



City of Albany Farmers' Market Project

Prepared for:
The City of Albany





To the City of Albany:

We are delighted to present this project and excited that you share our views in the importance of creating a sustainable food system in your community. We look forward to working together in bringing a new and innovative farmers' market to Albany.

The primary purpose of the Albany Farmers' Market will be to offer community residents and patrons the access to fresh, local, and organic produce. It will create an inviting environment conducive to a strong neighborhood and mutually beneficial interaction among all participants in the Albany community.

The objective of this document is to answer most of your basic questions and ultimately work together on this project in the future.

The Urban Table Team





Urban Table Farmers' Markets is a non-profit organization that establishes farmers' markets in the Bay Area. Our focus is promoting and building awareness to the benefits of local agriculture by bringing farmers' markets to an urban environment. Our markets provide a healthier alternative to current industrial shopping practices by providing residents access to locally grown produce and other sustainably raised items in a personal and convenient setting. We believe that by making farmers' markets more accessible, we can connect rural farmers to urban communities.





The City of Albany is a 1.7 square mile municipality of approximately **17,000 residents** located in northern Alameda County, north of the City of Berkeley and south of the City of El Cerrito in Contra Costa County. The City prides itself on being “Green”, and has implemented numerous programs and policies in pursuit of this effort. There are currently no farmers’ markets in the neighborhoods to serve the community.

On **October 21, 2009**, Urban Table along with Stephanie Sala, a local business owner, Albany resident, and strong community member, discussed the concept of an Albany Farmers' Market at the Sustainability Committee and Planning & Zoning Commission Meeting. The concept of a regular farmers' market within the City was supported and unanimously approved by the Committee. Any waiving of fees or other activities that will facilitate bringing the event to Albany was also encouraged. Since then, Urban Table has been in contact with the following community members in an effort to move forward with the project and explore feasible locations within the City of Albany: Jeff Bond (Albany Planning & Zoning Manager), Nicole Almaguer (Albany Environmental Specialist), Allen Cain (Solano Avenue Association Executive Director), Marla Stephenson (Albany Unified School District Superintendent), Wendy Holmes (Cornell Elementary Principal), Alex Matos (Bank of America Branch Manager), Lieutenant John Geissberger (Albany Police Department), Brian Crudo (Albany Fire Department).

Additionally, on **May 2, 2010**, Urban Table participated in the Albany Arts & Green Festival to educate Albany residents in sustainable food systems and began a dialogue with residents about establishing a farmers’ market in Albany. Within 4 hours of the event, **over 125** signatures were collected encouraging the City to move forward with a farmers’ market managed by Urban Table Farmers’ Markets. The festival was a success and addressed the demand for an Albany Farmers’ Market.



Quality, Value & Integrity

Urban Table is connected with farmers throughout California, providing fresh, seasonal, and organic produce. We have a wide network of local vendors contributing a selection of sustainably raised gourmet meats, fish, and eggs, as well as other artisan and specialty items. Furthermore, we encourage local businesses to participate as vendors in the Market to add an element of uniqueness and to build community identity and involvement.

All vendors including local businesses will be selected by Urban Table, undergo our admission process, and shall be selected based on quality, integrity and sustainable practices. Local business vendor applicants can be discussed with the City prior to admission in the Market. Local businesses chosen to be incorporated within the Market must first adhere to Alameda County's Health Department permitting process (if applicable) and Urban Table's additional rules, regulations, and requirements. Once permits are completed, participating local businesses will be granted a discounted stall fee. We strongly urge local businesses to be incorporated within the Market, as they are a fundamental aspect of the community.

Our Markets will have local foods consisting of approximately 80% agricultural and 20% non-agricultural vendors. We select all our vendors based on quality, integrity, and sustainable practices to deliver a diverse market to your community.

