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Food Fighter: Iris Peppard, recently chosen to manage P.G.'s upcoming farmers' market, says the market will accept food stamps. NIC COURY

Harvest Boon

P.G. Council picks a farmers market organizer.

By [Kera Abraham](#)

Thursday, February 28, 2008

Pacific Grove has taken another step toward becoming the sustainable city that leaders envision. On Feb. 20 the City Council selected Iris Peppard to manage P.G.'s planned farmers' market, which is expected to open in April or May on a to-be-determined block of Lighthouse Avenue.

Peppard, part-time CSUMB coordinator of the Soledad Street Community Garden in Salinas, launched the Marina farmers market as her CSUMB

senior capstone project five years ago. Her nonprofit, Everyone's Harvest, now has eight board members. "When this opportunity came up, we felt like we were ready for another market," she says.

Also up for the job was Joe Aliotti of Community Help Around Monterey Peninsula, who runs two farmers markets in Salinas. His proposals to involve local schools and stakeholders earned him the staff recommendation. "We interviewed both parties and he seemed to be farther along," says City Manager Jim Colangelo.

Though impressed by both proposals, Councilmember Lisa Bennett made the successful motion to go for Everyone's Harvest. "The flavor of her market seemed to match my values a little more," she says. "A little more organic, a little more focused on being local."

Aliotti says he doesn't mind not being selected. "One way or another, it didn't even matter," he says. "If the market doesn't do what they think, I'm sure I'll be getting a phone call about it."

The market, which may be sited on Lighthouse Avenue between Forest and Fountain Avenues or between 17th and 18th Streets, will feature certified organic and conventional produce as well as local food and crafts, Peppard says. Nonprofits will receive free booth space, and a kids' activity table will keep the little ones occupied. The market will include a re-usage bag dispenser and compost bins, with hopes that food vendors will eventually offer compostable packaging and utensils.

The market will also be equipped to accept food stamps. "Our belief system is that everybody has the right to access fresh fruits and vegetables," Peppard says.

Vendors would pay a \$25 annual fee plus a booth fee, which runs from \$20 to \$65 per week (with discounted monthly rates), depending on size. Peppard is currently the nonprofit's only paid staff member, but she hopes to hire another. Costs to Everyone's Harvest include city permits, advertising and equipment rental.

Though some worry the market could hurt PG groceries such as Grove Market, Bennett sees it as good for business. "I'm hoping it will bring people into the downtown area on a Monday afternoon," she says. "Get 'em shopping in P.G."

P.G.'S CERTIFIED FARMERS' MARKETPLACE WILL RUN MONDAYS, 4-8PM, APRIL/MAY THROUGH NOV. 1.

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