



No portion of this article may be reproduced without
express written permission of Style Publishing Group, LLC.

©2008 • All rights reserved.



Style Publishing Group

P.O. Box 1676

Frisco, Texas 75034

Phone: 972.335.1181

Toll Free: 877.781.7067

Fax: 214.722.2313

E-mail: info@friscostyle.com

Web: www.friscostyle.com

Ad Sales: (972) 335-1306



Frisco Gets Fresh

By Wendy Crooks

YOU CAN SQUEEZE THEM, thump them, snap them and smell them. You can even buy them, locally grown and freshly picked, but not just yet. On Saturday, May 3rd it will be that time again -- the time when our local Farmers Market, the Frisco Farmers Market, re-opens for a second great season of fresh produce and other goodies. This season promises to be even bigger and better than the last.

THE START OF SOMETHING FRESH

A few years ago, the Frisco Chamber of Commerce started what seemed like a good idea: a Farmers Market. The market, however, lacked one major thing: someone to run it. Without the organization and support of a large group, the Farmers Market couldn't attract farmers, vendors and customers.

With the assistance of the Frisco Lion's Club, a revived Farmers Market would be able to establish two things most cities strive for: provide something

valuable to the community and help boost traffic to the downtown area. The 2007 Freedom Fest on the Fourth of July in Frisco Square was the agreed upon test date and location. NBC Channel 5 aired a spot for the Market and the response from the Freedom Fest visitors was overwhelmingly positive. The first farmer to commit was Keith Copp from KC Produce and apparently his association with the Farmers Market was so successful he plans to be back again this year.

The first few months of "test running" seemed to go well even with the still missing key component -- someone to run it full time. The Frisco Lion's Club was looking for a fundraising venue and had ample volunteers to help manage the Farmers Market. So, according to Bob O'Bannon, "I became the Farmers Market Coordinator by default. I had my own business so I had some flexibility that would allow me to work on the Farmers Market as well. I've always liked farmers

markets so I said, 'I'll do it.'" Mr. O'Bannon admits that last year was a trial period and there will be some improvements made this year. "There was surprisingly good turn out considering there wasn't any advertising. Friday's were kind of rough, but on Saturdays there were between 500 and 700 customers." There were also a few logistical issues. "On Friday nights, the participants had to tear down their booths to make room for Movie Night and then set up again in the morning." This year the Farmers Market will only be open on Saturdays from 8 a.m. - 2 p.m.

VENDORS TO LOOK FOR

Again this year, the wide variety of participants will have to follow one basic principal. Sixty percent of their product has to be either grown by the farmer or prepared by the vendor, 20 percent can be prepared by someone else somewhere in Texas and the other 20 percent can be acquired from somewhere in the United States.

“The Frisco Farmers Market is an exciting market for us because people are looking to eat healthy and that gives us a great outlet,” said Mr. Copp. He is a third generation farmer and knows a thing or two about the farming business and different markets. “I have seen many changes in the farming industry. Rising fuel costs affect the cost of growing and marketing a crop. Without local venues to sell their crops, farmers must travel to sell their product or ship their product to other markets. Either way involves added fuel expense, thereby raising the price of what they must charge for their crops,” he explains.

Mr. Copp participates in the Denton and Coppell Farmers Markets as well. He said the people of Frisco are excited to have the Farmers Market. “It’s a great outlet for selling the crops that we grow locally.”

If you’re wondering how fresh the produce is, wonder no more. Mr. Copp said, “Frisco is close enough to our farm that we can pick the produce the day before we take it to the market.”

A single local farmer cannot raise all the crops that are generally found at Farmers Markets. Soil and temperature factor into whether or not a crop can be grown. For this reason, farmers often trade or co-op their produce so they can offer more variety. Mr. Copp explains, “One example is peaches. Peaches do not grow well in our soil; however, just a few miles northwest of our farm are several peach orchards. Being able to trade locally grown crops enables us to get fresh peaches for the Frisco Farmers Market that otherwise might have been shipped to a contract buyer.”

Current season produce will be the only produce offered at the Frisco Farmers Market. “What we have will be different from what others have because it has to deal with when the crop develops,” said Mr. Copp. You can expect to see all of the favorites including tomatoes, onions, squash, green beans, potatoes, lettuce and broccoli.

His name is Guy Money but to many he’s “The Honey Guy.” Mr. Money will return again this year to the Frisco Farmers Market. “I was very happy with the traffic that came through the Market. The only problem I had was the conflict covering my Canton and McKinney

Farmers Market commitments. This year I will have it all covered. We adjusted our priorities because we think it is important to cover all of the customer base in Collin County.”

Mr. Money’s passion for his product is evident and he offers more than just honey. “Bees produce bee pollen which



Frisco Farmers Market

Opens Saturday, May 3rd

Closes for the season Sept. 6th

Hours: 8 a.m. till 2 p.m.

Location: Frisco Square across from the City Hall Plaza

www.friscofarmersmarket.com

people use to help with allergies and a lot of other things. I also have Royal Jelly, which is the secretions from the salivary glands of worker bees and serves as food for young larvae and the only food for what will develop into queen bees. More of our products include lip balm, throat spray and raw wax for people who want to make candles. People even chew on honeycomb.”

GOURMET INDULGENCE

Ryan Adascheck, owner of Gourmet Indulgence, will also return to this year’s Farmers Market. Gourmet Indulgences is a gourmet food Internet retailer which features items such as condiments, sauces, dressings, desserts, dessert toppings, pastas, mixes and marinades.

“At first, very few people knew about it but things really started to pick up the last two or three weeks of the Market last year.” He added, “There was a really good mix of people coming to shop; younger people as well as older people. It was a cool little situation.”

“Frisco definitely needs a Farmers Market,” said Laura Skiles owner of Ol’ Maggie Bakery. She participated last year and has every intention of returning. Ol’ Maggie Bakery produces gourmet homemade dog treats. Ms. Skiles opened her business last year; just one month after the Farmers Market began. She had researched homemade dog treats for a long time and then began to make her own. “I passed them out to my neighbors at “National Night Out” and their dogs loved them.” She plans to bring her dog treats as well as dog bandanas to the Market.

MOVING FORWARD

To make your shopping more enjoyable this spring, there are plans for entertainment each week ranging from bounce houses for the kids to choirs, bands or artists. In May Carter Blood Care will set up at the Market so customers can donate blood before shopping.

“Every year we plan to get bigger and better,” says Ms. Griffin. To do that, they ultimately plan to move from Frisco Square to another downtown area with more parking and greater visibility. Where that will be is still in question. There has been talk of moving near the Heritage Center or the Frisco Junction area near the railroad tracks. “We would like to get a grant to have structures built that would provide permanent shade and housing for the Market,” said Ms. Griffin. For now, though, the Farmers Market will remain in Frisco Square and continue to attract new customers as well as new vendors.

If you’re looking to get a little fresh (produce or vegetables that is), make plans to attend the Frisco Farmers Market this year beginning in May. Whether you’re new to the Market or coming back again from last year, you will surely enjoy all of the benefits of shopping locally and eating the very freshest produce.

Wendy Crooks is a freelance writer living in Plano.