



Media Contacts:

Shayla Sosa, Marketing & Communications Director
Phone: 415.868.6608; shayla@agriculturalinstitute.org

OR

Andy Naja-Riese
Chief Executive Officer
Phone: 415.856.9680; andy@agriculturalinstitute.org

FOR IMMEDIATE RELEASE:

Point Reyes Farmers Market Opens its 26th Season on June 11th, 2022

POINT REYES STATION CA, June 6th— The Agricultural Institute of Marin (AIM), a Bay Area agricultural non-profit organization, announced opening day of the 26th season of the annual Point Reyes Farmers Market on Saturday, June 11th from 9 am – 2 pm at Toby’s Feed Barn in the heart of Point Reyes Station. Point Reyes Farmers Market was the first organic farmers market in the greater Bay Area and features a variety of local organic vegetables, fruit, cheese, meat, flowers, jams, fermented foods, baked goods, juice, prepared foods and more. Opening day will include a ribbon-cutting at 9:15 am. The 2022 season will run through Saturday, November 5th.

“I’m so excited to be managing the Point Reyes Farmers market for a second season!” said Ariel Vaughan, AIM market manager. “This year, we welcome back many of last year’s participants and some new faces as well. I’m grateful to the West Marin community for welcoming AIM last season and supporting our efforts to provide local farm fresh nutrition access to all.”

Confirmed producers for this season include: Ramini Mozzarella, Brickmaiden Breads, Canteen Meats, Dancing Crow Vineyards, FireSwamp Provisions, Flatbread Queen/Bolani, GBD Grilled Cheese, Get Better Today Juice Co, Handsome Carver's Nut Butters, Kinoko (formerly known as Haraneco Café), Mami's Crunch, Marin Raw, Pibil, Point Reyes Flowers, Rodriguez Brothers Ranch, Schletewitz Family Farms, The Hummus Guy, Tomales Farmstead Creamery, Toscano Family Farm, Triple C Hemp, Triple Coffee Co, Wild Pear Co, and Wild West Ferments. A variety of local artisans will show their products at the market on rotation.

Luke Regalbuto, co-owner of Wild West Ferments said, “Point Reyes Farmers Market was the first place we ever sold anything 12 years ago, and remains a vital outlet for us. It’s also our favorite place to connect with customers and neighbors. We have many items that we only sell at farmers markets, with West Marin locals are asking and awaiting the availability of those products.”

The market includes a weekly musician’s series—singer/songwriter Barb Murphy will perform on June 11th. In addition, this season will include a variety of family-friendly activities, including *Chef’s Corner*—a bi-monthly live cooking demonstration series along with a weekly kids’ zone. AIM is proud to partner with the Marin Agricultural Land Trust, working to permanently protect and steward Marin farmland.

This season marks the second year that AIM is managing the Point Reyes market. In 2021, a group of community volunteers asked AIM to assume responsibility for the market and help to revitalize it. “The



Point Reyes farmers market is a time-honored community tradition, and we jumped at the opportunity to keep this market strong and viable,” said Andy Naja-Riese, AIM’s chief executive officer. “We are proud to create a platform in West Marin to connect shoppers with producers and neighbors with each other, while making healthy, local, organic foods accessible to all.”

The Point Reyes Farmers Market will proudly accept EBT/CalFresh—formerly known as food stamps—and offer a \$10 Market Match per day for free fruits and vegetables. In addition, AIM will be distributing “Health Bucks” to West Marin farm workers and ranch hands, funded by a grant from Kaiser Permanente, for free fruits, vegetables, and dairy products from the market.

Point Reyes resident Noelle Kostelic, who is Resident Services Coordinator at Walnut Place and Point Reyes Affordable, enjoys shopping the farmers market each week. “Our seasonal Farmers Market in Point Reyes is a gem on the coast. By shopping locally, I support local producers, visit with my neighbors, and lower my carbon footprint.” said Kostelic. “In one trip last year, I was able to purchase organic fruits and veggies for my week, a ready to eat lunch for an afternoon in the park, and a beautiful birthday gift for my daughter.

In partnership with West Marin Climate Action, the market features an ecostation intended to make shoppers more conscious of their foodware choices and composting. AIM encourages shoppers to bring their own bag to reduce plastic in the markets.

###

About AIM

The Agricultural Institute of Marin (AIM) is an educational 501(c)(3) nonprofit organization headquartered in San Rafael, California. AIM’s mission is to educate, inspire, and connect communities, responsible farmers, and producers as part of a healthy, earth-friendly, equitable local and regional food system. AIM serves 350+ farmers, food purveyors, and artisans from 44 California counties who participate in AIM’s nine Certified Farmers Markets in the cities of Hayward, Newark, Oakland, Point Reyes, San Rafael, and San Francisco. AIM also provides hands-on and virtual education programs to thousands of children and adults, operates a farm audit program, runs a mobile market for older adults and underserved communities, curates a multi-farm produce box program, and operates CalFresh/EBT and Market Match services to create a healthier, equitable food system across the San Francisco Bay Area.

www.agriculturalinstitute.org