



PALM DESERT • INDIAN WELLS
RANCHO MIRAGE • LA QUINTA

FARMER'S MARKET

951-551-6233 • cvcfm.org

Wednesday 8 AM to 2 PM

PALM DESERT

CERTIFIED FARMERS MARKET
72559 HIGHWAY 111 PALM DESERT CA 92260

Thursday 8 AM to 2 PM

INDIAN WELLS

CERTIFIED FARMERS MARKET
44-175 Washington St Indian Wells, CA 92210

Friday 8 AM to 2 PM

RANCHO MIRAGE

CERTIFIED FARMERS MARKET
71560 San Jacinto Dr, Rancho Mirage, CA 92270

Sunday 8 AM to 1 PM

LA QUINTA

CERTIFIED FARMERS MARKET
78100 Main St, La Quinta, CA 92253



PALM DESERT • INDIAN WELLS
RANCHO MIRAGE • LA QUINTA

FARMER'S MARKET

951-551-6233 • cvcfm.org

Bring your reusable grocery bags and your appetite because the Certified Farmers Markets are back, bigger, and better than ever before. Thanks to the support of each city and community, each market hosts local artisans, chefs, food vendors, farmers, and musicians to cultivate a space that brings the community together. You will find fresh fruit, vegetables, flowers, fresh farm-raised meats, line-caught seafood, freshly baked bread, pastries, cookies, handmade hummus, chips and dips, salsa, handcrafted teas, gourmet sauces, olive oil, and balsamic vinegar. We also have honey, fresh-squeezed juices, handcrafted leather goods, jewelry, natural health products, handmade clothing, cards, skincare, soaps, candles, handcrafted wood bowls, and cutting boards, all brought to you by local vendors.

Our mission is to bring farm-fresh food to the table, connect with farmers, and educate residents on the significance of knowing the people who grow the food we eat. In attending each market, you will be welcomed into a community of people who care. From every fresh berry picked, every intentional moment of work, and every minute our vendors invest in what they do, you will quickly come to love this local, world-class market.

If you are a chef at a local restaurant, ask the farmers about setting up a wholesale account to pre-order produce or freshly squeezed juices each week. We will be happy to cross-promote your restaurant for using farmer's market produce, and invite you to join our shop with the Chef program. We look forward to an abundant season and a beautiful, new location.

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CMS board #1

CMS Board #2

Sat - 8am - 1pm
Sage to
Lupine
PDCFM

A-Frame
Sage
Shadow
water

PDCMS
① Paulane Sage
② Inform Lupine
El Paseo
Sage to
Lupine

CMS -
L board
Com III

A-Frame
Sage
Lupine +
Shadow
water



Search Maps

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Good morning, my name is Christiana Green, and I represent a team managing four certified farmers markets in the Coachella Valley. Today, we are excited to initiate a discussion about establishing a world-class certified farmers market at the heart of Palm Desert, occupying an entire block of El Paseo.

Our vision is to cultivate a new sense of community and engagement by introducing a weekly gathering space for residents and visitors alike in the El Paseo shopping district. This initiative promises significant benefits, offering increased traffic and visibility to all businesses within and around the chosen block, thereby attracting a new and diversified customer base with substantial disposable income.

This proposed Palm Desert Certified Market will operate every Saturday morning from 8 am to 1 pm. It will be a family-friendly event promoting healthy living, featuring live music to enhance the local scene and encourage shopping and leisure in the open-air environment.

The market will exclusively showcase food grown by local farmers, handmade artisan products, and specialty foods, with each vendor carefully selected and vetted to ensure exceptional quality.

Given the driving distance and household density, the El Paseo market could potentially attract a significant number of attendees, similar to or exceeding the La Quinta market's attendance of 3000 plus per day.

With a large number of nearby households and a considerable driving distance customers are willing to travel, the market's reach could extend across a substantial 12 mile radius which is similar to the distance customers are willing to travel to La Quinta Sunday market. Considering the residential population density in Palm Desert, the El Paseo farmers market has strong potential to draw a large and diverse attendance, comparable to our successful market in La Quinta.

Our primary choice for location is the block between San Pablo and Lupine, with an alternative option being Sage to Lupine. We aim to emulate successful destination markets seen in cities like La Quinta, Carlsbad, Santa Monica, Santa Barbara, and Little Italy, bringing a similar sense of excitement and community to Palm Desert.

