

Making a Community Based Farmers Market: The Role of Critical Food Systems Activism and Education



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Abstract

The Pomona Valley Certified Farmers Market addresses and examines food access in the city of Pomona and how this research site works within and against traditional food systems. While working closely with community partners at the farmers market, the research objective and goal is to increase food access among the residents of Pomona and how it contributes to the development of socio-ecological community in the city. Through extensive hands-on participation, creating a developed relationship with community members as activist ethnographers provides a safe atmosphere at the farmers market. This project primarily focuses on creating a space for knowledge sharing that emphasizes health, nutrition, and well-being, and food preparation, as well as uplifting the values of tradition and culture. By implementing a recipe sharing center at the site, the main objective is to be able to incorporate both community voices and food knowledge by building unity around healthy interaction in a reliable, safe space. This project demonstrates the intention that knowledge sharing does not just have to be partial, and that community members can also be involved in this process of learning so that everyone is passing and gaining their information mutually.

Research Objectives

- ❖ To examine how the Pomona Farmers Market contributes to the development of socio-ecological community in the city of Pomona
 - Who is included and in what ways?
 - Who is empowered and in what ways?
- ❖ To explore how the Pomona Farmers Market currently addresses food access and insecurity to identify specific areas of need
 - What needs are not being met?

Knowledge Sharing

- ❖ Incorporating both community voices and food knowledge by building unity around healthy, interaction in a reliable, safe space
- ❖ Community members (patrons and volunteers) have the opportunity to share their own recipes
- ❖ Recipes implement ingredients from the Farmer's Market
- ❖ Food demos every Saturday
 - Patrons have the opportunity to sample recipes that have been made



Research Site

Pomona Valley Certified Farmers Market

- ❖ Established in 1981 by the non-profit, Inland Valley Hope Partners, to make fresh and local foods available to the city of Pomona
- ❖ Provided a platform for local growers displaced to Pomona during the Vietnam War Era to share produce, skills and knowledge to wider community
- ❖ Market manager involved in changing CA legislation (1970s) allowing farmers to direct sell to consumers



Research Site Goals

- ❖ Create a space for knowledge sharing that emphasizes health, well-being, nutrition, and food preparation, and uplifts the value of tradition and culture
- ❖ Provide local opportunities for positive engagement with the community through service and volunteering
- ❖ Build community around healthy interaction in a reliable, safe community space
- ❖ Promote an organizational culture of collaborative decision-making rooted in active listening, empathy, and inclusion

Results

Pomona Valley Certified Farmers Market Recipes A Project of the Pomona Community Farmer Alliance	
Recipe: Egg Salad	
Date:	2 March 2019
Portion Size:	5 Servings
Prep/Cook Time:	18 Minutes
INGREDIENTS	PROCEDURES
10 Fresh, Organic Eggs	1. Put all eggs in a large pot and fill with cold water until it reaches an inch above eggs. Turn the stove to HIGH and place the pot on.
1 Cup Organic Mayonnaise	2. Once the water begins to boil, quickly place the lid on the pot and remove the eggs off of the stove. Set a timer for 10 minutes. Place your glass bowl in the fridge so that it can become cold.
1/2 Tablespoon English Mustard	3. After 10 minutes, remove the eggs from the pot and place them into another bowl with ice water inside. Allow the eggs to cool for 5-6 minutes.
1 Tablespoon Green Onion Chopped	4. Crack eggs and remove the outer shell. Place the hard boiled egg into chilled glass bowl.
1/2 Tablespoon Onion Chives Chopped	5. Using a fork and a knife, cut the eggs into little diced pieces. Add the remaining ingredients and fold mixture until everything is even.
To Taste Garlic Salt and Ground Pepper	6. Enjoy!

Taco Tuesdays!

Big thank you to Shallice, a community member of the Farmers Market, for sharing her recipe!

Ingredients

- Dice (2) Large green onions
- Chop (2) Healedoom Tomatoes
- Chop 1/2 Cup of Cilantro
- Dice (8) Mushrooms
- Dice (2) Cloves of Garlic
- 16oz Organic Grass Fed Beef Seasonings
- Pink Himalayan Sea Salt, to taste
- 1 tsp of Paprika
- 1 tsp Turmeric
- 2 tsp of Chili Powder
- 1/4 tsp Garlic Powder
- 2 tsp of Grounded Cumin
- Black Pepper to taste

Directions

1. In a 4 qt pan heat (2) tsp of Olive Oil
2. Add the Onions and Garlic saute on medium for a minute
3. Add the Cilantro and Mushrooms saute on medium for a minute
4. Add the tomatoes cook on medium for 3 minutes. Turn the heat up continue to stir for 3 minutes. Simmer for 5 minutes.
5. Add the seasonings one at a time and stir.
6. Add the ground beef a little at a time. Turn heat up to medium and cook until ground beef is brown. Add the sauce thickeners.

Conclusion

Implementing a dependable community space at the Pomona Valley Certified Farmers Market openly contributes to the aspects of knowledge sharing. As of today, many community members volunteer to prepare different food demonstrations on a weekly basis, utilizing the chemical-free produce sold at the market. Throughout a span of two years, many participants have volunteered their time to participate in the engagement of knowledge sharing.

Although there is a myriad of ways to promote the concepts of exchanging knowledge., the execution of the recipe sharing tent has promoted more community involvement at the market and has grown immensely from the start. As time continues, it is important to signify that as ethnographic researchers, the theme of knowledge sharing privileges the voices of all community member (patrons, volunteers, management, etc).