WE SALUTE THE OB FARMERS MARKET ON THEIR 25TH ANNIVERSARY!
JOIN US FOR BRUNCH ON MOTHER’S DAY WEEKEND OR ANY WEEKEND

619.255.3358 • 5003 SANTA MONICA AVE. STE. 2B (2ND FLOOR) OCEAN BEACH • WONDERLANDOB.COM

Join us at the May 17th OB Farmers Market for a fun-filled evening with giveaways, live music, & a presentation by Councilmember Lorie Zapf at 5pm at the Bacon Street end of the market.

Ocean Beach Farmers Market — Every Wednesday at 4pm — 4900 Block of Newport Ave.

Photos courtesy of Troy Orem, Josh Utley, and Joe Ewing

25th Anniversary Celebration of the Ocean Beach Farmers Market

WE SALUTE THE OB FARMERS MARKET ON THEIR 25TH ANNIVERSARY!
JOIN US FOR BRUNCH ON MOTHER’S DAY WEEKEND OR ANY WEEKEND

619.255.3358 • 5003 SANTA MONICA AVE. STE. 2B (2ND FLOOR) OCEAN BEACH • WONDERLANDOB.COM
“Barney and Friends,” “Super Mario Kart,” “The Bodyguard,” Cartoon Network, and the Ocean Beach Farmers Market. What do all these have in common? All of them are turning 25 this year.

The Ocean Beach Farmers Market traces its origins back to the late 1980s; Ocean Beach was struggling to revitalize its downtown area, which looked bleak because of loss of business and general community fervor. After numerous town hall meetings and workshops, residents put together a list of projects and events they wanted to enact or revive. One item on that list was a farmers market.

Thus, in 1992 the first OB Farmers Market was funded and set up on Newport Avenue, two blocks from the beach. It was and still is managed by the Ocean Beach MainStreet Association (OBMA), a private non-profit merchants guild.

Denny Knox is the executive director of the OBMA, and has overseen the running of Ocean Beach Farmers Market since its inception. Even with all the excitement surrounding the farmers market, it took five years for it to be able to sustain itself. Until then, the OBMA was pouring money into it to keep it afloat. To combat that issue, Knox said, “We made a concerted effort to bring visitors here and make this a destination for people who like an eclectic community. There’s not a lot of places like Ocean Beach.”

Moreover, OBMA listened to community feedback on the farmers market. “People made suggestions all along. Having music, having crafters, and we have a number of local merchants who go out and go to the farmers market even though they have a nice shop,” said Knox.

Now, the attraction has evolved into a unique mix of local music and booths.

“We’ve had a good number of businesses start here at the farmers mar-
Cheers to OB Farmers Market on 25 years!

Any way you slice it... OB Farmers Market is still the BEST!

Proud to be part of OB for over 30 years!

Newport Pizza in 1993

TAP TAKEOVER

Friday, May 26th

Voted #1 Pizza & Beer Selection

Newport Pizza & Ale House

WWW.OBPIZZASHOP.COM • 5050 Newport Ave • Ocean Beach • 619.224.4540

Sunset Charmer

Some of the added bonuses of visiting Ocean Beach for the evening farmers markets are getting to enjoy beautiful sunsets and checking out the Hula Hoop dancers and acra yoga practitioners on the beach.

Photo by Thomas Melville
Contemporary View Home

Contemporary (3BD/2.5BA) sit down Bay/ City views through out. Grand entry leads you into a spacious living/ dining rooms, natural light, slate flooring, fireplace, floor to ceiling glass framing post card views, Kitch with lg nook, secluded Grotto with waterfall & tropical plantings, private MB with Eagle eye views, spa bath, sun deck, tranquil / sought after location.

$1,425,000

Robert Tripp Jackson
619.987.1970

Happy 25th to OB Farmer’s Market

Watch your Favorite Sports HERE!

TAPS! Now with 37 beers on tap featuring your favorite craft brews

Live Bands
Every Friday and Saturday night

Pool Tournament Every Monday at 7pm

HAPPY HOUR - EVERYDAY 4-7PM

WELL DRINKS: $3.25 ALL PITCHERS $1.50 OFF
MARGARITAS $4.25 Check out our other Daily Specials!

7 TVS • 5 PLASMA TVS
3 POOL TABLES • FOOSBALL • SHUFFLEBOARD

Now Accepting Most Credit Cards

Lucy's Tavern

4906 Voltaire St. (corner of Voltaire & Cable) Ocean Beach

A customer checks out jewelry (far left) at a craft booth at a recent OB Farmers Market.

