

# Scotts Valley gets crunchy

Farmers Market

New Farmers Market opens Aug. 1

7.28.09

By JOEL HERSCH

newsroom@santacruzsentinel.com

SCOTTS VALLEY — Getting fresh foods from Santa Cruz County producers will become more convenient for Scotts Valley residents with the opening of a new Farmers Market. The grand opening will be Aug. 1 and will run 9 a.m. to 1 p.m. Saturdays, year-round at the Scotts Valley Community Center, 360 Kings Village Drive.

"The general feeling was that Scotts Valley wanted a local market and the time was now," said Nesh Dhillon, the general manager of the Santa Cruz Farmers Market, which operates markets around the county.

There will be around 30 farms and prepared food vendors participating in the Farmers Market providing organic fruits, flowers, produce, fish, meats, eggs and cook-to-order foods, according to the Web site.

"Scotts Valley residents would tend to go to the Farmers Market in Felton on Tuesdays but for some people it is difficult to make it there during the week," said Denise Vivar, who does public relations for the Farmers Market. "And Saturday is a convenient time for people who work. We feel this encourages them to participate in eating more healthy, fresh and organic foods."

Also the "Seasonal Grillers Delight" will be held on the opening day of the new market, Dhillon said. It is a free summer event that is offered multiple times during the height of the season.

"We offer a party where we grill up whatever is in season and give people an idea of some of the things they can cook with what's available," Vivar said.

"We prepare the food and give out free samples," Dhillon said. "The idea is to show people how easy it is to make delicious meals with fruits and vegetables and introduce them to foods they might never have tried before. We want to give people a flavor of what the event is like."

Scotts Valley businesses will also will contribute some original flavor to the market, including Mint

## IF YOU GO

SCOTTS VALLEY FARMERS MARKET

**WHEN:** 9 a.m.-1 p.m., every Saturday.

**WHERE:** Scotts Valley Community Center, 360 Kings Village Drive.

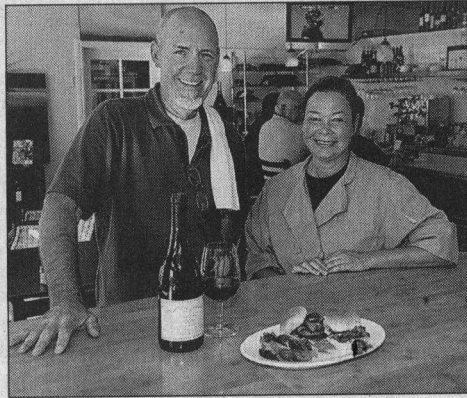
**COST:** Market is free, goods are priced individually.

**DETAILS:** www.santacruzfarmersmarket.org

cafe, S.C. Pasta Company, Bruno's BBQ and H and H Fresh Fish.

"It will be great to have a Farmers Market right here in Scotts Valley," said Mint co-owner Ed Gladder. "This gives us a way to buy fresh items from the market and use them in our weekly specials, and it gives us a chance to showcase what we do with our menu."

There are additional choices to purchase farm-grown goods. Scotts Valley Market also offers organic foods in the parking lot on Saturdays and Scotts Valley Produce specifically sells



Mint owners Ed and Kelly Gladder will be serving up their signature dish — tri tip sliders — at the new Scotts Valley Farmers Market.

DAN COYRO/SENTINEL

fruits and vegetables.

Live music from mostly local artists will be featured every week at the Farmers Market, Vivar said. The Sea Monkeys will play on the

opening day.

"The band schedule is set for the whole season," Vivar said. "There's a great line up of bluegrass, so it will always be a lively market."