



# Rise and Shine!

OCTOBER 10, 2008

THE BONSCALL CERTIFIED FARMERS MARKET NEWSLETTER

VOLUME 1, NUMBER 4



**JOIN US AT THE MARKET THIS SUNDAY FOR KIDS DAY!**

**PUMPKINS**

**BOOKMARK CRAFTS**

**JUMPY SLIDE**

**SEEDLING CRAFTS**

**AYF FOOTBALL PLAYERS AND PIGSKIN PICNIC**

**AYF CHEER SQUAD**

**FUHS CHOIR**

**...AND MUCH MORE!**

## Important Reminders

Beginning this Sunday, the Bonsall Certified Farmers Market will be open from **9:30AM – 1:30PM**. Same day, same location – just ½ hour earlier for all the early bird foodies. **Be sure to bring the entire family this Sunday – it's KIDS DAY at the market with all sorts of cool activities!**

## The Importance of Our Farmers Market

Shopping at the Bonsall Certified Farmer's Market means that you will get the best, freshest produce available, while at the same time you are supporting small local farmers. You will find produce that is too delicate to ship, heirloom varieties of produce, and you will always learn something new. Often the vendors farm organically, and the farmers market is their primary source of income.



Additionally, your patronage at the Bonsall Certified Farmers Market helps place funds into classrooms throughout the Bonsall area. As the sponsor of the Bonsall Certified Farmers Market, the nonprofit and independent Bonsall Education Foundation raises funds to benefit programs and services at all four Bonsall schools – Bonsall Elementary, Bonsall West Elementary, Sullivan Middle, and Vivian Banks Charter. Great market + great foods = great support of our great Bonsall students!

Cherish the local community and our market will thrive!



(Above): Catherine and James from Temecula Olive Oil Company. See them each Sunday – along with a constantly growing number of great vendors!



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## Shopping Tips at the Bonsall Certified Farmers Market

The following are a few tips to help you get the most out of your weekly Bonsall Certified Farmers Market experience:

- **Take Your Time**  
Have fun browsing! Make a slow loop around the market, making note of stands of special interest, before you begin buying. Of course, that doesn't mean you can't buy a fresh filled crepe or some juicy peaches to munch on as you stroll around!
- **Bring Cash**  
Cash is the easiest currency, although a few vendors do have their own credit card machines. Additionally, a number of our vendors participate in the WIC (Women, Infants, and Children) Farmers Market Nutrition Program. If your family qualifies, you can receive coupons good at these specific booths that help supplement your meals with fresh produce. And our local farmers benefit too. That's definitely a win-win situation!
- **Bring Containers and Shopping Bags**  
It's easiest if you bring your own reusable bags with handles. You are contributing to the most basic recycling and environmental causes by using cloth and string bags, besides buying locally grown produce. In a few short weeks, we will begin selling our own reusable cloth bags so that you can show the world just where you buy your fresh produce!
- **Ask Questions**  
Make sure to ask questions of the vendors when you see unfamiliar produce. Without question you can learn something new and exciting each week. Vendors and farmers love to share their knowledge and can even give you recipes and cooking tips.
- **Dress Comfortably**  
Wear walking shoes and dress appropriately for the weather. The Bonsall Certified Farmers Market is open rain or shine, so be prepared with sunscreen and umbrellas; and watch the weather! If you take your children, make sure you have supplies, a stroller, and drinks for them. Involve them in the process too, and they will become more interested in fresh produce and meal preparation.
- **Go Early**  
There's nothing better than strolling through our fragrant and colorful market early on a fall morning. The sights, smells, and sounds are incredibly beautiful. You'll find the best selection if you show up early too!
- **Go Late**  
Between 1 P.M. and our closing time of 2 P.M., you'll find some of the best deals, because vendors don't want to take their wares back home. But remember that the selection will be limited at this time, and some vendors may be sold out.
- **Bring Coolers**  
Make sure to have coolers with ice packs in your car, or take the produce straight home to keep it fresh and at its peak.
- **Experiment!**  
Don't be afraid to try something new. Have fun! You'll probably discover a few favorite fruit, vegetable, plant, flower, bread or cheese that will make your fall season even richer and sweeter.



