

## National Farmers Market Week August 3rd Through August 9th

Project New Village, a nonprofit food justice organization in Southeastern San Diego, observes National Farmers Week with a full schedule of farmers market locations serviced by their People's Produce Mobile Farmers Market truck.

Sunday, August 3rd marked the beginning of the week-long observance of **National Farmers Market Week** (Aug 3rd - Aug 9th). **Project New Village (PNV)** operates the only mobile farmers market serving neighborhoods in **Southeastern San Diego, Lemon Grove, National City** and **Barrio Logan** - a region PNV has designated as the **Good Food District (GFD)**.

Dating back to 2010, PNV established its first farmers market at Euclid Avenue, which then moved to several other locations before closing down with the start of the Covid 19 Pandemic. In 2022, PNV launched the **People's Produce Mobile Farmers Market** which continues to serve the neighborhoods of the Good Food District.

We started this week on **Sunday, August 3rd** at the **City of San Diego Celebration of Charolette Patton Logan Day** at the **Neal Petties Mountain View Park**, a very festive family event. The People's Produce Mobile Farmers Market Managers, **Rodney West** and **Jonathon Scott**, were especially proud to be at this celebration as farmers markets are some of the most community-based enterprises to exist. Although farmers markets are permitted public retail events, these market spaces are very personable with bonds between farmers, shoppers, and communities.



The People's Produce Mobile Farmers Market specializes in hyper local food, many growers reside in Southeastern San Diego and have backyard gardens. The market prides itself on having fresh, local, fair-priced fruits and vegetables, and all of our market sites accept EBT / SNAP.

The advantages of buying at a farmers' market:

- Taste the real flavors of the produce.
- Celebrate the season with a traditional bounty.
- Support the local economy.
- Eat wholesome natural foods instead of processed foods.
- Building connections to learn cooking tips, recipes, and meal ideas.

Come out this week and connect with our Market Managers Rodney and Jonathan at the Peoples' Produce Mobile Farmers Market. Check out this week's schedule.

### Wednesday, Aug 6th

**11am to 1pm @ Mt Hope Community Garden**

4261 Market St., SD 92102

**5pm to 8:30pm @ Market Creek Plaza (Free Movie Night)**

404 Euclid Ave., SD 92114

### Thursday, Aug 7th

**9am to 11am @ San Diego Continuing Education Center / ECC**



*4343 Oceanview Blvd., San Diego 92113*

**4pm to 6pm @ Lemon Grove Farmers Market**

*3200 Main St., Lemon Grove 91945*

**Friday, Aug 8th**

**12pm to 2pm @ Huffman Plaza**

*5000 block of Imperial Ave., San Diego 92114*

**2:30pm to 4:30pm @ Encanto Village**

*6315 Imperial Ave 92114*