Huge pizza slices are a staple at the market.

PHOTOS BY THOMAS MELVILLE

Announcing the 24th Annual Peninsula Beacon AMATEUR Photo Contest

Who Has The Best Photo of the Peninsula Area?

Photos taken over the past year (June ‘16–June ‘17) may be entered!

Deadline for entries is Thu. June 15, 2017

Enter your best photo portraying the Peninsula area taken in the past year. Photos will be displayed at the Beacon booth during the June Ocean Beach Street Fair. The public will vote for their favorite pictures. Prizes will be awarded for the top 3 photos & winning photos will be published in the Beacon.

Please no matting • Max size is 8½” x 11”

Entries may be dropped off at:
The Beacon Offices 1621 Grand Ave.
2nd Floor., Pacific Beach (Above Wendy’s Restaurant) or Mailed to: The Beacon ATTN: Photo Contest, 1621 Grand Ave., Ste C San Diego, CA 92109
OB Farmers Market Coloring Contest for Adults!

Name: Phone #: Email:

Color contest sponsored by these local businesses:
ARTBOX, Beach Sweets, The Corner Store, Sunset Clips and LeightWorks
San Diego is fortunate to have numerous weekly open air markets within its borders, but nothing compares with the Ocean Beach Farmers Market, held each Wednesday along Newport Avenue at Bacon Street. Located just steps from the beach, delicious smells from the various food vendors, colorful crafts and joyful music blend to create a unique experience that’s a kaleidoscope for the senses.

The market was started in 1992 by the Ocean Beach Main Street Association. “It was to help bring people into the area, help local merchants and help bring the community together at the same time,” said the association’s executive director Denny Knox. “It took a little while for it to establish itself, but it’s now a self-sustaining event. We have up to 2,500 visitors each week, with substantially more if it’s a warm sunny day.”

The event now draws up to 120 vendors a week.

On May 17, the OB Farmer’s Market will celebrate its 25th anniversary with the giveaway of a free recyclable vegetables bag, as well as a proclamation from Councilmember Lori Zapf.

“We’ve had great success at the market,” Knox said. “We try to emphasize local vendors, whether it’s fresh produce, prepared foods or crafts. In fact, several popular vendors who got their start there have expanded into shops and businesses, including The Noon Design Shop, which has jewelry, cards and so on, and Mad Munch Grilled Cheese Co., which has wonderful grilled cheese sandwiches.”

Perhaps the market’s signature element is its music, which can range from acoustic troubadours to full ensembles. Taking place between 4 to 7 p.m. right on the street at Bacon and Newport, this coveted gig features both local and national newcomers as well as established local heroes, with artists such as Joey Harris, Enter Blue Sky and Jeffrey Bloom having performed.

In a way there had always been music at the market. There were the usual buskers and random street musicians, but music as a focus was first brought to the Farmer’s Market by Chuck Schiele in 2002,” Knox said. Schiele ran it for nine years, before handing over duties to guitarist Michael Head, best known for his work with the band, The Country Rockin’ Rebels.

Music has played a part in the market’s growth

By BART MENDOZA

San Diego is fortunate to have numerous weekly open air markets within its borders, but nothing compares with the Ocean Beach Farmers Market, held each Wednesday along Newport Avenue at Bacon Street. Located just steps from the beach, delicious smells from the various food vendors, colorful crafts and joyful music blend to create a unique experience that’s a kaleidoscope for the senses.

The market was started in 1992 by the Ocean Beach Main Street Association. “It was to help bring people into the area, help local merchants and help bring the community together at the same time,” said the association’s executive director Denny Knox. “It took a little while for it to establish itself, but it’s now a self-sustaining event. We have up to 2,500 visitors each week, with substantially more if it’s a warm sunny day.”

The event now draws up to 120 vendors a week.

On May 17, the OB Farmer’s Market will celebrate its 25th anniversary with the giveaway of a free recyclable vegetables bag, as well as a proclamation from Councilmember Lori Zapf.

“We’ve had great success at the market,” Knox said. “We try to emphasize local vendors, whether it’s fresh produce, prepared foods or crafts. In fact, several popular vendors who got their start there have expanded into shops and businesses, including The Noon Design Shop, which has jewelry, cards and so on, and Mad Munch Grilled Cheese Co., which has wonderful grilled cheese sandwiches.”