## Market Spotlight - Sage Mountain Farm

Juany and Phil Noble are the owners of Sage Mountain Farm, which is located at 40630 Sage Road in Aguanga, about 20 miles east of Temecula. The Noble's are Certified Organic growers, and are registered with Riverside County and the State of California Departments of Agriculture.



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All of the fruits and vegetables are grown at Sage Mountain Farm through use of the farm's sparkling clean natural well water and healthy organic processes. At their high desert property, Juany and Phil use pure organic guidelines to practice and maintain a truly sustainable lifestyle.

The country fever hit Juany and Phil in early 2000, so they left the city life behind – initially so their son Justin could practice his motocross racing. Sage Mountain Farm has grown from its original 5 acres and a small garden, to its present-day size of over 20 acres of Certified Organic Farm, and the Noble's son Justin is a key part of their distribution operations.



Produce grown at Sage Mountain Farm is supplied to Whole Foods and other healthy food stores, several restaurants and hotels - including the Glen Ivy Resort. Their Heirloom Tomatoes, Sage Candy Onions, and other high quality organic fruits and vegetables have helped Sage Mountain Farm to become one of the most well-known and popular farms in the valley. **Be sure to visit the Sage Mountain Farm booths each Sunday...and ask them about their CSA subscription plan!**

### **Community Supported Agriculture (CSA)**

Community supported agriculture is a relatively new socio-economic model of farming and food distribution. A CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, in essence, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. CSA's focus is usually on a system of weekly delivery or pick-up of vegetables and fruit. For example, Sage Mountain Farm's Inland Empire CSA ([www.inlandempirecsa.com](http://www.inlandempirecsa.com)) offers weekly distribution points throughout Riverside and San Diego Counties – including the Bonsall Certified Farmers Market!

Typically, CSA farms are small, independent, labor-intensive, family farms. By providing a guaranteed market through prepaid annual sales, consumers essentially help finance farming operations. This allows farmers to not only focus on quality growth, it can also somewhat level the playing field in a food market that usually favors large-scale, industrialized agriculture over local food.

Vegetables and fruit are the most common CSA crops. Many CSA's, including the Inland Empire CSA, practice ecological, organic or biodynamic agriculture, avoiding pesticides and inorganic fertilizers. The cost of a share is usually competitively priced when compared to the same amount of conventionally grown vegetables, partly because the cost of distribution is lowered.



An advantage of the close consumer-producer relationship created by the CSA is increased freshness of the produce, because it does not have to be shipped long distances. The close proximity of the farm to the members also helps the environment by reducing pollution caused by transporting the produce. CSA's often include recipes and farm news in each box. Over a period of time, consumers get to know who is producing their food, and what production methods are used.

To learn more about Sage Mountain Farm's Inland Empire CSA, **the exclusive CSA of the Bonsall Certified Farmers Market**, please visit them at [www.inlandempirecsa.com](http://www.inlandempirecsa.com) or email Phil Noble directly at [phil@sagemountainfarm.com](mailto:phil@sagemountainfarm.com).



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### Weekly Market Recipe

Each week we will be featuring a new recipe from a market patron who creates a dish exclusively using our vendor's ingredients.

This week's recipe has been submitted by market patron and new vendor Beverly Karno of Karno Groves. Thank you so much Bev!

### Jabotica Jelly

45 min. prep.

#### Ingredients:

3-4 lbs. jaboticas, to make 3-4 cups of juice  
3-4 cups of sugar



1. To make juice, cover fruit with water and boil until soft.
2. Use colander to strain juice, then use potato masher to smash fruit and put through sieve as well.
3. Place equal amounts sugar and juice into a pot and boil until it "scoots" across a spoon or candy thermometer registers at 220 degrees Fahrenheit.
4. Place into sterilized hot jars and seal.
5. Enjoy!

