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## Moraga Produce Market Opens at Rheem

By Sophie Braccini



Siblings Fabiola and Roberto Martinez manage Moraga Produce Photo Sophie Braccini

Fabiola. "I won't have to go to your store on Olympic." At the cash register, Saint Mary's College students rang up customers. "It's a fun job," said Ryan, an SMC theater student.

Soon, dairy and bulk products will be added to the store's selection, and over the summer Martinez says he will source his fruits from local farmers. The selection may vary according to what Moraga customers want. Moraga Produce is open from 9 a.m. to 7 p.m. and is planning a grand opening, with many specials, on April 21.

Many came to Moraga Produce on Friday, April 6, even though the store didn't advertise its "soft opening," but the new produce store, located in the Rheem Shopping Center, north of CVS, had a bit of a rocky start when the electrical system failed 10 minutes before the scheduled 9 a.m. opening.

"People were already here waiting for us to open our doors," said manager Fabiola Martinez, "but we had to wait two hours before repairs were done." Martinez and her brother Roberto operate the Moraga store, the third location for the family business that was founded by their father.

The store is large, and the efficient lighting system emphasizes the brightly-colored piles of fruits and vegetables. The pricing is attractive, even in the organic section located on the left side of the store. According to Roberto, who gets up at 3 a.m. to pick up fresh produce from the market in South San Francisco, these prices are not loss-leader prices. "We make enough margin the way things are priced now," he said. "These prices are here to stay."

In the store, Moraga residents filled their baskets.

"I'm so glad you opened here," one customer said to

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