

D E C E M B E R 2 0 1 1

La Cienega

Farmers' Market



Our Gifts to You!

Dec. 29th is DOUBLE STAMP DAY

For our frequent shoppers, let it be known that you will receive **TWO STAMPS** on December 29, 2011!!

Bag Assistance

We are happy to announce that our star volunteer, Kit, will be assisting customers who have bags to carry to their cars! We encourage you to park or pull up on our 18th street side, adjacent to the Toys "R" Us and ToGos.

For instructions on how to proceed, visit the info booth in the center of the market.

\$1 Dollar

Off your purchase of \$5 or more at any MNP Farmers' Market!

Redeem at Information Booth
Expires Dec. 29th 2011

Happy holidays friends and neighbors!

At the La Cienega and Kaiser WLA Farmers' Markets we have much to be grateful for, most of all your support.

This past year local media provided coverage on the issue of integrity with produce sold in local farmers' markets. It was an eye opening expose' revealing some unfortunate realities with a few dishonest growers and indifferent market sponsors.

At MNP Farmers' Markets I can assure you we take the integrity issue very seriously. I was honored to be invited to participate on a State panel made up of farmers, sponsoring non-profits, and State Agricultural leaders. We were asked to help devise ways to enable inspectors to conduct their compliance work with a broader brush in this enormous state of ours and ensure that market sponsors and managers are doing their part to enforce the Direct Marketing laws that bind our industry. It comes down to who truly values the quality and integrity of the produce put on their farmers' market tables and work to ensure its authenticity for shoppers. We strive to guarantee that our farmers grow what they sell and are labeled organic only if they are certified.

We know that you *choose* to live healthy by eating fresh, certified, California grown produce, and we're happy to continue to provide you access to some of the best growers in the industry. Here's to another year filled with happy, healthy, family and friends.

See you at the market!

Cynthia Ojeda, Executive Director
MNP Farmers' Markets



Get to Know Our Farmer of the Month... Bob Polito!

The **Polito Family Farms** booth is located on the La Cienega Blvd. side of the market, in front of the locksmith. Bob Polito and his family have been farming in Valley Center, North County San Diego since 1968 and grow a nice array of citrus and avocados. They are renowned for their mandarins ranging from Satsuma, Perfection and Clementine just to name a few -it's the beginning of the season and the flavors are sharp and tangy! The current growing season also features Eureka & Persian lemons, (Meyer season is coming very soon) limes, Star Ruby grapefruit, Valencia oranges and Bacon avocados. Stop by the booth to learn more about his growing methods and different varieties! Bob is great helping you find what flavor is best for you!



'Tis the season to be jolly here at the La Cienega Farmers' Market! Please remember that we accept credit cards, CalFresh and WIC vouchers – come and see us at the info booth and spread the cheer!



Super Simple Kale Salad



Ingredients

3 cups Kale, packed for measuring
2 tablespoons Olive or Grape seed oil
1 tablespoon Apple Cider Vinegar
1/8 teaspoon Kosher Salt
1/8 teaspoon Fresh Ground Pepper
Additional pepper to taste.

We like to call this the *Super Simplest Kale Salad* because with only 3 main ingredients, a really quick prep time and amazing flavor it's perfect as a super healthy side dish! Add a protein like shrimp, chicken or tofu and you've got yourself a super simple, super healthy main dish too!

Preparation

Clean the kale and pat it dry with a towel.

Pull the greens away from the stem and tear into bite-size pieces. To get a good 3 cups, place the kale pieces into a measuring cup and press down firmly to measure.

In a bowl, combine the olive oil, vinegar, salt and pepper.

Place the ripped kale in the bowl and toss well until all of the kale is coated in the oil & vinegar.

Allow the salad to sit for 5-10 minutes so the flavors can develop **very important*

Place the simple kale salad in a serving bowl or directly on your plate, season additionally with pepper if desired and Eat It... You'll Like It!

This recipe is brought to you by Sarah Delevan, Assistant Manager, Kaiser South Bay Market & founder of Eat It... You'll Like It! Visit



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