To facilitate this, we will work closely with Tops 'N Barricades and the city's public works department to close the designated block each week. The city will assist with posting no-parking signage on Saturday mornings. Our team will handle all necessary permits from state, county, and health departments, as well as manage daily operations including vendor coordination, paperwork, insurance, restroom facilities, and waste management.

In conclusion, we believe that a world-class farmers market on El Paseo will not only enhance the vibrancy of the area but also attract new visitors to Palm Desert. We envision this market

becoming a cherished weekly tradition, much like the Old Town La Quinta Sunday Market, drawing thousands of attendees per day during the season.

Thank you for considering our proposal.

Jim Shaffer
Canyon Creek Mushrooms
77917 Wildcat Dr
Palm Desert Ca 92211
760-577-4920

May 9th, 2024

City of Palm Desert
73-510 Fred Waring Drive
Palm Desert, CA 92260

El Paseo Business Improvement District
73-525 El Paseo Drive
Palm Desert, CA 92260

To the City of Palm Desert and El Paseo Business Improvement District:

I am writing to express my strong support of Christiana Green's initiative to establish a new farmers market in our vibrant town of Palm Desert, particularly within the esteemed El Paseo shopping district. As a local farmer, business owner and resident, I am excited about the prospect of bringing fresh produce, homemade foods, and handmade crafts to our area.

The introduction of this farmers market will not only enrich the quality of life for local residents but also contribute significantly to the economic vitality of the El Paseo shopping district. By providing access to locally sourced produce and artisanal goods, the market will offer an unparalleled opportunity for residents to support small businesses and independent vendors while enjoying the benefits of wholesome, nutritious foods and unique, handcrafted items.

Moreover, the presence of a farmers market in the El Paseo shopping district on Saturdays is poised to attract thousands of residents to the area, fostering a sense of community and camaraderie while stimulating foot traffic for surrounding businesses. This influx of visitors will not only enhance the vibrancy of our town but also contribute to the growth and sustainability of local enterprises.

I believe that the establishment of a farmers market in Palm Desert aligns perfectly with our town's values of community engagement, sustainability, and supporting local businesses. It represents an exciting opportunity to create a gathering place where residents can come together to celebrate our shared love for fresh, locally sourced foods and unique, handcrafted goods.

In conclusion, I urge you to consider the immense benefits that a new farmers market in Palm Desert will bring to our community. I am confident that this initiative will not only enhance the quality of life for residents but also contribute to the continued success and prosperity of our town.

Thank you for your attention to this matter.

Sincerely,

Jim Shaffer
Canyon Creek Mushrooms

Walter Hartman
Hartman Jewelers
73-290 El Paseo suite 2
Palm Desert Ca 92260
760-346-5608

May 9th 2024

City of Palm Desert
73-510 Fred Waring Drive
Palm Desert, CA 92260

El Paseo Business Improvement District
73-525 El Paseo Drive
Palm Desert, CA 92260

Dear City of Palm Desert and El Paseo Business Improvement District,

I am writing to express my full support for the proposal put forward by Christiana Green to establish a certified Farmers Market on El Paseo. As a long-time member of the business community on El Paseo, I believe this initiative would be a tremendous asset to our area and would significantly benefit all businesses along our block.

El Paseo is known for its unique shopping and dining experiences, and a Farmers Market would complement this reputation by adding a lively and community-oriented event. The proposed timing of Saturday mornings from 8am to 1pm, October through May, aligns perfectly with our peak season and would attract both residents and visitors to the area.

A Farmers Market would not only bring a fresh energy to El Paseo but also provide local farmers and artisans with a platform to showcase their products. This aligns with the values of our community and promotes sustainable, locally sourced goods.

I believe such an event will increase foot traffic and exposure for all businesses on El Paseo, including my own. It offers an opportunity for cross-promotion and collaboration among businesses, strengthening our collective presence and appeal.

I urge the City of Palm Desert and the El Paseo Business Improvement District to consider and support this proposal. It has the potential to enrich our community, attract more visitors, and further establish El Paseo as a premier destination in the Coachella Valley.

Thank you for considering this proposal. I look forward to the positive impact a Farmers Market could have on our vibrant neighborhood.

Sincerely,

Walter Hartman

May 10th 2024

Coco Rose
73-255 El Paseo #21
Palm Desert Ca 92260

To Whom it May Concern,

I hope this letter finds you well. I am writing to express my enthusiasm and support for the proposal put forth by Christiana Green regarding the establishment of a farmers market on our block of El Paseo on Saturday mornings.

