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this week - at the

## Webb Park Certified Farmer's Market and Specialty Faire

SUNDAYS 10am-4pm  
20 March 2011 Newsletter

[WebbParkFarmersMarket.com](http://WebbParkFarmersMarket.com)  
[info@WebbParkFarmersMarket.com](mailto:info@WebbParkFarmersMarket.com)

Webb Park, Rancho Bernardo - West Side of Bernardo Center Drive  
between Avena Place and Bernardo Plaza Court



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### KIDS KORNER

Bounce House:  
No Bounce House this week due to  
constantly changing weather conditions.

### WEEKLY SPECIALTY FAIRES

*Our rotating Specialties Faire  
is planned to resume in April.*

#### FIRST SUNDAY:

Green Event

#### SECOND SUNDAY:

Artists & Antiques Show

#### THIRD SUNDAY:

Clothing  
Showcase

#### FOURTH SUNDAY:

Handmade  
Specialties

#### FIFTH SUNDAY:

Jewelry Extravaganza

Like our Market Newsletter?  
Forward it to a friend!



**WHAT'S THE WEATHER GOING TO BE  
FOR YOUR SUNDAY IN THE PARK  
MARCH 20, 2011**

#### Partly Cloudy

- Chance of Rain
- Rain After 6pm
- Breezy and Cool

**You decide. Take your pick.**

**Wait a few minutes for a different forecast!**

*Even the weather forecasts can't all agree.* So we're going to plan  
on our Sunday Market as usual, and determine the proper setup  
based on the conditions on Sunday Morning.

We do have some "solid ground" options available to us, and we are working  
toward having a few more by Sunday Morning.

For our Vendors, we will update you via email broadcast as information  
becomes available.

For our Farmers Market shoppers and patrons, just head

### MAR 20 FARMERS

#### Ramona Duck Farms

- Fresh Eggs: Chicken, Duck,  
Quail.

#### Luis Suarez Farm

- Vegetables and Strawberries.

#### Rancho Brisas Del Mar

- Citrus, Rosemary, Avocados.

#### BuMa Farms

- Vegetables and Strawberries.

#### Mike Manchor

- Citrus, Avocados,  
Macadamias.

#### R&L Farms

- Citrus, Avocado.

~Our Certified Farmers~

(4-times a year)

## WEATHER FORECAST



**Cloudy  
Chance of Rain  
High near 60.**

Sunday: Mostly cloudy, with a high near 60.

Sunday Night: Rain likely. Cloudy, with a low around 48..

## Quick Links

[Find Us](#)  
[Market Specialties](#)  
[Our History](#)

### Recipe of the Week:

Mixed roasted vegetable platter

Executive Chef James Lehman  
Ironstone Winery, Murphys

### Ingredients

2 lemons, halved  
2 bunches asparagus, ends trimmed  
½ cup olive oil, divided  
Salt and black pepper, to taste  
4 small red beets, peeled and quartered  
3 fennel bulbs, halved, tops trimmed  
4 carrots, peeled and halved

to the "usual" Market Location in Webb Park; if we are unable to set up on the grass, we will have signs at our "grassy-park" area pointing to where to find us!

If we have any definite information ahead of time, we will post it on [Facebook](#), send an alert on [Twitter](#), and put it on our [website](#). Please visit these sites and "like", "follow" or "subscribe" to keep up with the latest information about the Webb Park certified Farmers Market.

Let's hope this is the *last* of the San Diego "Winter" rainy-season we will have to deal with for this year!

See you at the market.

This week's live musical performer is singer/guitarist, [Eric James Polyn](#).

## In The News

This week, yet *another* of our vendors was featured "[In The News](#)".

On Thursday 3/17, the online journal **Rancho Bernardo Patch** ([ranchobernardo.patch.com](#)) highlighted our own **Kathie** and **the Sweet Spot**, after visiting the **Webb Park Farmers Market** recently.

**Read the article:** [Farmers Market Find: The Sweet Spot](#)

## THIS WEEK AT THE MARKET

### MARKET SCHEDULE:

### DEMONSTRATIONS:

Demonstrations will take place during the March 20th market as the conditions allow.