### October 12<sup>th</sup> Sage Mountain Farm Raffle – FOR FREE!

This week's amazing raffle prize comes courtesy of Sage Mountain Farm: **a farm tour for four (4) and one family-sized CSA subscription for one month (valued at over \$150 and you get organic veggies and special treats for four weeks!!)**. Even better – the raffle is **FREE** to enter! Simply cut out the Bonsall Education Foundation logo below, write your name and phone number on the back, and drop it off at the Sage Mountain Farm booths this Sunday!

This special **FREE** incentive is good only for Rise and Shine subscribers like yourself – tickets on Sunday will go for a \$1 donation!



While you're at the Sage Mountain Farm booths, be sure to ask about their amazing organic vegetable selection. We especially love their sliced Armenian cucumbers on a bed of crisp Sage Mountain Farm lettuce! The raffle winner need not be present to win, and he/she will be notified at the following weekend's market on Sunday,

October 19<sup>th</sup>. Good luck, and great thanks to Sage Mountain Farm!



### Coming This Week to the Market

This week we are very happy to introduce **four new local farms**: Karno Grove of Valley Center, Atkins Nursery of Fallbrook, Tropical Gardens of Ferris, and Trethowan Growers of Rainbow.



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The certified organic Karno Grove, owned by Howard and Beverly Karno, specializes in unique Latin American fruit exotics and mandarins.

Atkins Nursery, located just off Reche Road, grows their own fruit trees and will have fresh fruit as well as varieties of guava, cherimoya and other trees available for you to take home and plant in your own “nursery” – whether big or small!

Tropical Gardens, a local favorite, boasts over 40 varieties of beautiful and delicate orchids. Owner Juan Artiaga encourages his customers to visit him regularly at the market to ask questions on orchid care.

Trethowan Organic Growers, a certified organic farm from Rainbow, specializes in unique fruits and berries. Be sure to say hello to the very friendly farm owners, Ron and Eva Trethowan.

Be sure to visit the Karno Grove, Atkins Nursery, Tropical Gardens, and Trethowan Organic Growers booths this Sunday, October 12<sup>th</sup> for more yummy market foods and beautiful plants!

### **Coming in October and November**

#### **Sunday, October 26 at the Market Costume Day**

Be sure to bring along all the local ghouls, goblins, princesses, and pirates that you know! Prizes will be awarded for best costumes – and all ages are welcome and encouraged to dress the part! Who knows...you might even see some of your favorite movie characters strolling the market...were you aware of Darth Vader’s love of fresh produce?

#### **Sunday, November 2 at the Market Dia de Los Muertos Cultural Celebration**

Dia de Los Muertos is a holiday celebrated primarily by people of Mexican heritage, dating back to the indigenous traditions of the Olmec, Zapotec, Mixtec, Aztec, and Maya – as a way to honor departed loved ones. Join us as local folk artists and entertainers demonstrate the traditions of this beautiful cultural holiday.

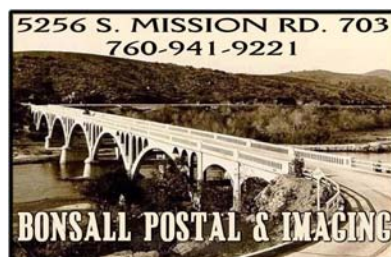
#### **Care to Volunteer?**

If you would like to give of your time, we would love to have your help! Volunteer time is appreciated whether you can give one hour per month or four hours per week, so please let us know if you’d like to be part of the fun! Volunteer positions are available in areas including entertainment, parking, vendor relations, and much more. Please email Daniel Costa at [dcosta@bonsallschools.org](mailto:dcosta@bonsallschools.org) for more information.

#### **Book Exchange at the Market**

Do you have any children’s books sitting around the house that are no longer used? If so, please consider donating them to the Book Exchange, located at the Bonsall Certified Farmers Market. These gifts of love and literature will be available for Bonsall district students to take home and cherish for years to come. Available each Sunday during market hours near the front entrance of the Bonsall Community Center. Thank you!

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