**The pictures on the right are a small sample of our network of vendors.*



Francesca's Fresh Produce
organic almonds and stone fruit
Hughson, CA



Blue Moon Organics
organic produce
Aptos, CA



Kashiwase Farms
organic stone fruit
Winton, CA



Marshall's Honey
raw and kosher honey
American Canyon, CA



Nunez Farms
organic produce
Watsonville, CA



Scream Sorbet
local whole ingredient ice cream
Emeryville, CA



Passion Foods
specialty vegetarian food
Albany, CA



Berrylicious
organic berries
Gilroy, CA



Community Identity & Integration

Goals

Each community has its own unique identity built on culture, vibe, and flavor. These dynamic elements set one community apart from the next. We aim to integrate our farmers' markets to reflect the identity of the community we are serving and welcome the input of all community members. We plan to work closely with various interest groups such as the Solano Avenue Association, Albany Chamber of Commerce, Albany School District, city residents, etc. to create an appropriate Farmers' Market for Albany.

Urban Table's partnership with the City of Albany will aid in capturing the community's Albany Farmers' Market vision. The City of Albany has no financial obligation to Urban Table. However, we do request continuous feedback and support for the Market, guidance with city permitting processes, additional advertising and promotion, as well as planning and zoning.

Experience

Urban Table has worked assiduously with a diverse range of communities: suburban (Health & Fitness Day Event, Foster City), residential/urban (North Beach Farmers' Market, San Francisco), suburban/local downtown (Downtown San Mateo Farmers' Market, San Mateo), and work/live (Mint Plaza Farmers' Market, San Francisco). We fully understand the importance and the efforts of addressing the individual needs of each unique community.

We have mobilized initial grassroots support through individual community group presentations, community health and sustainability event participations, and individual petition canvassing, among others. Through this process, we listen and take into consideration each and every feedback we receive from community members about various aspects and concerns of the Market. Ultimately, this allows us to make optimal decisions for the Market, the community, and the farmers.

Urban Table's portfolio in the next pages will describe the diverse community entities we have worked with. Each Market has addressed the unique requests of each community. Each location chosen by Urban Table has been determined as the most appropriate and has taken into account the impact and benefits regarding vehicle and foot traffic, as well as local businesses.



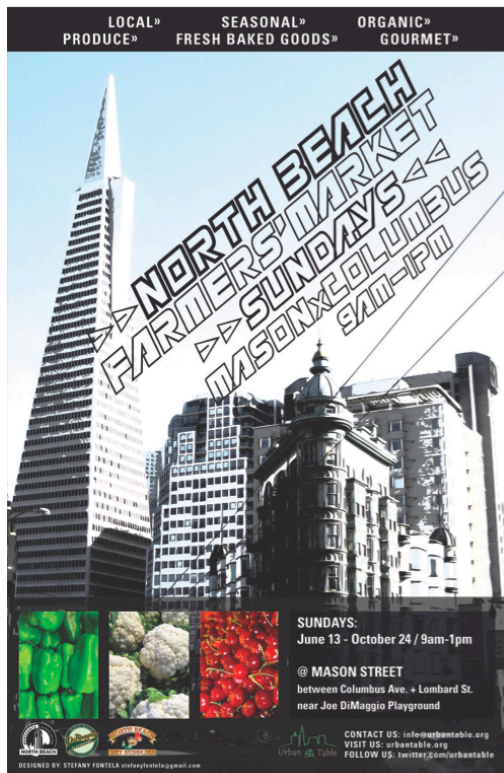
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Family Health Day & Farmers' Market (2010)

Peninsula Jewish Community Center (PJCC) and Balclutha Drive, between Foster City and Shell Boulevards, Foster City

- Collaborated with PJCC
- Co-hosted with Kaiser Permanente
- No unhealthy foods to reflect *Health and Fitness* theme
- All vegetarian event at the request of the PJCC
- Location highlights:
 - Adjacent to the PJCC, a Foster City iconic site
 - Near main freeway exits
 - Walking distance from apartment complexes and community homes
 - Plenty of parking for patrons using vehicles
- Served over 2000 patrons



North Beach Farmers' Market (2010, Every Sunday morning)

Mason Street, between Columbus Avenue and Lombard Street, San Francisco

- Mobilized community support and grassroots canvassing from North Beach Merchants Association, Friends of Joe DiMaggio, and several other community groups
- Mostly organic market and agricultural items at the request of community
- Accept SNAP food assistance program for surrounding government housing
- Initiate weekly food drives with St. Vincent de Paul Society
- Location highlights:
 - Adjacent to Joe DiMaggio Playground, North Beach Library, North Beach Pool, and Columbus Avenue
 - Walking distance from iconic San Francisco sites: Lombard Street, Fisherman's Wharf, Columbus Avenue, Washington Square, Coit Tower, China Town
 - Heavy foot traffic from North Beach/Telegraph Hill residents, patrons, and tourists
- Serving approximately 20,000 residents



Continued...

