

## OUR MISSION

To **CONNECT** and **SUPPORT** communities and agriculture


## OUR GOALS

**SUPPORT** regional sustainable producers by providing them with direct access to consumers

**EDUCATE** the public about the nutritional and economic benefits of buying locally grown food directly from farmers

**UNITE** farmers and communities and build a Pavilion dedicated to local agriculture

## OUR BEGINNINGS



Our first farmers market opened in 1983 at the Marin Civic Center in San Rafael on Thursday mornings. It was Marin County's first Certified Farmers Market, and the seed for what is now known as the largest most visited market in Marin, the Sunday Marin Farmers Market.

Since then our organization has grown to operate 8 farmers markets in the Bay Area, has attained its 501(c)(3) non-profit status as a public benefit organization, and has experienced a name change or two.

What has remained consistent is our commitment to quality over quantity when it comes to the markets we operate, our dedication to building deeper connections between farmers and communities, and our collective vision of creating a more vibrant and sustainable local food system. Agricultural Institute of Marin (AIM) is proud to serve the 7 communities that host our farmers markets and to represent over 500 California farmers, food purveyors, and artisans. See you at an Ag Institute farmers market!



## PRODUCE WAS NEVER MEANT TO FLY



“Organic” is a powerful word in an ongoing discussion about sustainable food systems. While the push toward organic is tremendously important, let us not underestimate the value of local and seasonal food. After all, is an organic apple flown in from halfway around the globe truly a model of sustainability? Factor in the extravagant fuel costs attached to that apple and the joy of buying organic is lost to the environmental impact of its transport.

A direct connection between farmer and consumer is the lifeline of sustainable agriculture. The closer we are to the source of our food, the more control we have over what is in our food and how it is grown. Together, we can create a truly healthy local food system.

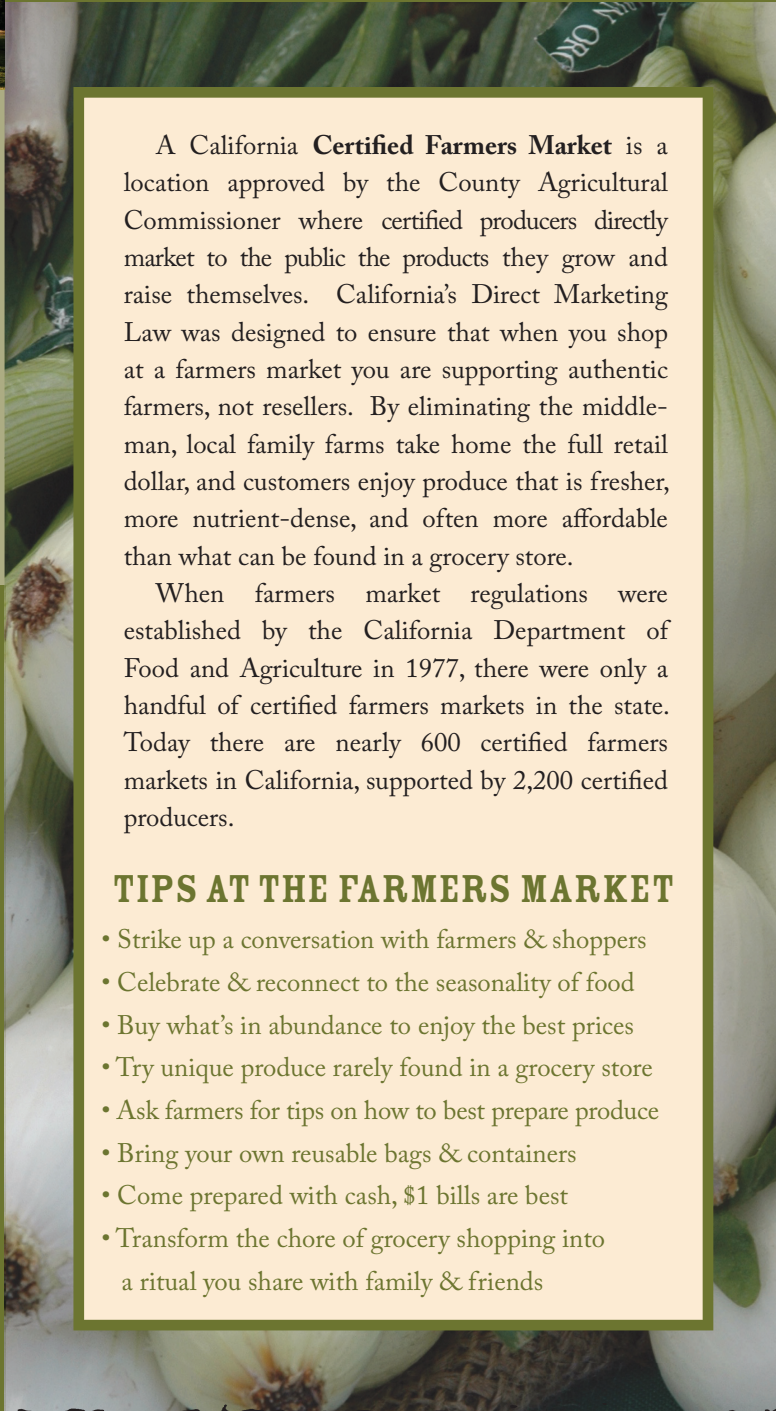
## WHY BUY LOCAL?