### POSTPONED: ROTATING SPECIALTIES FAIRE until APRIL

Due to the late-February weather, we have had to postpone a number of our scheduled **Specialties Events**. We plan to resume the rotating schedule in April, when there are likely to be fewer weather-related concerns.

In the mean time, remember some of our Visiting Vendors are still planning to come out and join us for a day occasionally, so stop by for a few surprises!

## FARM/CROP NEWS

## UPDATED VENDOR LISTINGS

Check out our website [WebbParkFarmersMarket.com](#) to see the latest updated listing of most of our regularly scheduled weekly vendors.

**Webb Park Certified Farmers Market and Specialty Faire**

P.O.Box 506523  
San Diego, CA 92150  
(858) 735-5311

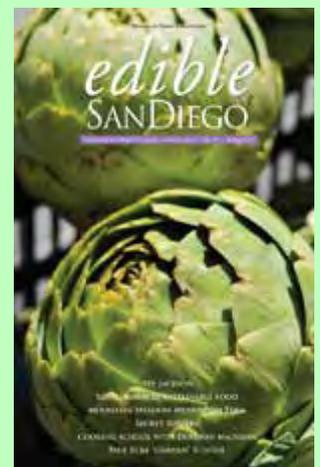
**Co-managers:**  
Claire Winnick  
Richard Knudson



[Subscribe to the Webb Park Certified Farmers Market and Specialty Faire mailing list.](#)

### Vendor Information

Looking for information about becoming a vendor with the **Webb Park Certified Farmers Market and Specialty Faire?**  
[visit our website](#)



**EDIBLE SAN DIEGO**

2 red onions, peeled and quartered

### Directions

Place lemons and asparagus in a mixing bowl and drizzle with a small amount of the olive oil, salt and pepper. Place on a baking sheet and set aside. Place beets, fennel, carrots and onions in the mixing bowl with the remaining olive oil. Season with salt and pepper and mix well. Place these vegetables on another baking sheet and place both trays in a 350-degree oven. Remove asparagus and lemons after 15 minutes. Roast the remaining vegetables for 30 minutes or until cooked through. Remove from the oven, arrange on a platter and serve.

Serves 6.

Wine-pairing suggestion: Rich, complex cabernet sauvignon such as Ironstone Cabernet Sauvignon.

## Healthy Eating Tips:

**Grains** - Make half your grains whole

Eat at least 3 ounces of whole grain bread, cereal, crackers, rice or pasta every day  
1 ounces is about 1 slice bread, 1 cup of breakfast cereal or 1/2 cup of cooked rice, cereal or pasta

**Vegetables** - Vary your vegetables

Eat more dark green veggies like broccoli, spinach and other dark leafy greens  
Eat more orange vegetables like carrots and sweet potatoes  
Eat more dry beans and peas like pinto beans, kidney beans and lentils

**Fruits** - Focus on fruits

Eat a variety of fruit

### March Crops in San Diego County:

Cut Flowers, Artichokes, Asparagus, Avocados, Beets, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Chard, Cherimoyas, Grapefruit, Guavas Herbs, red Kale, Kiwi, Lemons, Limes, Lettuce. Navel Oranges, Peas, Potatoes, Radishes, Rhubarb, Snap Peas, Spinach, Winter Squash, Strawberries, Tangelos, Tangerines, and White Turnips.

## California Crop News:

### Americans lead the world in wine consumption

America is now the world's leading wine-consuming nation, according to the [Wine Institute](#). U.S. residents surpassed France in 2010, consuming 330 million cases of wine. California wine accounted for 61 percent of that total. The French still consume more wine per capita; because of a larger population, U.S. consumption was higher even though Americans didn't consume as much individually. At the same time, wine exports increased almost 26 percent, and 90 percent of the exports were from California.

### Farmers encouraged to tell their story

California's food and agriculture secretary encouraged a gathering of Farm Bureau leaders to reach out to consumers and government. Karen Ross suggested that farmers take advantage of a renewed consumer interest in where and how their food is produced. She encouraged growers to inform government of regulations that impede food production without improving food quality. Ross also said her agency will continue to protect the state from invasive pests and maintain food quality.

