

# Transcription of Episode 352: Indio Certified Farmers Market

## SPEAKERS

Bob Firing, Christiana Green

**Note:** This transcription was computer-generated and may contain typographical errors.

### **Bob Firing** 00:00

Good morning Shadow Hills. Well, I am on the line this morning with Christiana Green, who you might recall has started the Indio Certified Farmers Market, which is happening every Sunday, from nine until 2am Christiana. Welcome back to the podcast.

### **Christiana Green** 00:30

Hi, thanks for having me, Robert. It's actually 9am to 2pm.

### **Bob Firing** 00:34

9am to 2pm. I stand corrected. Well, so you started in October. So you're in full swing now. Tell us tell the audience what to expect when they go there on Sunday mornings?

### **Christiana Green** 00:50

Well, the base of all of our markets starts with our certified farmers. That means that they have something called a certified producer certificate, which is issued by the California Ag department and regulated and they're only able to bring to the market and sell to you what they have grown themselves. So there is no resale. So what you're going to get is the freshest local produce and fruits that have been picked for you the day before, by small family farmers. And then on top of that, we have chef prepared foods like hummus and dips, and breads and pastries. And then we have artists and goods, which could be anything from handcrafted candles and soaps to clothing to other items that you might want. They make great gifts. I know that I just recently started shopping at the farmers market strictly for the gifts for my loved ones from families or friends. And it's just really special that you're able to get your hands on this curated small batch item that you wouldn't be able to find in any store.

### **Bob Firing** 01:54

And there are food trucks there too. Right so that people could have breakfast or lunch while they shop.

### **Christiana Green** 02:01

Yeah, we actually are honored to have Nick's pizza almost weekly, and they were just voted Coachella Valley's number one favorite food truck.

### **Bob Firing** 02:12

Alrighty. That's great.

**Christiana Green** 02:15

Yeah. And then we have live music from nine to one and we have yoga free yoga for the community every Sunday at 10am. I actually have free yoga in all of my markets, Indio, Rancho Mirage, and Indian Wells. So if you were to attend all three, you could have three free yoga classes a week at 10am.

**Bob Firing** 02:35

And why don't you mention those because for some reason, it might not be convenient for some of our residents to go on a Sunday. So what are the other days that you're running markets?

**Christiana Green** 02:49

So on Thursday, we're in Indian Wells. We've had that market open for about two years, we are in a new location. As of this season, we have a new permanent home at the Southwest Church, which is at the corner of Fred Waring and Washington. The address is 44175. That's Thursdays from 8am to 2pm. On Fridays, we are partnered with the city of Rancho Mirage. And we have a market there at the Rancho Mirage community park on the west side of the amphitheater. If you just turn at Elephant Carwash, it will literally leave you to our driveway. And that's on Fridays, from eight to 2pm. And then I also have Old Town Makita on Sundays, from eight to one.

**Bob Firing** 03:35

Okay, that's good. So I guess the message is that if you want to buy the freshest products imaginable, and deal with local farmers, and oftentimes, as I recall, all the farms are within a like 100 miles of here, right?

**Christiana Green** 03:54

Yeah, you're correct. It's 100 mile radius that we try to keep all of our farmers within that circle. Some of them strive a little further, some of them have extension farms in Ventura and other areas because, obviously they want to be able to grow a large variety to offer to the public. So they partner with other farms in their families and their units. And then they're able to bring us what is available in the region the freshest. What is locally sourced and you have never had a tastier tomato or piece of broccoli or anything that you're gonna find there. It's going to be tastier, it's going to be more nutritious and it was freshly picked. And it doesn't have to go through mass transportation or mass distribution, like the things that you're gonna find in the grocery store.

**Bob Firing** 04:42

Yeah. And if you've got, you know, your kids or grandchildren visiting, that'd be a fun place to go and hang out for a few hours too.

**Christiana Green** 04:51

We have activities for kids all the time. We have a bunnytopia, that's there every other week doing paint your own pottery and then she fires it and brings it back to you. And then we have dyes in motion, which is a tie dye company and kids and adults alike can come and make their own very custom tie dye shirts. And we're always trying to look to generate other activities. Obviously, the kids are also welcome in that yoga class.

**Bob Firing** 05:17

Yeah, yeah. So I just I didn't think of this but the market is located in downtown Indio. What is the address?

**Christiana Green** 05:28

It's 45235 Town Street. It's on. It's my only market that's on grass, which just makes it super special. Anyway, it changes the vibe it's directly across the street from City Hall. And what you will see is we have all this construction going on right now from cod. And we can't wait for those projects to be finished. And then there's some other residential units going in downtown and do so soon downtown Indio is going to have a brand new look, and we're so glad to be a part of it.

**Bob Firing** 05:59

That's great. That's great. And you have a website now, right?

**Christiana Green** 06:03

We do we finally have a website and it's the acronym for Coachella Valley Certified Farmers Market, which would be cvcfm.org. Okay, and then you can always call me if you have questions. My phone number is 951-551-6233. And the website one more time is cvcfm.org.

**Bob Firing** 06:27

Okay, well, thank you for bringing our residents up to date. And we're glad to have you back and hope we can, you know, get your big audience down there on Sunday.

**Christiana Green** 06:40

We look forward to having the residents join us in what I did this summer is a little research, it was astonishing that 83% of the population in California has never been to a farmers market. So if you've never been to a farmers market, I invite you to come see with the market. It's the place to be and it's an event that if you've never been you had no idea you were missing out on such great thing.

**Bob Firing** 07:01

Oh, yeah, it's a lot of fun. A lot of fun. Okay, well, thank you for bringing us up to date. And we'll see at the market.

**Christiana Green** 07:11

Thank you so much for having me, Robert.

**Bob Firing** 07:13

Okay. And for the audience. Until next time, bye-bye.