



North Coast Growers' Association

Humboldt County Farmers' Markets

www.northcoastgrowersassociation.org

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Press Release - For Immediate Release

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Re: Southern Humboldt Farmers' Markets kick off the season

The North Coast Growers' Association (NCGA) is excited to announce the opening of the Southern Humboldt Farmers' Markets beginning in May to kick off the 2021 market season! The Shelter Cove market is open now, every Tuesday 11am to 3pm through October. The Miranda market opens on Monday, May 3rd in front of Miranda Market and the Garberville market opens May 7 on the Garberville Town Square.

The Shelter Cove market was founded in 2008 by Charlotte Griggsmiller and Janice Ogden. Located just steps from the beach, surfing, fishing, the lighthouse, and tide pools, the Shelter Cove market features in-season produce, veggie starts, plants, 100% grassfed beef, pastured poultry and eggs, floral bouquets, soap and herbal products, and one of a kind arts and crafts. Customers can even get a soothing massage under the tent. Griggsmiller has been managing the market since then and is also a farmer, offering seasonal plant starts and vegetables as Charlotte's Perennial Gardens. Griggsmiller says, "I am jam packed with veggie starts, flowering plants, trees and bushes and am looking forward to seeing everyone as our market opens." The Shelter Cove market takes place each Tuesday, at Mario's Motel and Marina, from 11am-3pm from April 20 through the end of October.

Almost fifteen years ago the Miranda Farmers' Market began with one farmer, and has now grown to an average of seven vendors, with up to seventeen vendors on special occasions. With the support of local businesses, tourists, and customers, Miranda market vendors are proud to serve the local community. In addition to produce, shoppers can find mushrooms, beef & pork, eggs, honey, crafts, body products, jams, and plants. The Miranda farmers' market takes place on Mondays from 2pm-6pm, May-October.

The Miranda Market Manager, Toni Stoffel, farms with her husband Kurt, at Moonshadow Farm. They offer medicinal, vegetable, and ornamental plants, dried herbs, seeds and seasonal produce at markets in Miranda, Garberville and Eureka. Stoffel shared her thoughts about the opening of the season. "All of our vendors are excited to be back in full-swing this year! While visiting our market, we hope that everyone will take time to enjoy our quaint town and beautiful Humboldt Redwoods State Park, which is located on the world-famous Avenue of the Giants!"

The Garberville market was founded in 1994 and has thrived under enthusiastic support from the local community and serves as a one-stop shop for area residents and visitors alike. The market takes place Fridays, 11am-3pm on the Town Square at Church and Locusts streets in downtown Garberville.

Market vendor and long time board member Liz Klopper from Bear River Valley Beef says "We are excited to return to the Garberville market for our 14th year. We have made many friends with our customers over the past years and value their continued support. We will have a great selection of everyone's favorite grass-fed beef cuts and continue to offer the option of purchasing a side of beef too. We pride ourselves on consistent quality at affordable prices. Our customers can conveniently place an order on our website for pick up at the market."

Maurine Hobbs from French Ranch Farm attends 3 markets “ We’re excited about starting another farmers market season and will be back at Garberville, Shelter Cove and Miranda. We’ve been working hard to increase our inventory, so we’ll have even more pastured eggs, broilers, turkeys, and 100% grass-fed beef for our wonderful customers to enjoy! See you at the market!”

Melanie Cunningham of Shakefork Community Farm says, “Kevin and I are really looking forward to connecting with our So-Hum customers again on a weekly basis!”

With something for everyone, local farmers are ready to share the fruits of their labor including a wide variety of delicious and affordable fruits and vegetables, mushrooms, humanely raised meat and eggs, honey and flowers, along with plant starts for the garden, native and ornamental plants, and more. For those who may be new to gardening, the farmers at the market are always happy to share helpful growing tips.

Customers with CalFresh/EBT cards are welcome at all North Coast Growers’ Association Farmers’ Markets, and Market Match is also available at every market to help make fresh fruits and vegetables more affordable. CalFresh benefits can even be spent on plants and seeds that produce food. Visit the Market Info booth to learn more about CalFresh and Market Match or to sign up.

NCGA provides administrative support for the CalFresh Outreach and Market Match healthy food nutrition incentives program for the Garberville, Miranda and Shelter Cove markets. NCGA receives funding support for the Market Match program from the National Institute of Food and Agriculture through the Gus Schumacher Nutrition Incentive Program and the California Nutrition Incentive Program. NCGA also receives funding support through a contract with the Humboldt County Department of Health and Human Services for CalFresh Outreach. Shoppers can now use CalFresh and receive Market Match at all Humboldt County Certified Farmers’ Markets.

NCGA is now the operator of all Certified Farmers’ Markets in Humboldt County. Membership in the North Coast Growers’ Association is open to residents of Humboldt County who grow or raise what they sell within Humboldt County. Working collaboratively, NCGA staff and members represent agricultural interests in Humboldt County through community partnerships that promote local and healthy foods, programs that increase access to local food, participation in local and statewide policy-making, and coordination of nine Certified Farmers’ Markets. A number of independent markets and farm stands continue to operate in various communities. For a full listing of Certified Farmers’ Markets, community markets, farm stands and Community Supported Agriculture (CSA) farms as well as a directory of all farmers’ market vendors please visit www.northcoastgrowersassociation.org

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The North Coast Growers Association (NCGA) is a 501(c)3 non profit organization with the primary mission to operate certified farmers’ markets for the benefit of both producers and consumers, to promote awareness of and support for farmers’ markets, to work with other direct marketing associations to share resources and improve market management, to educate consumers, and to promote and improve access to local agricultural products for the community.