

MOTION BY SUPERVISOR HILDA L. SOLIS

August 6, 2024

Proclaiming August 4 – 10, 2024 as “National Farmers’ Market Week”

Farmers’ markets are some of the most community-based enterprises to exist. Every week, neighborhoods across Los Angeles County host farmers' markets that offer an incredible selection of fresh produce and artisanal food. These markets are also community hubs, featuring local vendors, DJs, live music, and activities. In Los Angeles County there are [154](#) Farmer’s Markets including Alhambra, Atwater Village, Baldwin Park, City Terrace, Chinatown, Covina, East Hollywood, East Los Angeles, Echo Park, El Monte, Downtown Los Angeles, La Puente, Lincoln Heights, Montebello, Monterey Park, San Gabriel, South El Monte, Silverlake, and Pomona in the First Supervisorial District.

Farmers’ markets play a vital role in providing access to fresh, locally grown produce and other agricultural products, supporting the health and well-being of our communities. They offer a vibrant and inclusive space for education and engagement, where individuals can learn about food production, nutrition, and community. Moreover, they provide consumers with affordable options in their communities, and foster

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relationships between consumers and local vendors. Farmers' markets contribute significantly to local economies by creating more opportunities that allow farmers and vendors to sell their products directly to consumers, thereby retaining a greater share of the food dollar within the community.

On July 18, 2024, Los Angeles County Supervisor Hilda L. Solis, alongside In the Making, launched the first-ever Farmers' Market in City Terrace history, where East Los Angeles' diverse array of culinary and artistic offerings was on full display. The all-new 323 Farmers' Market will help transform a healthy food desert into a healthy food oasis and will serve approximately 128,000 greater East Los Angeles community residents, of whom about 97,000 are low-income. The 323 Farmers Market is made possible by a \$125,000 Community Development Block Grant from Supervisor Solis. The 323 Farmers Market will now provide City Terrace residents with access to a whole new menu of fresh food options they've never had before; provide support to local farmers and artists; and create new economic opportunities for the area's businesses and entrepreneurs.

The U.S. Department of Agriculture proclaimed the first National Farmers' Market Week in 1999. Every year since then, we celebrate the importance of farmers' markets during the first full week of August, recognizing the contributions they make to our society. National Farmers' Market Week, held annually, recognizes the important role farmers' markets play in our food system and encourages Americans to support local producers by purchasing their products at farmers' markets. This year marks the 25th anniversary of celebrating National Farmers' Market Week. Thanks to work led by Farmers' Market State Associations, farmers' markets operators, and local food leaders

across the country at both the state and local level, National Farmers' Market Week has expanded into the celebration it is today. Associations have built relationships with state governments to procure National Farmers' Market Week proclamations in at least 20 states, while farmers' market organizations have attained official proclamations through local and city governments.

I, THEREFORE, MOVE that the Board of Supervisors:

1. Proclaim August 4 through 10, 2024 as "National Farmers' Market Week" in Los Angeles County to celebrate the impact farmers markets have on the health and well-being of their communities.
2. Promote "National Farmers' Market Week," by directing all Los Angeles County departments, including Countywide Communications, to disseminate information on social media, newsletters, and other internal and external communication platforms of the farmers' markets in Los Angeles County – especially the new 323 Farmers' Market in City Terrace.
3. Direct the Department of Economic Opportunity to provide resources to expand entrepreneurship opportunities for local farmers market vendors at the new 323 Farmers' Market in City Terrace.

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