



The Market Fresh Messenger

January 2010

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A Letter from the Director

Community Gathering has Never Been More Important

Escaping the gray weather for the holidays is often such fun! For the first time in EIGHT years my husband and I snuck away without the kids for a whole week in November. Basking in the tropical sunshine of Cancun we enjoyed fresh and local papaya, pineapple, bananas and some of the most amazing salsa and ceviche we've ever had. It's so delightful to immerse oneself in the life of another people and absorb their beauty for a short while.

The Mayan culture has been changed dramatically since the tourist trade took wind several years ago. In order to remain sustainable they scour the land for materials to convert into jewelry, shoes, accessories and other artisan products to sell to the tourists...Not so unlike our talented artists in Tacoma who showcase their crafts at our local markets. On our last evening we strolled along the coastal boardwalk, enjoyed the drumbeat as performers engaged in native dancing and fire throwing. Alongside the show was a miniature craft market lined with booths where we purchased intricately made jewelry made of fish bone, sea shells, driftwood and other scavenged items. The locals wanted to hear all about the Pacific Northwest, America and our first "black President." We were enchanted with the thought that community's embrace you wherever you go, that there's not so much distance between us, and it's nice to gather together - even for just moments - in another person's world.

Engaged in planning this year's special events at all three TFM Markets (including the new South Tacoma Market) - we hope to give our beloved locals many opportunities to bask in other people's worlds. Please market these dates on your calendar now:

- May 8, 2010 Mothers Day Barn Dance...local fare, Washington wines & Tacoma bands!
- May 20, 2010 Broadway Opens with 20th Year Anniversary Celebration!
- June 1, 2010 6th Avenue Re-Opens!
- June 20, 2010 South Tacoma Debut's with a Father's Day Fun Run!

Let's Embark on a Healthy New Year Together!

Laura Kelsay Edwards,
Director, Tacoma Farmers Markets

Unnecessary Hype and Hysteria over H1N1 (Swine Flu)

Fear-based marketing always makes the hairs on the back of my neck stand up. Its not the fear that is creating my "fingernails on chalkboard" feeling - its the sales method the big pharmaceutical companies use to herd people into the nearest pharmacy that gets me. While they are racking up billions of dollars in profits this year, the rest of America is simply trying to weather a tough financial drought.

Is it possible that all of the sudden, in the past ten years, there are horrific mega-viruses trying to kill us? I'm not buying it. Surviving cold and flu season is the same every year: Sneeze into your sleeve, wash your hands often, don't touch your face, drink lots of healthy fluids, eat loads of fresh and colorful vegetables/fruits and ignore the news! **It works for me.**

Another tip I like to share is keeping up with the detective work of Dr. Mercola who writes: The hype and hysteria over **H1N1 Swine Flu** has intensified worldwide without enough proper information about it. Swineflu.mercola.com uncovers all the facts that you should know. From insightful articles and preventive guidelines to an interactive public forum, it is the most complete swine flu resource that is available online. Swineflu.mercola.com aims to expand your awareness on H1N1 Swine Flu and to help you make healthful, informed choices when dealing with the illness.

[Read More...](#)

Year-Round Market Needed

Yes, we hear it all the time: "When is TFM going to establish a year-round market?" Well, the answer to that question is that we hope it will be within the next five years. Of course we need a year-round structure [similar to that of Olympia] in order to make it feasible in Tacoma. Location is another concern. While many see downtown as the best place for a downtown farmers market - our customer counts drop off dramatically in the fall. There doesn't seem to be enough foot traffic to support such a venture in downtown just yet. Some say that will change as more people make downtown their residence. Until then - don't give up hope and remember to pledge a weekly farmers market allowance during the market season! Those dollars help us determine if you're really serious about supporting a year-round farmers market.

Hankering for a year-round farmers market experience right now? Check out the directory from the Washington State Farmers Market Association to find one near you:

[State Farmers Market Directory](#)

TFM Now Hiring

Join Our Market Family

Apply your passion for local food, the arts and community by joining our 2010 Market Team!

Part-time Positions Available Include:
Market Site Manager, South Tacoma
Marketing Intern/Assistant
Bookkeeping Assistant
Volunteer Market Steward's
[Contact Us for More Information](#)



Become a Market Sponsor in 2010

Align Yourself With An Organic Mission

Enjoy the many benefits of becoming a market sponsor:

- Market booth exposure (reach 10,000 locals per week).
- Logo on Tacoma Farmers Market marketing materials.
- Street and Market Flags & Banners.
- Logo on personalized merchandise.
- Recognition in civic presentations.
- And so much more!



Contact Laura Kelsay Edwards at laura@tacomafarmersmarket.com.

WSFMA Annual Conference is Here

January 29, 20, 2010

Learn the essentials about running and operating a farmers market, meet other industry professionals, network with local farmers, learn essential marketing tools, year-round farming courses, and take part in a year-round farmers market field trip. You do NOT have to be a member of the WSFMA to partake in this conference and I guarantee you will walk away with many new tools.

[Register by Jan 15 for less](#)



Tacoma Farmers Markets

Just 73 days away from FRESH...

[Want More Information About TFM](#)

Broadway Market

Downtown at Ninth and Broadway
Thursdays, 9 am - 2 pm
Reopening May 20, 2010

Sixth Avenue Market

Between Sixth and Seventh on Pine
Tuesdays, 3:30 - 7:30 pm
Reopening June 1, 2010

***New* South Tacoma Market**

Washington and 56th
Sundays, 10 am - 3 pm
Debut's June 20!



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