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Farmers' Market Grand Opening on June 10



Shoppers at last year's Farmers' Market Photo Andy Scheck

working on ways to be creative to get the word out," said Dawson.

Organizers felt that the new operator, Urban Village Farmer's Market Association, offered a great mix of vendors and has a successful track record with markets in Sunnyvale, Santa Clara, the Temescal District and in Montclair Village. C. Tyson

After finding a new market operator, a new location in the south BART parking lot - off of Happy Valley Road just past the Wells Fargo bank- and securing a new, more family-friendly day, Sunday, the Lafayette Farmer's Market will soon be open for business.

Starting on June 10, from 9 a.m. to 1 p.m. year round, roughly 60 vendors will offer a wide variety of produce, flowers, packaged and prepared foods - even a social area with tables and chairs to dine on recent purchases. The new location offers convenient parking - accessible via the lot at Town Center III, behind Panda Express.

The constrained location of last year's market at the corner of Moraga Road and Mt. Diablo Blvd., along with difficult timing on Thursday evenings, wasn't a great fit for customers.

"We are very excited that the Farmer's Market was approved at the BART lot," said Gina Dawson of Sustainable Lafayette; however she went to explain that the group is concerned about the City's sign ordinance - there's a restriction on directional signs. Since visibility is important, especially at their new and improved location, "We are

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[back](#)

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