- Taste fresh produce at its peak ripeness often harvested within 24 hours of the farmers market
- Enjoy better flavor and higher nutritional content than produce found at the supermarket
- Know exactly where and how your food was grown
- Eliminate the middleman; stretch your food dollar & place it directly in the hands of a farmer
- Protect California's farm land from being developed by making farming a viable business
- Reduce your eco-footprint by shortening your food's commute & supporting small, diverse farms

“WHEN YOU RETURN TO A LOCAL,  
MORE REGIONAL PRODUCTION SYSTEM,  
THEN ORGANIC TAKES CARE OF ITSELF.”

-MICHAEL ABLEMAN  
FARMER & AUTHOR

## WHAT IS A CERTIFIED FARMERS MARKET?



A California **Certified Farmers Market** is a location approved by the County Agricultural Commissioner where certified producers directly market to the public the products they grow and raise themselves. California's Direct Marketing Law was designed to ensure that when you shop at a farmers market you are supporting authentic farmers, not resellers. By eliminating the middleman, local family farms take home the full retail dollar, and customers enjoy produce that is fresher, more nutrient-dense, and often more affordable than what can be found in a grocery store.

When farmers market regulations were established by the California Department of Food and Agriculture in 1977, there were only a handful of certified farmers markets in the state. Today there are nearly 600 certified farmers markets in California, supported by 2,200 certified producers.

## TIPS AT THE FARMERS MARKET

- Strike up a conversation with farmers & shoppers
- Celebrate & reconnect to the seasonality of food
- Buy what's in abundance to enjoy the best prices
- Try unique produce rarely found in a grocery store
- Ask farmers for tips on how to best prepare produce
- Bring your own reusable bags & containers
- Come prepared with cash, \$1 bills are best
- Transform the chore of grocery shopping into a ritual you share with family & friends

## BUILDING A PERMANENT HOME

What began in 2004 as an idea for a permanent structure for the Marin Farmers Markets has evolved into a vision of a Pavilion that will serve as a multi-use community landmark dedicated to growing a healthy local food system. The Pavilion will celebrate our region's agricultural heritage and further our community's commitment to reducing its ecological footprint by supporting a food system that is good for the eater, the farmer, and the planet. The Pavilion will offer a permanent home for the Thursday & Sunday Marin Farmers Markets, a venue for educational programs that will engage and serve both consumers and farmers, and a community hub where our diverse network of local farmers, ranchers, specialty food purveyors, artisans, agricultural organizations, and the public can come together. For more details please visit [www.agriculturalinstitute.org](http://www.agriculturalinstitute.org)

**"THE ONLY PEOPLE WHO SHOULD CARE ABOUT AGRICULTURE ARE THOSE WHO EAT."**

-SR. CHRISTINE PRATT

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## EACH FARMERS MARKET IS UNIQUE SHOP THEM ALL!

### **SAN RAFAEL - THURSDAY MARIN**

Discover San Rafael's best lunch venue and glean some inspiration from local culinary masters at our "Chefs' Market." Marin Veterans' Auditorium, Year Round, Thursday, 8am - 1pm

### **SAN RAFAEL - SUNDAY MARIN**

Bring the whole family to explore the incredible selection at the third largest farmers market in California. Marin Civic Center, Year Round, Sunday, 8am - 1pm

### **NOVATO**

Treat yourself to flavor-packed produce, a serenaded dinner, and a twilight stroll through downtown Novato. Grant Avenue, May-September, Tuesday, 4pm - 8pm

### **FAIRFAX**

Wear some flowers in your hair at this charming market featuring Marin & Sonoma farmers, food purveyors, & artists. Bolinas Park, May-September, Wednesday, 4pm - 8pm

### **STONESTOWN - SAN FRANCISCO**

Experience the best of rural and urban, where farm-fresh produce meets the unique ethnic foods of San Francisco. Stonestown Galleria, Year Round, Sunday, 9am - 1pm

### **NEWARK**

Explore a showcase of specialty crops that reflect Newark's diverse international community, a true shoppers' market. NewPark Mall, Year Round, Sunday, 9am - 1pm

### **HAYWARD**

Enjoy an abundance of Asian greens, fresh seafood, and local produce in the heart of downtown Hayward. City Hall Plaza, Year Round, Saturday, 9am - 1pm

### **GRAND LAKE - OAKLAND**

Celebrate the rich diversity and hip vibe of a farmers market that embodies the fresh energy of Oakland. Splash Pad Park, Year Round, Saturday, 9am - 2pm

### **AIM IS PROUD TO ACCEPT EBT**

Please visit any AIM information booth to learn more.



SAN RAFAEL • NOVATO • FAIRFAX • STONESTOWN

AGRICULTURAL  
Institute of Marin

NEWARK • GRAND LAKE OAKLAND • HAYWARD