As a resident and business owner in the area, I have witnessed the positive impact of the farmers market in Old Town La Quinta on Sundays. It brings such vibrance and excitement to the community, fostering a lively atmosphere and providing a wonderful platform for local vendors and artisans, all of our businesses. We love seeing all the farmers market locations promoted on local tv commercials daily. It elevates all of our businesses.

Bringing a similar farmers market experience to El Paseo would undoubtedly be beneficial not only for Coco Rose but also for the entire block and surrounding community. It would attract more foot traffic, enhance the overall appeal of the area, and create a welcoming space for residents and visitors alike to connect and enjoy local products.

I fully support Christiana Green's goals and believe that a Saturday morning farmers market on El Paseo would be a fantastic addition to our neighborhood. Please count me in as someone who eagerly supports this proposal and would be thrilled to see it come to fruition.

Thank you for considering this idea, and I look forward to potentially enjoying a bustling farmers market right outside our doors.

Warm regards,

Diane Schaller
Eileen Burke

A handwritten signature in black ink, appearing to read "Diane Schaller", with a long horizontal line extending to the right.



Christiana Green <epicanimaltreats@gmail.com>

Strong support of a new Farmers Market on El Paseo- Hundenfolk

Hundenfolk <contact@hundenfolk.com>

To: Epic Animal Treats <epicanimaltreats@gmail.com>

Sat, May 11 at 11:55 AM

Julia Bahu
Owner of Hundenfolk
72335 El Paseo STE 1
Palm Desert, CA 92260
contact@hundenfolk.com
714264570
May 11th, 2024

City of Palm Desert
To whom it may concern
City of Palm Desert
Palm Desert, CA 92260

To whom it may concern,

I am writing to express my strong support for the establishment of a farmers market on El Paseo. As the owner of Hundenfolk, a local business within the community, I have witnessed firsthand the potential benefits such an initiative could bring to the City of Palm Desert.

Firstly, the introduction of a farmers market would undoubtedly increase foot traffic along El Paseo, fostering a vibrant and bustling atmosphere that would appeal to both residents and visitors alike. This increased footfall would not only benefit local businesses but also enhance the overall appeal of the area as a premier shopping and dining destination.

Furthermore, as a past vendor at the Certified Farmers Market, La Quinta in Old Town La Quinta myself, a farmers market would provide local vendors with a valuable platform to showcase their goods, thereby stimulating economic growth and supporting small-scale agriculture within the region. This injection of entrepreneurial spirit and community engagement would undoubtedly contribute to the city's long-term sustainability and prosperity.

Additionally, a farmers market would elevate the appeal of El Paseo as a cultural and recreational hub within the city. By offering a diverse array of locally sourced products, artisanal crafts, and culinary delights, the market would attract a wider audience of residents and tourists, enhancing the street's reputation as a dynamic and vibrant destination. This infusion of energy and creativity would further solidify El Paseo's position as a premier shopping, dining, and entertainment district, thereby attracting investment and bolstering property values in the surrounding area.

In conclusion, I firmly believe that establishing a farmers market on El Paseo would be a highly beneficial endeavor for the City of Palm Desert. Not only would it enhance the vibrancy and economic vitality of the area, but it would also promote community well-being and environmental stewardship.

Thank you for considering this recommendation. Should you require any further information or assistance, please do not hesitate to contact me.

Sincerely,

Julia Bahu
Owner of Hundenfolk
72335 El Paseo STE 1
Palm Desert, CA 92260


FARMERS MARKET


Randy Apel <randy@boconcept-pd.com>

To: epicanimaltreats@gmail.com <epicanimaltreats@gmail.com>

Thu, May 9 at 12:41 PM

We are in total support of having the farmers market here on the 73375 block of El paseo





May 10th 2024

Dear City of Palm Desert and El Paseo business improvement district,

I hope this letter finds you well. I am writing on behalf of Anatolian Art Gallery to express our enthusiastic support for the farmers market proposal for the block of El Paseo between Sage and Lihn.

As owners of an art gallery situated in this vibrant neighborhood, we believe that hosting a farmers market would significantly benefit our local community. The introduction of a farmers market would not only enhance foot traffic but also bring new energy and customers to our area, which we are excited about.

Saturday mornings are particularly ideal for us as they provide a perfect opportunity to engage with new visitors and potential customers. We envision this initiative fostering a sense of community and promoting local businesses like ours.

Please consider this letter as a strong endorsement of the farmers market proposal. We are eager to collaborate and contribute to making this event a success.

Thank you for your time and consideration. We look forward to the positive impact this initiative will have on our neighborhood.