### Horse vaccinations for West Nile virus urged

West Nile virus has been found again in California, and as a result the California State Veterinarian is urging horse owners to have their animals [vaccinated](#). Last year, 19 horses were diagnosed with the disease. They were not vaccinated or not completely vaccinated. Getting the necessary shots will give the animals optimal protection against the disease. The horses get the disease from mosquito bites. Not all will die, but in the past seven years 40 percent of the infected animals died.

### Pixie tangerine season begins

The Ojai Pixie Growers Association plans a new marketing technique this spring. Members of the 41 families who grow these [sweet, seedless tangerines](#) will visit grocery stores that carry the fruit to meet their customers and to encourage consumers who've not tried pixies to do so. Growers say the crop this year is good-sized, and they may harvest more than 2 million pounds. Ojai Valley pixies will be available from now through May. The group started growing pixies in 1980.

### California's farming future focused on water

Agriculture and water management experts convened in the heart of California's Central Valley to participate in a series of panel discussions aimed at providing greater insight into the water issues, policies, legislation, programs, initiatives and trends that ultimately impact California's agricultural industry.

The Spring 2011 issue of **Edible San Diego Magazine** is now available.

Pick up your *complimentary copy* at the **Webb Park Certified Farmers Market**.

[ediblecommunities.com/sandiego](http://ediblecommunities.com/sandiego)

**Some Images from Last Week**  
*click to view larger*



Belen Artisan Bakers



Luis Suarez



Bonellis

Choose fresh, frozen, canned or dried fruit  
Go easy on fruit juices

### Dairy - Choose calcium-rich foods

Go low-fat or fat-free when you choose milk, yogurt and other milk products  
If you don't or can't consume milk, choose lactose-free products or other calcium sources, such as fortified foods and beverages

### Meat & Beans - Go lean with protein

Choose low-fat or lean meats and poultry  
Choose low-fat cooking methods, including baking, broiling or grilling  
Vary your protein sources by choosing fish, beans, peas, nuts and seeds

"Small changes in agricultural water use efficiency can produce significant amounts of water."

Presented by Rain Bird, the leading manufacturer and provider of irrigation products and services in partnership with the Center for Irrigation Technology (CIT) at California State University, Fresno, The Intelligent Use of Water Summit: California Agriculture at a Crossroads provided a forum to discuss their experiences and propose recommendations that address the critical relationship between California's agriculture industry and the state's limited water supply.

## March 20 MARKET GUIDE

Our Park layout features the **Farmers Area** and the **Patio Area**, with specialty vendors setting up around and radiating out from these two areas.

**The FARMERS area** is located *behind* the parking lot of the SYLVAN LEARNING CENTER Building, at 16776 Bernardo Center Drive.

**The PATIO area** is located *behind* the parking lot of the CALIFORNIA BANK & TRUST Building, at 16796 Bernardo Center Drive.

Currently, we **are not** setting up vendors between the amphitheater and the Rotary Clock (*the "old" market area*), but we will have signs in that area directing you to our new hub.

*Enjoy any of the*  
**Webb Park Certified Farmers Market & Specialty Faire**  
**Food Court** *selections on the patio by the lake,*  
*courtesy of the Courtyard by Marriott.*

Restrooms are available to the patrons and vendors of the Webb Park Certified Farmers Market in the Lobby of the *Courtyard by Marriott*. There is also a Porta-Pottie located in the Park's Amphitheater, behind the US Bank building.



The Webb Park Certified Farmers Market thanks the *Courtyard by Marriott* for their ongoing support of and participation in our Farmers Market. Marriott's *Cafe on the Park* offers market-goers additional hot food selections on their Patio or in their lounge, or step inside the *Courtyard by Marriott* and visit their bar for a cold drink with your meal.

*note: alcoholic beverages must remain within the limits of the Courtyard by Marriott premises, and are not permitted in Webb Park during the Market.*



The Sweet Spot



R&L Farm



Ramona Duck Farm



Casey's Crafts



Kam Shave Ice

Come out on **Sunday** and join the fun!



[get a printable layout map](#)

Webb Park, Rancho Bernardo  
West Side of Bernardo Center Drive  
*between* Avena Place and Bernardo Plaza Court