

# Celebrating the First Farmers' Market in Parlier

“It’s fun to come to the farmers’ market! We get fruits and vegetables and play with the kids at the park. What a great way to spend a Saturday afternoon! “

*Yolanda Maldonado  
Community Resident*

## PROBLEM

A lack of farmers’ markets in rural areas of the Central Valley reduced the availability of fresh, affordable fruits and vegetables to local residents.

## SOLUTION

Form a partnership to establish a farmers’ market in the rural Central Valley community of Parlier.

## PARTNERS

- Chamber of Commerce in Parlier
- City of Parlier
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Senior Center in Parlier
- Local farmers
- *Network for a Healthy California—Latino Campaign, Central Valley Region*
- *Network for a Healthy California—Children’s Power Play! Campaign, Central Valley Region*

## STEPS TOWARD CHANGE

In 2004, the *Network for a Healthy California—Latino Campaign, Central Valley Region (Latino Campaign)* and local residents identified the need for greater access to affordable, quality, fresh fruits and vegetables. They determined that this need could be fulfilled by establishing farmers’ markets in rural areas of the Central Valley, and they chose the city of Parlier as their first location.

The *Latino Campaign* and local residents partnered with the Chamber of Commerce in Parlier. The Chamber of Commerce obtained non-profit status to operate the farmers’ market, and they identified a manager that could supervise the farmers’ market operation. The Department of Parks and Recreation granted authority to the City of Parlier to manage the park and help secure the farmers’ market location.

In addition, the partners collaborated with the WIC Program and Senior Center in Parlier. Both agencies supported the establishment of a farmers’ market in their community and demonstrated their commitment through the distribution of fruit and vegetable coupons. Participants at local WIC offices and the Senior Center received these coupons that could be used at the farmers’ market location.

In 2005, the Grand Opening of the Parlier Farmers’ Market took place and the Mayor of Parlier, Armando Lopez, conducted the ribbon cutting ceremony. This event involved city officials, many community-based organizations, and local farmers. Two radio stations broadcasted live from the location. To make this event more fun and attractive, a carnival ride entertained the community.



## Celebrating the First Farmers' Market in Parlier (Continued)

"Parlier's businesses and community partners are committed to the families who live here. Parlier celebrates the third annual farmers' market opening. Families now can look forward to enjoying physical activity while shopping for healthy foods!"

*Israel Lara  
Chamber President*



The Parlier Farmers' Market is a real community success story, and it has inspired other communities to improve the availability of affordable, quality, fresh fruits and vegetables. In fact, two rural areas in the Central Valley followed the Parlier Farmers' Market example. In 2006, the Madera Farmers' Market opened and, in 2007, the Woodlake Farmers' Market began selling fresh fruits and vegetable to its residents.

For partner information, visit [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) or contact Eustolia Zamora-Bonilla, *Network for a Healthy California—Latino Campaign*, at [ezamora@ucdavis.edu](mailto:ezamora@ucdavis.edu).

For consumer information, visit us at [www.cachampionsforchange.net](http://www.cachampionsforchange.net).

Funding for this effort was provided by multiple partners.