Warm regards,

Serdar Takan
Anatolian Art Gallery

pd email re farmers market

Evan Trubee <evantrubee@gmail.com>

To: Certified Farmers Markets <epicanimaltreats@gmail.com>

Thu, May 9, 2024 at 1:22 PM

From my buddy Brien....

From: bmill4@dc.rr.com To: CouncilMeeting Comments Subject: El Paseo Framer's Market Proposal Date: Wednesday, May 8, 2024 11:59:12 AM My name is Brien Miller. I have lived in South Palm Desert for more than twenty years. I wholeheartedly support the El Paseo farmer's market proposal. I am one of many Palm Desert residents who shop at the La Quinta farmer's market rather than the Palm Desert market because there are so few vendors left and the atmosphere is terrible. In contrast the La Quinta market has everything I could possibly want, and it's a fun place to go. The reason the La Quinta market is so successful is obvious: it takes advantage of Old Town, both the businesses and atmosphere. Like Old Town, El Paseo is a destination that already attracts people. It baffles me why Palm Desert wouldn't employ the same strategy and take advantage of that draw, especially because the people who would shop at the market are in large part likely the same demographic as those who would shop at El Paseo businesses. A farmer's market on El Paseo would be a win for the El Paseo businesses as much as it would be for the market. I would love to be able to do my farmer's market shopping locally, in my city, have a coffee or a bite to eat, and maybe do a little shopping. It's a shame that I have to drive 10 miles to another city to do that. Thank you

Southwest Church

May 9, 2024

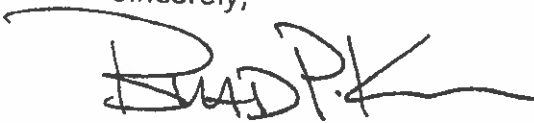
To Whom It May Concern,

I am writing to recommend Christiana Green and her team, who have been operating an innovative and dynamic Farmer's Market at Southwest Church in Indian Wells for nearly two years. This partnership, initiated based on glowing recommendations from many respected individuals across the Coachella Valley, has brought substantial value to our community and to the City of Indian Wells.

Christiana has consistently demonstrated world-class customer service and unwavering reliability. Her dedication to both the vendors and customers ensures a welcoming and efficiently run market that enhances our community's quality of life.

We at Southwest Church are delighted with this flourishing partnership and eagerly anticipate its continued success in the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "BRADPK", with a long horizontal flourish extending to the right.

Brad Kinney
Pastor of Advancement
Southwest Church
510-409-7225

Letter of Recommendation

Katy Abel <katy@oldtownlaquinta.com>
To: Epic Animal Treats <epicanimaltreats@gmail.com>

Tue, Apr 23 at 3:20 PM

To Whom It May Concern,

In 2022, Old Town La Quinta made the decision to entrust a new Farmers Market management team with the reins. We had several specific goals in mind for the market and a commitment to excellence that was not fully realized under the previous management. We sought a dynamic Farmers Market that would not only draw in visitors but also captivate them, enticing them to explore Old Town's array of boutiques and restaurants, creating a memorable experience that extended beyond the market itself. Our aspirations were clear: we aimed for a world-class, impeccably organized market that breathed new life into our community.

Enter Christiana and her dedicated team. As we near the end of our second season, the transformation speaks volumes. There is a noticeable change in the enthusiasm of the vendors and the energy of the market. The market has almost doubled in size and the businesses in Old Town report record breaking sales on Farmers Market Sundays. What was once a routine stop for residents has blossomed into a full-day excursion, drawing guests to linger, indulge, and explore all that Old Town has to offer. We constantly have the public complimenting these changes to the market.

Communication has been key in our partnership with Christiana and her daughter Dylan. Any issues are discussed in a very kind and professional manner, and we are always able to easily resolve any conflicts. Christiana always gives us a "heads up" if there are any vendor changes or any problems so that we can approach any issues as a team.

Not only have our goals been met, but Christiana has exceeded our expectations with new ideas, better advertising, more community involvement, and future planning. For example, she immediately extended the market's end of season to be May instead of April. Extending the market through May has breathed new life into Old Town's traditionally sluggish month. This season, the Farmers Market partnered with our tenant La Quinta Brewing Company for a fun Oktoberfest event and Pumpkin Patch, which will be continued each year because of its success. We look forward to more community interaction like the Cinco de Mayo celebration with Folklorico dancers from a local school on our event lawn that Christiana has planned.

Making the decision to move forward with Christiana was one of the best decisions that we have made in recent years. Without hesitation, I wholeheartedly recommend Christiana and her team to any organization seeking to elevate their Farmers Market experience and invigorate their community.

