

Hermosa Beach

To Educate, Organize and Promote Business

Chamber Of Commerce and Visitors Bureau

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FARMERS MARKET

Hermosa Beach Farmers' Market Offers Abundance of Fresh and Healthy Items

An abundance of fresh fruits, vegetables and flowers can be found every Friday at the Hermosa Beach Farmers' Market. Shoppers will be pleasantly surprised to find fruits and vegetables that are fresh picked, vine and tree ripened, and sold by certified farmers who grow the products at local farms.

Strawberries, tomatoes, yellow crookneck squash, artichokes, asparagus, herbs, and pistachios all taste homegrown. Also in peak season are organically grown fruits and vegetables including strawberries, spinach, salad mix, carrots, and lettuce.

This marks the 10th year of operation of the Farmers' Market which originally opened in downtown Hermosa Beach. It's popularity has grown with its recent relocation to Valley Drive between 8th and 10th Streets.

In addition to providing outstanding produce, the Hermosa Beach Farmers' Market has become a weekly tradition for many residents. It's rewarding to see the shoppers become very knowledgeable about their food sources. *"They are learning more about nutritional aspects of the food they're buying since they have a chance to interact with the farmers who grow it"*, said market manager Mary Lou Weiss, recently. *"Our customers have come to expect the highest level of quality, variety and freshness when they shop for fruits, vegetables and flowers at the market. We're very fortunate to have some of Southern California's premium growers return to our market each week"*, she added.

The market has the distinction of being rated as a Certified Farmers' Market by the County Agricultural Commission's Department of Food and Agriculture's Fruit, Vegetable and Egg quality control.

Sponsored by the Hermosa Beach Chamber of Commerce, the Farmers' Market is located on Valley Drive between 8th and 10th Streets every Friday from 12 noon to 4 pm, rain or shine.



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