Perhaps the market’s signature element is its music, which can range from acoustic troubadours to full ensembles. Taking place between 4 to 7 p.m. right on the street at Bacon and Newport, this coveted gig features both local and national newcomers as well as established local heroes, with artists such as Joey Harris, Enter Blue Sky and Jeffrey Bloom having performed.

“In a way there had always been music at the market. There were the usual buskers and random street musicians, but music as a focus was first brought to the Farmer’s Market by Chuck Schiele in 2002,” Knox said. Schiele ran it for nine years, before handing over duties to guitarist Michael Head, best known for his work with the band, The Country Rockin’ Rebels.
The Ocean Beach Farmers Market is home to around 100 different vendors. Those booths sell myriad items from prepared foods to veggies and mixtures to crafts. In the spirit of the upcoming 25th anniversary celebration of the Farmers Market, the Peninsula Beacon highlights five different vendors and their products.

**Smit Farms**
Matthew McCreight has worked for Smit Farms since 2005. Smit Farms sells organic fruit, nuts, apple cider, and honey, all of which it grows on its own local farms. Its current flagship product is its apples; in the summer, nectarines and peaches become the craze. In a few weeks, cherries and blueberries come in season so expect them to pop up in the Smit Farms’ stall.

He enjoys seeing the faces of regular customers and passersby; and the friendliness among the crowd generates an energetic atmosphere that envelops the Farmers Market. McCreight himself is a jovial fellow, so for a nice conversation and smiles all around, Smit Farms is definitely the place to be.

**Gilbert and Lee Farms**
Located next to Smit Farms sits Gilbert and Lee Farms, which sells veggies, fruits, and flowers. Owner Gilbert Quintos is an honest and straightforward man. He has been working farmers markets for 30 years, but has only been at the Ocean Beach Farmers Market for four years.

“After doing this for so long, the OB Farmers Market is just like any other farmers market,” he said. However, Quintos quite enjoys the unique atmosphere and the amiable crowd of locals and visitors. Constantly talking to customers and people browsing his wares, Quintos says he likes that there is little to no downtime – the constant stream of business is preferable to him. Religiously making sure his customers are satisfied and his tables are fully stocked, Quintos truly exemplifies a pure, hardworking farmer selling his merchandise.

** Chrystal’s Pure Honey**
Dale McBride is the owner and creator of Chrystal’s Pure Honey. He has been at the Ocean Beach Farmers Market for 17 years now, and is still going strong. With a fervor that belies his age, he sells a wide array of honeys out of his bright yellow booth.

Something fascinating about McBride is that he is an amateur beekeeper; in fact, all of the products he sells he makes on his own. To produce the different flavors, he moves his bees around to pollinate different flowers; McBride’s personal favorite flavor is a citrus blend – lemon, lime, grapefruit, orange, and tangelo all mixed into one delicious concoction.

One special product McBride also makes is pollen; he gathers pollen, which falls off of bees’ legs as they walk over a mesh, and sells it as is. Subtly sweet, the pollen also packs a bundle of vitamins and minerals. McBride is passionate about honey and his wares, so checking out Chrystal’s Pure Honey is definitely going to be a sweet experience.

**CJ’s Catering**
Another long-time Farmers Market participant, CJ’s Catering and Specialty Bakery, is one of the bigger booths. Spanning an impressive six tables, CJ’s touts an array of pies, sweet breads, cookies, and quiches. CJ himself is friendly and open to his customers, knowing quite a few members of the community by name.

CJ’s Catering and Specialty Bakery has had a store down the road from the Farmers Market for 30 years and has been partnered with the market for more than 20 years, which is almost as long as the market has existed. CJ’s is most proud
Schiele considers music and this event to be synonymous. "Ocean Beach is the most music-centric neighborhood that I know of," Head said. "Now a lot of people go to the farmers market, pretty much for the music. Well, some go for the veggies. Both are good for you," he laughed.

"It feels good to know that music has become such an important part of the farmers market," Head commented. "We're at the point now where national touring bands want to take part. Beyond being a great way to take care of some weekly shopping, it's a great way to get your music heard by a potentially large crowd that appreciates it, a win-win for everybody."

For Knox the appeal of the OB Farmers Market is obvious and multi-leveled. "The music really is fun," she said. "But also it has a very local vibe, we're very fortunate to have a location right at the beach," Knox continued. "I don't think there are a lot of farmers markets where you can just stroll down to the water, watch the sunset and then go back and finish your shopping."