Thank you,

Katy Abel

Property Manager

Old Town La Quinta

78-100 Main St., Ste. 203

La Quinta, CA 92253

Cell: 760.600.0758

Re: State Street Farmers Market | Downtown Carlsbad

April 28, 2024

To Whom It May Concern,

The State Street Farmers Market (once called and still referred to as the Carlsbad Farmers Market) will be celebrating its 30th anniversary this fall. It was started by and is currently owned and managed by the Carlsbad Village Association, a 501c6 non-profit, Main Street America Affiliate program.

For nearly 20 years the farmers market was located in a parking lot one street removed from the heart of downtown, where there were no retail or restaurant locations. Several offices were situated nearby. As part of a Main Street revitalization in 2013, the market was moved from the parking lot to one central block in the heart of our Village where it would be bordered on both sides by retail, office, restaurants, and cafes. The move was not only to make the market more successful but to help bring increased foot traffic to the main retail corridor and thereby provide an economic boost.

The market has operated successfully and has grown to capacity at this location for over a decade. The market is both a certified market on one side, offering local and regional produce, vegetables, eggs, cheese, chicken and pork, as well as a non-certified market on the other side offering artisanal foods, specialty foods, and international hot food. We host 65 vendors and average 2,000 people on market day. The market generates \$2,500,000 annually.

We are only able to make this market successful with the buy-in from the neighboring businesses. To maintain their trust, we guarantee that we will not bring in vendors that directly compete with them. We no longer allow crafters in our market as it was competing with retailers. We will not compete with the restaurants on the street and therefore lean towards international food that is not otherwise found in downtown Carlsbad. Furthermore, we position our booths so that they face the sidewalk and storefronts rather than back up to the curb and face inward so as not to block a store's entrance. This way a market goer might pop into their favorite store because it's just steps away, rather than having its entrance blocked. We intentionally positioned booths this way to embrace the small businesses on State Street.

Most business owners support the market as it has become an integral part of downtown Carlsbad and its culture. Some businesses see an uptick in sales on market day while others see a decrease. However, those that see a decrease do understand that the branding the market provides is valuable for future sales as up to 2,000 people, theoretically, see their business every week. We have one or two businesses who do not support the market due to the loss of parking.

... from to market load in and set up is the most
challenging aspect of the market and requires a collaborative effort on
behalf of us and the city, their volunteer customer service officers, and the
towing company. Having a solid No Parking message, signage, and plan in
place is key to a successful set up in a business environment.

According to our farmers market vendors, our market is their top grossing
"weekday" market in Southern California. While we cannot compete with
"weekend" markets, we are very proud of what we have built. As a former
business owner on State Street, I know firsthand how valuable the farmers
market is to the branding of our downtown.

Sincerely,

Christine Davis

Executive Director

Carlsbad Village Association

www.carlsbad-village.com

CITY OF RANCHO MIRAGE



May 13, 2024

Re: Rancho Mirage Certified Farmer's Market

To Whom It May Concern,

Christiana Green and her team have produced a Certified Farmer's Market in the City of Rancho Mirage for the past four years. Two years ago, I worked directly with Christiana on moving the market to our community park as a more permanent home. [We also assisted with community mailers, signage, and marketing support.] Our community and elected officials have been supportive of having this event each week starting in October and running through May each year.

Christiana is professional, innovative and displays a passion for creating a wonderful experience for customers, farmers, artisans, and creators alike. We have been very pleased with Christiana, her team, and the production quality of her Certified Farmer's Market. I also see value in her markets being produced in neighboring cities, as it elevates the overall market brand and ensures the same quality experience for valley residents and visitors.

I would fully recommend Christiana and her Certified Farmer's Market experience to anyone looking for a reliable, communicative, and hardworking partner. We look forward to hosting Christiana and her team for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gabe Coddling'. The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Gabe Coddling
Director of Marketing
City of Rancho Mirage



Support for Saturday El Paseo Farmers Market

Edward Papie <edp@cbslocal2.com>
To: Christiana Green <info@epicanimaltreats.com>

Mon, May 13 at 3:01 PM

Dear El Paseo Board and City of Palm Desert,

I am writing to express my enthusiastic support for the proposal to host a Saturday farmers market on El Paseo in Palm Desert. (As the Marketing Consultant for CBS Local 2, KESQ-3, and FOX 11, I have had the privilege of working closely with Christiana Green, the organizer of several successful farmers markets in our area.)

