

FALL 2012 NEWSLETTER

THURSDAYS

2:00 pm
to
7:30 pm

Location:

1801 S. La Cienega
Blvd.
(Corner of 18th St.)
Los Angeles 90035



**La Cienega
Farmers' Market**

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.

What is GMO & Why Should We Be Concerned?

GMO stands for "genetically modified organism" and can refer to plants or animals created by way of gene-splicing techniques. Splicing merges DNA from different species to create combinations that would not occur naturally in nature. Biotechnology companies are largely engineering GMO crops to resist direct application of herbicide. This allows the crop plants to live while surrounding weeds die. Unfortunately, we really don't know what GMOs are capable of. They're a relatively recent development in agriculture, and we've yet to see their long-term effects. However, animal testing has linked GMOs with serious health problems, which some countries, outside the U.S., have determined that this is enough evidence to put on the brakes. Beyond health effects, genetically modified seeds restrict biodiversity and create hairy situations between organic farmers and those using genetically modified seeds. Stop by our table for more information on GMOs and its effects.

EVENTS AT THE MARKET

Arrival of Fall Produce!

Winter Squash, Apples,
Pears, Pomegranates
Persimmons, New Citrus
Varieties, & much more!

GMO Labeling YES

on Prop 37

Weekly Information Booth
Available!

DOUBLE STAMP DAY

10/4/12 & 11/1/12

We are CLOSED
Thanksgiving Day

WE ACCEPT
EBT/SNAP
WIC
CREDIT & DEBIT
CASH

Easy Breezy, Autumn Apple & Spinach Salad

Try this deliciously crisp salad recipe with fresh farmers' market ingredients.

Light, healthy, & easy!!

- 1) Combine first 6 ingredients, stirring well with a whisk.
- 2) Combine onion, spinach, & apple in large bowl; drizzle with dressing & toss lightly to coat.
- 3) Sprinkle with cheese & walnuts. Serve immediately.

INGREDIENTS:

- 4 tbsp olive oil
- 2 tbsp fresh orange juice
- 2 tbsp fresh lemon juice
- 2 tsp Dijon mustard
- 2 tsp honey (2 honey sticks)
- 1/4 tsp salt
- 1/2 cup thinly vertically sliced red onion
- 8 cups washed baby spinach
- 1 Fuji apple, cored & thinly sliced
- 1/4 cup Feta, or Blue Cheese
- 1/4 cup Walnuts

Featured Farmer ~ Ha's Apple Farm



Our featured farmer, David Ha of Ha's Orchards, is originally from Korea where he learned farming from his father. David grows 23 different varieties of apples, two types of persimmons, as well as pears and plums on his orchards in Tehachapi, CA, where the weather gets much colder than it does here in LA. This is why David can grow these varieties of fruits.

Ha's Apple is an organic farm practicing organic growing methods which forbid the use of toxic pesticides. Instead, an organic grower uses special fertilizers and are inspected regularly to ensure they continue to grow organically. Organic produce does not necessarily have more vitamins than non-organic produce, organic produce is healthier for you because it does not have the chemicals that conventional produce may have, and that's what makes it a healthier choice.

Persimmon season is approaching! Grown on trees, this fruit is orange in color, round in shape and is eaten soft or hard, depending on the variety. The Fuyu Persimmon is compared to a Fuji apple because it has the same crunch, and the Hachya Persimmon is compared to a papaya or mango. They originally came from China and became very popular in Korea and Japan. The botanical name for persimmons is Diospyros which literally translates as "food of the Gods". Enjoy!

Frequent Shopper Rewards Card

Get Stamped each market visit when you spend \$5 in produce. Once your card is filled, receive \$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!

Looking for a healthy treat for kids on Halloween?

HONEY STICKS!

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!

GIFT CERTIFICATES AVAILABLE!!

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

E-mail: mnpfarmersmarket@gmail.com

www.lacienegafarmersmarket.com



MNP
Farmers' Markets

