



A Farmers' Market Grows In West Fresno

“Growing a farmers’ market is something any community can do. It just takes a strong will and a lot of cooperation.”

Will Scott, President,
African American Farmers
of California

PROBLEM

Residents in Southwest Fresno had nowhere to buy affordable, quality fresh fruits and vegetables.

SOLUTION

Creation of the Golden West Side Farmers’ Market at the Cecil C. Hinton Community Center.

PARTNERS

- Community Health Advisory Team (CHAT)
- African American Farmers of California
- West Fresno Healthcare Coalition
- Cecil C. Hinton Community Center
- County Board of Supervisors
- City Parks and Recreation
- *Network for a Healthy California—African American Campaign*

STEPS TOWARD CHANGE

While administering a grant from Kaiser Permanente, the West Fresno Healthcare Coalition was asked to work with CHAT to assess community issues around poor nutrition and physical inactivity. They saw that there were no markets in the area selling affordable, quality fruits and vegetables. This is one of many factors that threatened the health of the community.

CHAT met over and over again to find a solution to the problem. A farmers’ market seemed like the answer. The group decided to bring their request to local farmers for support. When CHAT met with the president of the African American Farmers of California, he and his group got excited about bringing their fruits and vegetables into West Fresno. They were already selling at farmers’ markets in the Bay Area, Central Valley, and Los Angeles.

Now that the support of the local farmers was secured, the search began for a place to host the market. West Fresno Healthcare Coalition asked the supervisor of the Cecil C. Hinton Community Center if the center would support having a farmers’ market and he agreed. CHAT then met with other community leaders to firm up support and to educate the residents on how they will bring the farmers’ market to their community.

On March 15, 2006, the Golden West Farmers’ Market opened at Cecil C. Hinton Community Center. Affordable, quality fruits and vegetables are now available in a low-income area of West Fresno. The *Network for a Healthy California—African American Campaign* conducts monthly nutrition education workshops at the farmers’ market. Topics include the health benefits of eating fruits and vegetables, cancer prevention, nutrition, and diabetes.

For partner information, visit www.networkforahealthycalifornia.net or contact Yolanda Randles, *Network for a Healthy California—African American Campaign*, at yrandleswfcc@sbcglobal.net.

For consumer information, visit us at www.cachampionsforchange.net.

Funding for this effort was provided by multiple partners.