Christiana's dedication to promoting local businesses and creating vibrant community spaces through her farmers markets is truly unparalleled. (Over the past three years, she has consistently showcased these markets through smart comprehensive advertising campaigns, which have significantly elevated their visibility and success.)

El Paseo presents a unique opportunity to further enhance our community's engagement and economic vitality through hosting a farmers market. Christiana's track record speaks for itself, particularly with her exceptional management of the Old Town La Quinta Sunday market, which has flourished under her leadership over the past two years.

The prospect of Christiana Green bringing her expertise and passion to El Paseo is incredibly exciting. Her commitment to excellence and innovation in event planning is unmatched, and I am confident that her involvement would be instrumental in the success of a Saturday farmers market on beautiful El Paseo.

In conclusion, I urge you to accept Christiana Green's proposal and the tremendous benefits it could bring to El Paseo merchants and the surrounding community. Her vision, coupled with our collective support, promises to make this community event a resounding success.

Thank you for considering this opportunity. Please do not hesitate to reach out if you have any questions or require further information.

Warm regards,

Edward J. Papie
Marketing Consultant
CBS Local 2 KESQ-3 & FOX 11
760-340-7084

May 10, 2024

To whom this may concern:

We are Ruffo and Monica Orihuela, owners of La Isla Cevicheria. We've been participating in Farmers Markets since 2010. We are located in Temecula, CA, where our brick and mortar is located. That is the hub from where we produced all of our farmers market products. We currently participate in Rancho Mirage Certified Farmers Market, Indian Wells Certified Farmers Market and La Quinta Certified Farmers Market lead by Christiana Green and her daughter Dylon Carparo. We also participate at Hillcrest Farmers Market, Poway Farmers Market and Rancho Santa Fe Farmers Market. The commute, cost of goods and labor costs involved to attend any market is costly. So we only participate in top producing markets available to us. The markets that Christiana and her team manage, are one of the highest grossing markets for us. These are first class markets for us in terms of revenue and our base of customers from the desert are top notch. These markets attract a wide range of customers spending their dollars to support small businesses and farmers.

The main reason in my opinion is the unmatched leadership this team puts out to help the community, vendors and patrons receive the best produce, artisans and experiences available to them.

We are so proud to be part of these markets! The 2 hour drive we make each way, 3 times a week, is more than worth it! Part of the success is the highly skilled management leading these markets. They have incredible integrity, passion, and joy as operators and as a small business we benefit from their strategic efforts to make it an all-around successful experience for everyone involved.

We look forward to continue participating in any new markets proposed by Christiana and her team as we know it will be as successful as the current markets they manage.

Thank you kindly,

Ruffo and Monica Orihuela
La Isla Cevicheria, LLC
32117 Temecula Parkway B
Temecula, CA 92592
(951) 375-9798 Cell

Dear City, Council, and Board,

I hope this letter finds you well. My name is Stephen Lee, and you may remember me as a former MasterChef contestant and a passionate advocate for farmers markets in our community, particularly in the Coachella Valley and Christiana Green.

I am writing to express my enthusiastic support for establishing a Saturday morning farmers market on El Paseo. As a local chef deeply committed to sourcing ingredients locally, I understand the immense value that such a market would bring to our culinary scene and community at large.

A Saturday farmers market on El Paseo would not only provide a vibrant hub for local producers and artisans but also offer residents and visitors alike the opportunity to access fresh, high-quality ingredients. For me personally, this market would become a staple in my weekly shopping routine as I prepare for my catering events and gatherings.

I firmly believe that sourcing locally not only enhances the flavor and quality of my dishes but also contributes to the sustainability and prosperity of our local economy. The support for our farmers and producers is paramount, and a farmers market on El Paseo would be a catalyst for celebrating and elevating our regional food culture.

I encourage you to consider the overwhelming benefits that a Saturday farmers market would bring to our community. The culinary possibilities and the positive impact on local businesses would truly be remarkable.

Thank you for considering my perspective, and I look forward to the opportunity to support and participate in this exciting initiative. Please feel free to reach out if you have any questions or if there are ways I can further contribute to this endeavor.

