



BEN BARTLETT

VICE MAYOR

CONSENT CALENDAR

July 25, 2023

To: Honorable Mayor and Members of the City Council
From: Vice Mayor Ben Bartlett (Author), Mayor Jesse Arreguin, Councilmember Kate Harrison (Co-Sponsor), and Councilmember Sophie Hahn (Co-Sponsor)
Subject: Resolution to Initiate Berkeley Farmers' Market Week

RECOMMENDATION

Adopt a resolution to officially proclaim the first week of August as Berkeley Farmers' Market Week.

CURRENT SITUATION

The community based farmers' markets, operated with the highest standards by the Ecology Center in Berkeley since 1989, are deeply ingrained in the city's culture, providing access to fresh fruits and vegetables for shoppers of all incomes, while advancing beginning farmers, veteran and women-owned farms, and supporting farmworkers in becoming farm owners. Furthermore, farmers' markets contribute to the economic vitality of the community by supporting a direct marketing system in which local and regional family farmers receive 90 cents of every dollar spent.

BACKGROUND

The City of Berkeley has long been on the forefront of the farm-to-table movement by recognizing the importance of local farmers' markets in promoting sustainable agriculture, fostering community connections, and supporting healthy, resilient food systems. In fact, the City of Berkeley passed one of the nations first "Food and Nutrition Policies" in 2001 and has worked to overcome food insecurity and health inequity while supporting California's most forward thinking farmers.

Farmers' markets have been a fundamental part of the cultural landscape within the City of Berkeley Community for several reasons. Farmers' markets serve as community gathering spaces: a space where neighbors can meet, share stories, learn about agriculture, and foster a strong sense of belonging and connectedness.

Additionally, farmers' markets have long served as an incubator and platform for food entrepreneurs and small businesses such as Blue Bottle Coffee, Cowgirl Creamery, Hodo Soy, the Fatted Calf, Red Bay Coffee and so many others, bolstering the regional and national economy.

Moreover, farmers' markets play a crucial role in supporting innovative family farmers to lead the way in sustainable, regenerative, biodiverse, organic, and biodynamic agriculture, by way of mitigating contributing to our global climate crisis and reducing the toxic impacts of pesticides on farmworkers, pollinators, ecosystems and drinking water.

RATIONALE FOR RECOMMENDATION

National Farmers' Market Week, celebrated annually during the first week of August, highlights the vital contributions of farmers' markets across the nation.

FISCAL IMPACTS

No impact on the general fund.

CONTACT PERSON

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ATTACHMENT

1. Resolution

RESOLUTION NO. ##,###-N.S.

WHEREAS, the City of Berkeley has long been on the forefront of the farm-to-table movement by recognizing the importance of local farmers' markets in promoting sustainable agriculture, fostering community connections, and supporting healthy, resilient food systems; and

WHEREAS, the community based farmers' markets, operated with the highest standards by the Ecology Center in Berkeley since 1989, are deeply ingrained in the city's culture, providing access to fresh fruits and vegetables for shoppers of all incomes, while advancing beginning farmers, veteran and women-owned farms, and supporting farmworkers in becoming farm owners; and

WHEREAS, the City of Berkeley passed one of the nations first "Food and Nutrition Policies" in 2001 and has worked to overcome food insecurity and health inequity while supporting California's most forward thinking farmers; and

WHEREAS, Berkeley is committed to further fostering a healthy and resilient community, one that values access to nutritious, delicious, locally-sourced food for all its citizens; and

WHEREAS, farmers' markets contribute to the economic vitality of the community by supporting a direct marketing system in which local and regional family farmers receive 90 cents of every dollar spent; and

WHEREAS, farmers' markets have served as an incubator and platform for food entrepreneurs and small businesses such as Blue Bottle Coffee, Cowgirl Creamery, Hodo Soy, the Fatted Calf, Red Bay Coffee and so many others, bolstering the regional and national economy; and

WHEREAS, farmers' markets serve as community gathering spaces: a space where neighbors can meet, share stories, learn about agriculture, and foster a strong sense of belonging and connectedness; and

WHEREAS, farmers' markets play a crucial role in supporting innovative family farmers to lead the way in sustainable, regenerative, biodiverse, organic, and biodynamic agriculture, by way of mitigating contributing to our global climate crisis and reducing the toxic impacts of pesticides on farmworkers, pollinators, ecosystems and drinking water; and

WHEREAS, National Farmers' Market Week, celebrated annually during the first week of August, highlights the vital contributions of farmers' markets across the nation;

NOW THEREFORE, BE IT RESOLVED that, I, Jesse Arreguín, Mayor of the City of Berkeley, do hereby affirm Berkeley's commitment to healthy sustainable food systems and call upon all residents, businesses, and community organizations to join in celebrating the abundance, diversity, and sustainability of our local farmers' markets, do hereby proclaim August 6-12, 2023 as

BERKELEY FARMERS' MARKET WEEK

The foregoing Resolution was adopted by the Berkeley City Council on **[Date]** by the following vote

Ayes

Noes

Absent

Attest

, City Clerk

Jesse Arreguin, Mayor