Local | Seasonal | Organic | Produce | Fresh Baked Goods | Gourmet | Artisan | Live Music

Downtown San Mateo Farmers' Market

May 23, 2010 - October 3, 2010
Every Sunday 10am to 2pm
Wells Fargo Bank Parking Lot
 at the corner of 5th Ave. & San Mateo Dr.
 near Central Park

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Brought to you by:



Downtown San Mateo Farmers' Market (2010, Every Sunday morning)

Wells Fargo Bank Lot, between San Mateo Drive and 5th Avenue, San Mateo

- Partnered with Downtown San Mateo Business Association and Wells Fargo
- Incorporate local businesses as vendors in Market
- Incorporate local music school in Market as entertainment
- Include local community booth in Market as outlet for local businesses to leave promotional items
- Sunday morning market to increase Downtown foot traffic
- Location highlights:
 - Utilized unused and large Wells Fargo bank parking lot
 - Off main streets (El Camino Real and Delaware Blvd.)
 - Walking distance from Central Park, apartment complexes, residential homes, and downtown shops
 - Heavy foot and car traffic
- Serving approximately 712,690 residents

mintplazasf.org

mint market

mint plaza farmers' market

Wednesdays 10am to 2pm
 Jul 21–Oct 27, 2010

Come enjoy shopping in Mint Plaza's open-air market. Find fresh, local and seasonal foods from small regional farmers and ranchers, many of whom are certified organic.



CHEZ PAPA RESTO | THERMIDOR | 54 MINT | BLUE BOTTLE CAFÉ

contact: info@urbantable.org | visit: www.urbantable.org | follow: twitter.com/urbantable

Mint Plaza Farmers' Market (Starting July 21, 2010, Every Wednesday morning)

Mint Plaza, Off 5th Street between Mission and Market Streets, San Francisco

- Collaborated with Friends of Mint Plaza and local Central Market restaurants
- Mostly organic market and agricultural items at the request of community
- Direct source of purchasing outlet for Central Market local restaurants
- Location highlights:
 - On Mint Plaza, a brand new Green-design public community plaza surrounded by San Francisco-based restaurants and cafes
 - Adjacent to Westfield San Francisco Centre
 - Walking distance from work/live residences and small agencies
 - Anticipate heavy foot traffic
- Serving approximately 16,000 residents



City of Albany



Farmers' Market



time, date & location TBD

Bring your reusable bag to use at Albany's open-air market!
Find fresh, local, and seasonal goods from small regional farmers and ranchers, many of whom are certified organic.

- ✓ zero waste market
- ✓ cooking demonstrations: learn how to cook seasonal!
- ✓ watch your local band perform!
- ✓ fun face painting for kids!
- ...and many more!



Organic • Seasonal • Fresh Baked • Gourmet • Local
All good & all natural in Albany!

Albany Farmers' Market Logistics

Proposed Location A: Cornell Elementary School Playground



Date:

The Market will operate every Sunday either seasonally or year-round.

Hours:

The Market will be open from 9:00am-1:00pm. The set-up time will be from 7:00am-2:30pm. (Set-up, tear-down, complete clean-up)

Vendors:

The Market will provide approximately 20 vendors offering local food and produce. Also we have gained interest from several local downtown businesses who wish to participate in the market. Vendors will provide their own tents measuring 10'x10'.



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Proposed Location B: Solano Avenue between San Pablo Avenue & Adams Street



Date:

The Albany Farmers' Market can operate weekly either seasonally or year-round. Market day can either be Sunday, Monday, or Wednesday.