Warm regards,

Stephen Lee



Support for El Paseo Farmers Market

Gladys Becerra <gladysbecerra76@gmail.com>
To: Epic Animal Treats <epicanimaltreats@gmail.com>

Mon, May 13 at 1:09 PM

Dear City and Board, I am writing to express my enthusiastic support for the establishment of a Saturday morning farmers market on El Paseo between Sage and Lupine in Palm Desert. As a proud member of the local agricultural community, I believe this initiative will greatly benefit our region and showcase the exceptional produce and goods we have to offer. My name is Gladys Becerra, and along with my husband, Leo, and our son, Isaiah, we own and operate Blissful Bees, a local honey farm. We are the only certified producer of honey in the area, crafting world-class products that have been well-received at numerous farmers markets across the region, including all four of Christiana's markets. The opportunity to participate in and contribute to the El Paseo Farmers Market fills us with excitement. We are eager to bring our premium honey and other offerings directly to the heart of Palm Desert, connecting with our community and sharing our passion for quality, locally sourced goods. We believe that this farmers market will not only enhance the vibrancy of our neighborhood but also provide residents and visitors alike with access to fresh, sustainable products and foster a sense of community spirit. Moreover, it will create a platform for local businesses like ours to thrive and contribute to the economic growth of our area. In conclusion, we wholeheartedly endorse the establishment of the El Paseo Farmers Market and look forward to being a part of this exciting endeavor. Please do not hesitate to reach out if you require any further information or support.

Thank you for considering our perspective. Warm regards,
[Quoted text hidden]

Letter

Mario Garcia <mario@coachellaurbanfarms.com>
To: epicanimaltreats@gmail.com <epicanimaltreats@gmail.com>

Mon, May 13 at 12:31 PM

To Whom it May Concern,

I am writing to express my enthusiastic support for the establishment of a Saturday morning Farmers Market on El Paseo in Palm Desert, specifically on the block between Sage and Lupine. This farmers market promises to be a fantastic opportunity to bring together local farmers and the community, and I believe it will greatly benefit our valley.

As the owner of Coachella Urban Farms, I take pride in cultivating a diverse range of microgreens that provide exceptional nutritional value to our customers in the Coachella Valley. Currently, I participate in four farmers markets alongside Christiana Green, and I am excited to extend this offering to a new venue on El Paseo.

A Farmers Market on El Paseo would not only showcase our products but also promote the significance of supporting local agriculture. It would serve as a hub for residents and visitors alike to access fresh, healthy produce while experiencing the vibrant spirit of our community.

I firmly believe that there is no downside to establishing a market in the heart of Palm Desert. On the contrary, it would contribute positively to the local economy, enhance the appeal of El Paseo, and further establish this area as the heart of the Coachella Valley.

I am committed to actively participating in this new Farmers Market, contributing my microgreens to enrich the offerings and to promote healthy eating within our community.

Thank you for considering my perspective on this matter. I am excited about the potential of this initiative and look forward to the opportunity to showcase Coachella Urban Farms at the El Paseo Farmers Market.

Warm regards,

Mario Garcia
Coachella Urban Farms
[Quoted text hidden]

Correction- Farmers Market

Charlotte Graham <CGraham@temalpakhfarm.com>
To: Certified Farmers Markets <epicanimaltreats@gmail.com>

Mon, May 13 at 12:11 PM

Dear City of Palm Desert & El Paseo Business Improvement District,

I am writing to express my enthusiastic support for the establishment of a Saturday farmers market on El Paseo in Palm Desert. As the manager of Temalpakh Organic Farm in Coachella, representing the Augustine band of Cahuilla Indians, I believe this farmer's market will greatly benefit our community and local agriculture.

At Temalpakh Organic Farm, we take pride in being one of the few organic farms in the Coachella Valley. We are passionate about showcasing our products and connecting with our community through farmers markets. Currently, we actively participate in the Sunday Old Town La Quinta Farmers Market, and we would wholeheartedly welcome the opportunity to also be part of the El Paseo Saturday morning Farmers Market.

The establishment of a farmers market on El Paseo would bring immense beauty and vitality to our community. It would provide local farmers and vendors, like us, with a valuable platform to share our produce and goods, while allowing residents and visitors alike to access fresh, locally sourced products.

By supporting the El Paseo Saturday Farmers Market, we can foster a stronger sense of community, promote sustainable agriculture practices, and contribute to the vibrancy of our region. I urge you to consider and approve this market for the benefit of all.

Thank you for your attention to this matter. Please feel free to reach out if you have any questions or require further information.

Warm regards,

Charlotte Graham
Manager, Temalpakh Organic Farm



temalpakh-logo

Charlotte Graham
Market Manager

Office: (760) 391-9576

Mobile: (442) 637-3506

Email: CGraham@temalpakhfarm.com

Website: www.temalpakhfarm.com

Dear Esteemed Guests,

I hope this letter finds you well and enjoying the delights of the season here in Palm Desert. As the chef and owner of Luscious Lorraine's, I wanted to take a moment to share with you my passion for supporting local farmers and using farm-fresh ingredients in our dishes.

