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New Location and Market Operator for Lafayette Farmers' Market

By Cathy Tyson



Josh Assink, Urban Village Market Manager, and Ricardo Yerena, of Yerena Farms of Watsonville, with a variety of strawberries and raspberries. Photo Cathy Tyson

Farmers' Market is officially the largest in all of Contra Costa County! Not only the largest by volume, I can assure you that we filled the space with some of the best farms and food businesses the bay area has to offer."

"We're very excited that the launch is actually here," said Gina Dawson of Sustainable Lafayette, the organization that is sponsoring the Market. She and her family had breakfast and lunch there. "We can attest that the crepes, waffles, and fish tacos are scrumptious. Foodies from all over will appreciate this market!"

For those who love to eat, but not necessarily cook, there are a number of unique offerings like Nago Asian salad dressing and seaweed salads, a number of bakeries, Orland Creamery with cow's milk cheeses and Marshmallow Mischief, gourmet rice crispy treats and India Clay Oven with Naan wraps and rice bowls, along with Blue Bottle Coffee to wash it all down.

With uniformed Boy Scouts on the corner waving signs, it was hard to miss the suggested parking area behind Panda Express for shoppers coming to the new location of the Lafayette Farmers' Market. Much easier access for shoppers versus last year's Farmers' Market at Plaza Park and new market management - Urban Village Farmers' Market Association, conveniently delivered a bounty of ripe, delicious nectarines, carrots and more to happy families, singletons and seniors.

Look for the new Lafayette Farmers' Market to be open year round on Sundays from 9 a.m. to 1 p.m. at the long and narrow cul de sac that is the south BART parking lot off of Happy Valley Road.

Shoppers were lining up for bakery items, the Hummus Guy, Pizza Politana, spices and of course a wide variety of fruits and vegetables. "It's going really well," said Market Manager Josh Assink, adding that customers recognize the value in organic and locally-sourced produce. He cautioned that the only possible friction, in an otherwise fantastic opening day, may happen when the market closes and the vendors need to carefully exit.

Assink recently spoke with Souheil Ben Sala, the health inspector Urban Village has been working with on permitting. "He (Ben Sala) mentioned that the Lafayette

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