2015	0	4800	41	20	21	2	1
8/6/2015	0	5000	41	20	21	2	1
8/13/2015	0	5000	43	20	23	3	1
8/20/2015	0	8000	46	21	25	4	2
8/27/2015	0	4500	42	19	23	3	2
9/3/2015	0	5000	38	20	18	1	1
9/10/2015	0	3000	35	20	15	5	
9/17/2015	0	3250	40	19	21	3	3
9/24/2015	0	2800	35	20	15	0	0
10/1/2015	0	1800	32	20	12	0	0
10/8/2015	0	2000	31	20	11	0	0
10/15/2015	0	1833	29	19	10	0	1
10/22/2015	0	2051	27	18	9	0	0
10/29/2015	0	2320	18	11	7	0	0

Thursday's Metrics Continued

Averages

Producers 37

Ag Producers 22

Non-Ag Producers 19

Crowd Count 3,559

Survey Results

Concord Thursday Farmers' Market

Rapid Market Assessment Results

October 29, 2015

Total Number of Participants = 35

1. What would you like to see more of at the farmers' market?

- a. Fresh fruits and vegetables = 13
- b. Crafts = 10
- c. Hot food = 3
- d. Meat/ fish/ cheese/ wine/ baked goods = 8

37% of customers would like to see more fruits and vegetables at the market.

28.5% of customers would like to see crafts at the market

2. Overall, how satisfied are you with your shopping experience at the Concord Farmers Market?

- a. Very satisfied = 26
- b. Somewhat satisfied = 4
- c. No opinion
- d. Somewhat dissatisfied = 1
- e. Very dissatisfied

74% of customers are very satisfied with the Thursday Concord Farmers' Market.

3. What is your primary reason for coming to downtown Concord today?

- a. I live downtown = 4
- b. I work downtown = 4
- c. To shop the farmers' market = 20
- d. To shop downtown, other than the farmers' market = 1
- e. Restaurants = 5
- f. Other appointment or errand = 4

57% of customers primary reason for coming downtown was to shop the farmers' market.

4. Do you plan on doing additional shopping or eating downtown today? If yes, how much do you anticipate spending?

- a. No additional downtown shopping or eating = 9
- b. Less than \$10 = 12
- c. Between \$20 and \$40 = 11
- d. More than \$40 = 5

34% of customers plan of spending less than \$10.

31% of customers plan on spending between \$20 and \$40.

26% of customers don't plan on doing additional downtown shopping or eating.



Events: Mayors' Cook Off



Music

The 27th Annual Music &

Show Date	Show Name	Band's Tagline	Website
5/21/2015	Zydeco Flames	West Coast's Premier Zydeco Band	http://www.zydecoflames.com/
5/28/2015	Concord High Jazz Band	Local, Award-Winning Student Jazz Band	n/a
6/4/2015	Oakland Interfaith Gospel Choir	Acclaimed Choral Group: Exquisite Harmonies/Stirring Repertoire	http://www.oigc.org/
6/11/2015	David Laflamme	Presents the Music of It's a Beautiful Day	http://davidlaflamme.com/
6/18/2015	The Sun Kings	A Beatles Tribute as Nature Intended	http://thesunkings.com/
6/25/2015	Battle of the Bands with PUSH	Hosted by ABC7's Dan Ashley Featuring a competition of teacher Steve Sage's Campus Showcase of Bands in a benefit for the concert series	http://rockwithpush.com/
7/2/2015	Farenhyte5150	Funk and R&B done classy, cool & hot	https://www.facebook.com/Farenhyte5150
7/9/2015	Zepparella	The All-Female Zeppelin Powerhouse	http://www.zepparella.com
7/16/2015	James Garner's Tribute to Johnny Cash	Celebrating the life and music of the Man in Black	http://cashtribute.net
7/23/2015	Long Train Runnin'	A Tribute to the Doobie Brothers	http://www.longtrainrunnin.com
7/30/2015	Aja Vu	The Music of Steely Dan	http://www.sjavu.com
8/6/2015	Superlicious	High Energy 80's Party	http://www.superliciousband.com/
8/13/2015	Patrón	A shot of Latin Music	http://patronmusicrocks.com/
8/20/2015	Foreverland	An Electrifying 14-Piece Tribute to Michael Jackson	http://foreverlandsf.com
8/27/2015	Native Elements	Reggae/Caribbean Beat	http://native-elements.com/
9/3/2015	The RaveUps	A Live Tribute to the 1960's Yardbirds	http://www.therveups.com
9/10/2015	Lafayette Studio Big Band	Seventeen piece Count Basie Style Jazz Orchestra	http://lafayettebigband.com
9/17/2015	The Best Intentions	Motown Mania!	http://photos.thebestintentions.net

Tuesday Night Blues

Show Date	Show Name	Band's Tagline	Website
7/7/2015	The Delta Wires	Hot-wired Big Band, Harmonica & Horns Blues!	http://deltawires.com
7/14/2015	David Landon	Blues Guitarist Extraordinaire	www.davidlandon.com
7/21/2015	Alvon Johnson	Vallejo Blues: "The Real Deal"	http://www.alvon.org/
7/28/2015	Loose Blues	Rockin' Blues for the East Bay and Beyond	http://www.looseblues.com
8/4/2015	Charged Particles	Plugged-in Jazz with a Spark!	http://www.chargedparticles.com/
8/11/2015	Annie Sampson	Concord's own Blues and Soul Diva	http://www.globerecords.com/anniesampson

PCFMA Thursday Farmers' Market works in conjunction with the nationally famous Concord Music Series. The musical series attracts people from all around that enjoy partaking in purchasing fruits and vegetables of the changing seasons as well as having a good time listening to live music.