For many years, our restaurant has been dedicated to sourcing ingredients from nearby farms and supporting our local community. It's not just about creating delicious meals; it's about embracing the flavors of our region and nurturing a sustainable food ecosystem.

I am particularly excited about the Saturday Farmers Market on El Paseo in Palm Desert. This market is a treasure trove of seasonal produce, artisanal goods, and the freshest ingredients imaginable. It's truly the heart of our culinary community, where farmers and chefs come together to celebrate the best of what our region has to offer.

I firmly believe that more chefs should follow suit and shop at farmers markets for quality ingredients. Not only does it support local growers and businesses, but it also allows us to create dishes that highlight the unique flavors of our area.

Next time you visit Luscious Lorraine's, know that each dish has been crafted with care, using ingredients sourced from these dedicated local farmers. It's a joy to bring this farm-to-table experience to your table, and I am grateful for your support in our mission to celebrate and preserve our local culinary heritage.

Thank you for being a part of our journey. We look forward to welcoming you back soon for another delightful dining experience.

Warmest regards,

Lorraine Ornelas
Chef & Owner
Luscious Lorraine's

Kenyon Greenwald
Jake turner
73399 El Paseo #107
Palm Desert Ca 92260

Dear City of Palm Desert & El Paseo Business Improvement District,

I hope this letter finds you well. I am writing to express my enthusiasm and support for the proposal put forth by Christiana Green regarding the establishment of a farmers market on our block of El Paseo on Saturday mornings.

As a resident of the Coachella Valley and business owner in the area, I have witnessed the positive impact of the farmers market in Old Town La Quinta has had on Sundays. It brings a lively atmosphere and provides a platform for local vendors and artisans, and all of our businesses. Farmers market locations tend to promote on local tv commercials and can expose and elevate my business.

Bringing the farmers market experience to El Paseo would undoubtedly be beneficial not only for Chris Hair but also for the entire block and surrounding community. It would attract more foot traffic, enhance the overall appeal of the area, and create a welcoming space for residents and visitors alike to connect and enjoy local products.

I fully support Christiana Green's goals and believe that a Saturday morning farmers market on El Paseo would be a fantastic addition to our neighborhood. Please count me in as someone who eagerly supports this proposal and would be thrilled to see it come to fruition.

Thank you for considering this idea, and I look forward to potentially enjoying a bustling farmers market right outside our doors.

Thank you for your time,

Kenyon greenwald w/ Jake turner salon
Owner

letter of recommendation

Taylor Konowal <taylorkonowal@gmail.com>
To: <epicanimaltreats@gmail.com>

Tue, May 14 at 2:09 AM

To whom it may concern.

First I would like to start by introducing myself, my name is Taylor Rouhana. I own LinkedXallisonjack as well as La dolce Piccola Gelateria. I have worked with Christiana Green over the last 3 years as I have a booth ant her very successful farmers market that is located in Old Town La Quinta. I have watched first hand how great that market has been for the businesses located in that area.

I am writing to express my enthusiastic support for Christiana Green's proposal to establish a new farmers market on El Paseo. As the owner of La Dolce Piccola Gelateria, a business located on El Paseo, I believe that the addition of a farmers market would be immensely beneficial to our community and all the businesses in the area.

Having closely reviewed Christiana Green's proposal, I am impressed by her vision and dedication to creating a vibrant and inclusive market that showcases locally grown produce and artisanal products. Her commitment to fostering community engagement and supporting local businesses aligns perfectly with the values we hold dear on El Paseo.

The establishment of a farmers market on El Paseo would not only enhance the shopping experience for residents and visitors but also attract a broader audience to our neighborhood. By offering a diverse array of fresh and unique products, the market would create a dynamic atmosphere that encourages exploration and fosters a sense of camaraderie among shoppers and business owners alike.

Moreover, the presence of a farmers market would undoubtedly drive foot traffic to our businesses, increasing visibility and stimulating economic growth. The opportunity for collaboration and cross-promotion among vendors and businesses would further amplify the positive impact of the market on our local economy.

In conclusion, I wholeheartedly support Christiana Green's proposal for a new farmers market on El Paseo. I am confident that her initiative will not only enrich our community but also contribute to the continued success and vitality of all the businesses in the area.

Sincerely, Taylor Rouhana Owner La Dolce Piccola Gelateria

73255 El Paseo Suite 20

Palm Desert Ca 92253