Schiele notes the importance of community through this event. "The best thing about the OBFM is that while it looks like it's about veggies and music, the locals see it as a way to get to know their neighbors," he said. "We see it as our Wednesday get-together."
of its quiches, which are nationally renowned.

“People come in from all over the U.S. for our quiches – from New York, Texas, Florida, and when it gets hot, people drive in from Arizona,” CJ said proudly.

**A Very Aunt Mary Italian Cookie Company**

Finally we have a fresh face. A Very Aunt Mary Italian Cookie Company sits snugly at the west end of the Farmers Market, in close proximity to the music stage. No one would know this without asking: Mary DeFalco opened this booth with her husband just several weeks ago, on April 5, but they have the confidence of the seasoned booths around them.

Another piece of information that few people know is that DeFalco is legally blind. However, that does not affect her baking in any way. DeFalco sells Italian cookies and baked goods, all of which she makes herself, except the cannoli (DeFalco is working on making this herself in the future). Currently, they feature sesame cookies, glazed Italian cookies, lemon cookies, and the stand-in cannolis.

DeFalco is partial to the glazed Italian cookies, but the people seem to go crazy over her lemon cookies. She plans on switching up the schedule every few months, even dropping a small teaser for the future menu.

“All I’m going to tell you is that the next menu will have chocolate chip cookies, because everyone who’s had them loves them and I want to share them with OB in the future.” – MARY DeFALCO, A VERY AUNT MARY ITALIAN COOKIE COMPANY

VENDORS

CONTINUED FROM Page 8

CJ’s Catering and Bakery has been at the Farmers Market for 20 years. Chrystal’s Pure Honey has had a booth in OB for 17 years.

‘All I’m going to tell you is that the next menu will have chocolate chip cookies, because everyone who’s had them loves them and I want to share them with OB in the future.’ – MARY DeFALCO, A VERY AUNT MARY ITALIAN COOKIE COMPANY

To all of my clients and friends in Ocean Beach & Point Loma,

THANK YOU

For voting me your #1 Mortgage Agent on the Peninsula

“7 years in a row”

We appreciate your trust and support.

Mark, Alex, Duke and Amanda Chrisman

---

**DUP-A-KEY**

Local Licensed Locksmiths • LCO 4779

Auto Chip Keys • Remotes • Ignition Repair

20% off Duplicate Auto Key or Car Remote at our new Point Loma Key Shop

619-738-8161

3675 Voltaire Street, San Diego CA 92106

www.pointlomalocksmith.com
MARKET

continued from page 2

ket,” she said. “There’s quite a few people who made a product and they’ve been able to branch out and get it in stores.”

There are a myriad of reasons as to why the Ocean Beach Farmers Market has stayed so popular. “It’s fun. It’s just fun. It’s very different. OB is a very social place,” said Knox. “If you like people-watching you’ll love our farmers market.”

Moreover, the farmers market is close and convenient to many. Not only is it just two blocks from the beach, but it is also nestled in the downtown area, surrounded by numerous restaurants and bars.

The market is also within walking distance for many, and for those further out, the 35 and 923 bus routes have a stop right next to one end of the market.

On the longevity of the Ocean Beach Farmers Market, Knox beamed, “I’m surprised at how the farmers market has gone on for so long and how rock solid it has been over the years. I really appreciate it because we want it to be successful.”

The loyalty of the Ocean Beach residents also greatly contributed to the success as well as the OBMA’s efforts to spread the word. Indeed, there are now around 100 booths, some three-quarters of whom have been around for a long time. OBMA has also found that about 45 percent of the farmers market visitors are not from the area.

OBMA does not only work with the Ocean Beach Farmers Market, though. The market makes enough to sustain itself and then some. “The extra funds allow us to plow back into the community by doing projects and programs that are needed to make OB better,” Knox said.

OBMA has a hand in various community events such as beautification and small fairs.

When asked if there were any changes, reasonable or unreasonable, she wanted to enact on the OB Farmers Market, Knox mused, “I would expand the street by four feet. I would also like to string lights across the palm trees all the way down the street. So when it’s at night or at dusk, those lights would kick in and we don’t need to have our own lights.”

Knox also expressed a desire to have an area devoted to cooking classes at the farmers market, but unfortunately there is no space for anything of the sort to be possible.

The Ocean Beach Farmers Market is located at 4900 Newport Ave. It takes place every week on Wednesday from 4 to 8 p.m. The Ocean Beach MainStreet Association is located at 1868 Bacon St. OBMA will also be having a giveaway of reusable produce bags on Wednesday, May 17.