



## **SAN FRANCISCO'S NEW PUBLIC MARKET:** *The Belly of the Bay*

CHEZ PANISSE OWNER ALICE WATERS got it right at a recent Aurora Forum discussion held on Stanford campus: the state's most prominent chef called farmer's market shopping "a vivid way to see the relation of food to agriculture and culture." Indeed, San Francisco is a city that prides itself on peculiarity and our new Public Market offers colorful views of both fruit and characters. Every Saturday and Tuesday morning you'll find local chefs, home cooks and tourists perusing goods at stalls surrounding the Ferry Building at the foot of Market Street. And since this *is* San Francisco our everyday drama of buying and selling also features Barbie and Ken surfing waves of ice at Port's Seafood stand and cuddly teddy bears riding a tin spaceship past tubs filled with freshly harvested walnuts.

Operated by the Center for Urban Education about Sustainable Agriculture (CUESA) and spearheaded by the San Francisco Public Market Collaborative, the new indoor/outdoor market

focuses on local food grown and produced in environmentally and economically sound ways. Vendors offer city shoppers a multitude of items to choose from including exotic Buddha's Hand citron and watermelon radishes, as well as more mundane items like sugar snap peas and red creamer potatoes. Vibrant red chilies and 'mud bugs' (crawdads dredged up from Sacramento's Delta) fight for attention alongside delectable free samples of Eatwell Farms' heirloom tomatoes and an intense, classic-style blue cheese made by the Farmstead Cheese Company and sold from moveable stands overlooking the beautiful blue waters of the Bay.



No longer merely a produce market, the new Public Market features a central indoor hall with a vaulted roof in the style of grand European markets like Barcelona's Mercat de la Boqueria. Regional food purveyors leasing permanent indoor space include Emeryville-based Scharffen Berger Chocolate, Golden Gate Meat Company, Inc., and Peet's Coffee & Tea. Additional vendors will open shop by mid-fall including Berkeley's Acme Bread Company, Point Reyes' Cowgirl Creamery, the Hog Island Oyster Co., Doug Biederbeck's MarketBar restaurant, a tea and dim sum house, and Taylor's Refresher – fish tacos and other “gourmet drive-in food.”

Listed in the National Registry of Historic Places, San Francisco's Ferry Building was constructed in 1898. Before the Bay and Golden Gate bridges opened in the late 1930s, daily foot traffic through the terminal rivaled that of London's massive Charing Cross Station. San Francisco city planners now estimate the attraction of good things to eat – combined with a resurgence of interest in travel by ferry – will attract over six million visitors annually.

With so many potential customers, the city's market offers an excellent opportunity for shoppers to effectively practice what *Diet for a Small Planet* author Frances Moore Lappé – in conversation with Alice Waters at Stanford – called a “BUY-cott”: buying products exclusively from the grower; insuring small businesses get a fair return for their product. Although many of the market's products sell at prices higher than what you'll find at retail giants, by spending money at farmer's markets we all benefit from the investment you make in the future of our greatest resource: the earth.



**IF YOU GO:**

The Farmers Market is open every Tuesday (10:30am-2:30pm) and Saturday (8:00am-1:30pm) and will, eventually, become a daily market. A Green Market for gardeners sells products including rose bushes and organic vegetable starts from 8:00am-2:00pm every Sunday (breakfast vendors are also on site). Visit [www.cuesa.org](http://www.cuesa.org) to learn more about the Market's new home and to access tempting recipes from the Shop with the Chef program.

**TRANSPORTATION:**

Muni buses and streetcars stop right in front of the Ferry Building. Visit [www.sfmuni.com](http://www.sfmuni.com) for route schedules, or check out the Department of Transportation's Web site ([www.sfgov.org/site/dpt\\_index.asp?id=13451](http://www.sfgov.org/site/dpt_index.asp?id=13451)) that offers a handy guide to downtown parking.

**ACCOMODATIONS:**

Located just steps from the market and dating back to 1906, rates at Hotel Griffon ([www.hotelgriffon.com](http://www.hotelgriffon.com)) begin at \$150 (standard), and pricier suites have extraordinary, panoramic views of the Bay Bridge and Treasure Island. The city's best bargain, however, can be found at the Mosser ([www.victorianhotel.com](http://www.victorianhotel.com)) located a short streetcar ride away at Fourth and Market. By booking your room through Expedia.com, one night's stay at this European-style hotel runs as low as \$39 a night (single bed, shared bath).

**FOR MORE INFORMATION:**

- The Convention and Visitor's Bureau site offers a handy trip-planning tool at: [www.sfvisitor.org](http://www.sfvisitor.org)
- Listen to audio recordings of the Aurora Forum's *Simply Delicious* discussion between Alice Waters and Frances Moore Lappé at: <http://www.auroraforum.com/>

## SIDE BAR



### HUNGRY FOR MORE?

A number of local restaurants proudly feature beautiful organic food products purchased directly from CUESA's Farmers Market, including:

One Market, 1 Market Street, San Francisco CA 94105-1572 [www.onemarket.com](http://www.onemarket.com), Mon.-Fri.  
11:30am-2:00pm; Mon.-Sat. 5:30pm-9:00pm, Tel. 415:777-5577, Credit cards: AMEX, Diners,  
MasterCard, Visa

Caffe Museo, 151 Third St., San Francisco, CA 94103-3107 [www.caffemuseo.com](http://www.caffemuseo.com), Fri.-Tues.  
10:00am-6:00pm; Thurs. 10:00am-9pm; Closed Wednesday, Tel: 415-357-4500

Night Monkey, 2223 Union St., San Francisco, CA 94123-3901 [www.nightmonkey.com](http://www.nightmonkey.com), Mon.-Thurs.  
6:00pm-midnight; Fri.-Sat. 6:00pm-2:00am, Tel: 415-775-1130, Credit cards: AMEX, Diners,  
MasterCard, Visa, Discover

