

# Farmer's Market opens Sunday



Michael McCollum

Reynaldo Barrioz, staff member of Main Street Watsonville, sets up the sign Friday afternoon for the Farmers Market in Watsonville.

## Farmer's Market Main Street sponsors a 'unique' produce market

By DIANE NOLAND  
STAFF WRITER

WATSONVILLE — Who can resist the tantalizing sights, sounds and smells of the Farmers Market?

Main Street Watsonville, sponsors of the new weekly Farmers Market opening Sunday, have high hopes that the fresh-from-the-field produce, fruits and other tempting merchandise a dozen vendors will truck in to their booths, will tempt everyone from Watsonville and beyond downtown.

"Most of the farmers we've selected grow their own," said Reynaldo Barrioz, market organizer, who said he attended many Farmers Markets around the area — Santa Cruz, Monterey, Salinas — to get ideas for the Watsonville market. "We wanted to create a unique market. We (asked) what will bring people in to our market?"

Barrioz and Jerry Hernandez, Main Street's executive director,

think they have found it.

"We're an agriculture community with fields all around," Barrioz said. "One thing people don't see is how rich in culture we are. From agriculture to arts and culture, it all blends into all parts of our life."

The organization has also been waiting for the right time to begin.

Sometime after the earthquake and Ford's closed, Main Street tried a Farmers Market downtown, but it didn't go over well, Hernandez said. Now, that foot traffic downtown has improved, they think it's time.

"We decided to wait till after Gottschalk's came in," he said. "We start Sunday and if it's successful we will consider expanding."

In addition to fresh-picked foods, the market will feature entertainment such as Sunday's "entertainment for the day," Markahuasi, a quintet of Peruvian musicians who play Andean music on guitar, pan pipes, flute and drums. The Oakland-based group

will play off and on throughout the day and will also sell their CD's and tapes.

The Monterey Bay Equestrian club will bring down a real live pony and will be taking "instant" photographs of children "for around \$5," Barrioz said.

Vendors and their offerings are:

■ Guillermo Hernandez: Apples, avocados, bananas, cantaloupe, coconuts, dried chiles, papayas, pineapples.

■ Rogelia Alcantara: Mexican candy, pistachios, tamarindos, garbanzo and soy beans.

■ Refugio Ortega: Plants.

■ Aureliano Ibarra: Zucchini, watermelon, tomatillos, strawberries.

■ The Apple Bin: apples, beans, pumpkins, raspberries, corn.

■ Linda Arietta: Fresh flowers, freeze dried flowers and olallieberries.

■ Michelle Weiser: Aromatherapy and fragrance products, such as potpourri, lotions, oils.

■ California Latino Agricultural Association: Cilantro, cauliflower, broccoli.

■ Eliseo Hernandez: Grapefruit, cucumbers, jicama, nectarines, oranges, avocados.

■ Pioneer Organic: Apples, cantaloupe, corn, garlic, potatoes, spinach, string beans.

■ Isidro Quispe: Peruvian clothing, musical instruments such as pan pipes and wooden bamboo flutes.

■ Carlos Rico: Mexican-style shirts, pinatas, candies and magazines. (Rico owns La Flor del Valle at Union Street and Riverside Avenue.)

"People don't have to go to some exotic place to gain the experience of an old world market," Barrioz said. "Just come to Watsonville."

The Farmers Market will be open from noon to 6 p.m. in the open space between Chopsticks Restaurant and F.W. Woolworth's on Main Street.

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