Community Services



Bike Concord organizers Smitty Ardrey, Janet Young, and Luke Casey, plus lead mechanic Bronwen Mauch.



Bike Tent lead Janet Young arranges materials on the outreach table.



View from the path. A banner will soon identify the

Bike Repair Bike Concord started in 2014 with a community bicycle repair tent in Concord's Todos Santos Plaza Farmers' Market.

The Thursday Farmers' Market resumed for the 2015 season on April 23, and Bike Concord was back with an even stronger presence.

Community Services

Cal Fresh Program



What do I need to bring when I apply?

- ✓ Identification (like a driver's license)
- ✓ Proof of Income (pay stubs or benefit check)
- ✓ Proof of where you live (if you have an address)
- ✓ Rent receipt or mortgage payment (if you pay for housing)
- ✓ Utility bills (if you pay for your utilities)
- ✓ Bank statements (if you have a bank account)
- ✓ Receipt for child care costs (if you pay for child care)
- ✓ Social Security Numbers – only for eligible household members
- ✓ Proof of Immigration Status – only for eligible household members
- ✓ Medical Expenses – only for 60+ or disabled

EBT! CalFresh benefits on a plastic card!



- Everyone in California will receive their CalFresh benefits on a plastic debit card. You can use this card to buy food at grocery stores and farmers' markets.
- All your CalFresh benefits are electronically transferred to your EBT card, also known as the Golden State Advantage Card. No more hassle at the check out counter.

Apply for CalFresh Today!

Call the Food Bank of Contra Costa & Solano to determine if you may be eligible for CalFresh. 1-855-309-3663 (Toll Free)

You can fill out an application online at www.mybenefitscalwin.org, or call the Food Bank for more information.



CalFresh/Food Stamps is not a welfare program. It is a nutrition assistance program for low income individuals and families.



Call the Food Bank of Contra Costa & Solano for information and application assistance.

Toll Free: 1-855-309-3663
www.foodbankccs.org



10/02/14

Thursday

\$7,478 EBT Sold

\$1,102 WIC Used

How does it work?

- 1 Got to the information tent and look for market staff.
- 2 There, swipe your EBT card to purchase tokens.
- 3 Use your tokens with individual vendors like cash. Return unused tokens for money added back to your card, or save tokens to use another day.

What can I buy?

- Fruit
- Vegetables
- Bread
- Baked Goods
- Meat
- Fish
- Dairy
- Honey/Jellies
- Seeds (for food)
- Seedlings (for food)



Use Your Card!

It's easy to get fresh, healthy food at your local farmers' market with your EBT card!

¿Cómo funciona?

- 1 Vaya a la tienda de información y busca personal del mercado.
- 2 Use la tarjeta de EBT para comprar fichas.
- 3 Use sus fichas con vendedores individuales como efectivo. Devuelva fichas extras para poner dinero en su tarjeta o guarde las fichas para otro día.

¿Qué puedo comprar?

- Frutas
- Venduras
- Pan
- Productos Horneados
- Carne
- Pescado
- Productos Lácteos
- Miel/Jaleas
- Semillas (de comida)
- Plantas (de comida)

¡Utilice Su Tarjeta!

¡Es fácil conseguir comida fresca y saludable en su mercado de granjeros local con su tarjeta de EBT!

Contra Costa County



Questions? Call 1-855-309-3663
¿Preguntas? Llame al 1-855-309-3663



Tuesday



\$18,659 EBT Sold

\$3,350 WIC Used

Community Services

CalFresh

- The CalFresh Program, federally known as the Supplemental Nutrition Assistance Program (SNAP), the program is designed to add to users food budget to put healthy and nutritious food on the table.
- The program issues monthly electronic benefits to users that can be used to buy most foods at many markets and food stores.
- The CalFresh Program helps to improve the health and well-being of qualified households and individuals by providing them a means to meet their nutritional needs.

Free Nutritious Recipes and Cooking Demonstrations



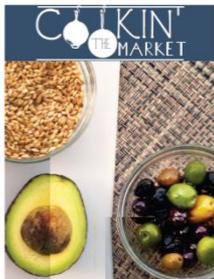
Asparagus Soup

This soup is made from the ends and peels of the asparagus most cooks throw away. We cherish the short asparagus season at the market and find ways to add them to any spring time dish.

Whole onion, sliced into half-moon
Ends and peels from a bundle of asparagus
1 small white potato, peeled, cubed and soaked in water
5 cups water
4 tablespoons of olive oil
Salt and pepper to taste
Splash of your favorite vinegar

Sweet onions for 45 minutes, making sure not to brown.
Add water if the pot becomes too dry.
Add the diced potato and cook until potato becomes tender.
Meanwhile, blanch the asparagus ends and peel in 5 cups of lightly salted water to create a simple stock.
Pull the peels and ends out when they become bright green.
Cool them on a sheet pan.
Add the asparagus stock to the onion and potato mixture and bring to a simmer.
Add the asparagus ends and peels and cook for 5 minutes.
Allow the mixture to cool and mix in a blender until a desired consistency is achieved.
Strain the mixture over a second pot. Use a ladle or a rubber spatula to help the process along.
Slice a asparagus tip in half and toss with olive oil and vinegar.
Add a splash of vinegar.
Taste the soup and make corrections.
Serve in a warmed bowl and add the asparagus tip for garnish.

Cookin'
THE MARKET



At our information booths free recipes are offered to the public each market day. Periodically our resident chefs come to the market to conduct cooking demonstrations.

Fresh Approach Classes

Our sister organization has conducted several Healthy Food/Healthy You nutrition education classes, and have attended several community outreach events. At all of these events they have promoted the Concord Farmers' Markets, EBT use at the market, and Market Match which in turn funnel customers to customer market.