Hours:

Sunday: The Market will be open from 9:00am-1:00pm. The set-up time will be from 7:00am-2:30pm. (Set-up, tear-down, complete clean-up)

Monday/Wednesday: The market will be open from 3:00pm-7:00pm. The set-up time will be from 1:00pm-8:30pm. (Set-up, tear-down, complete clean-up)

Vendors:

The Market will provide approximately 20 vendors offering local food and produce. We have also gained interest from several local downtown businesses who wish to participate in the market. Vendors will provide their own tents measuring 10'x10'.



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Proposed Location C: Bank of America Parking Lot located on Solano Avenue



Date:

The Market will operate every Sunday either seasonally or year-round.

Hours:

The Market will be open from 9:00am-1:00pm. The set-up time will be from 7:00am-2:30pm. (Set-up, tear-down, complete clean-up)

Vendors:

The Market will provide approximately 20 vendors offering local food and produce. We have also gained interest from several local downtown businesses who wish to participate in the market. Vendors will provide their own tents measuring 10'x10'.



Albany Farmers' Market Organizer Duties

An Urban Table market manager will be on site to organize, operate, and manage the Market. The manager will be on-site during set-up, tear-down and clean-up hours. The duties are as follows:

- Organize, operate and facilitate a safe, healthful and vibrant Farmers' Market for the benefit of the local community and its merchants.
- The Market will operate in cooperation/coordination with the City of Albany.
- Maintain appropriate general liability insurance for the Market's vendors, workers, and shoppers.
- Organize and coordinate vendors to their designated location and enforce that there be no vehicle movement once the Market has opened.
- Make sure that all farmers/vendors are abiding by standard health and safety rules as required by the Departments of Health and Agriculture.
- The Market will operate in cooperation/coordination with the Albany Police and Fire Departments.
- The Market organizer, manager, vendors, and respective officers, directors and employees are required to abide by and certify compliance with any and all certification, legal and regulatory agency approvals and requirements as may be requested and/or required.
- Maintain an information booth as a central station for market operations.
- Enforce a non-smoking policy at the Market.
- Enforce a no dog policy at the Market.
- Set-up, teardown, and clean-up of the Market.



Albany Farmers' Market Marketing & Promotion

Market advertising and promotion will be coordinated by Urban Table. We will utilize:

- Print advertising:
 - Press releases to local papers and community calendars
 - Posters in local businesses and community centers
 - A-frame style signs and banners during market hours

- Online advertising:
 - Urban Table website
 - Urban Table e-mail list
 - Targeted farmer's market websites and e-mail groups
 - Local online newspapers and event websites

- Social media advertising

In addition, we look for aide from the City of Albany to promote the Market in any means available such as:

- Large marquee
- Posters in community centers and City Hall
- City of Albany website
- Etc.



Frequently Asked Questions

Q: How does Urban Table pick its farmers/vendors?

Urban Table picks its vendors based on quality, integrity, artisanal workmanship, and sustainable practices to deliver a diverse market to its customer base.

Q: How often does the farmers' market operate?

Typically, our markets operate weekly for four hours, seasonally or year round.

Q: Does the Market generate profit?

The Market generates just enough profit to sustain itself.

Q: Who will manage the Market?

An Urban Table market manager will be on site to organize, operate, and manage the Market. They will be there during set-up, tear-down, and clean-up hours.

Q: Does Urban Table provide liability insurance?

Urban Table maintains a general liability insurance policy for each of its market locations. Any entities in contract with Urban Table shall be named as additional insured on this policy.

Q: Can local businesses participate in the Market?

Yes, Urban Table encourages all local business to participate in the Market.



Let's Make This Happen!

We hope to work with you to organize a farmers' market in Albany. If you have additional questions that have not been answered by this document, please feel free to contact us:

Urban Table Farmers' Markets

417 Sylvan Ave

San Mateo, CA 94403

Phone: 650.762.8770

Fax: 650.583.9818

Email: info@urbantable.org

www.urbantable.org



Juan Cardona

Farhana Leisawitz

Ysabel Santiago

Kurtis Wu

juan.cardona@urbantable.org

farhana@urbantable.org

ysabel@urbantable.org

kurtis.wu@urbantable.org

