



THE DIRT

JULY 2014

NEWS FROM THE OCCIDENTAL BOHEMIAN FARMERS MARKET

WWW.OCCIDENTALFARMERSMARKET.COM

farmer profile

new FAMILY Farm

BY SARAH HADLER

NEW FAMILY FARM
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SEBASTOPOL, CA 95472
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distance from market:
6.6 MILES

My two year-old son, Sylvester, and I follow a lovely, hand-painted sign off Ferguson Road pointing the way to New Family Farm. A winding road leads us down into the valley and we are met by Adam Davidoff's warm smile as he sits planting seeds in the frame of a greenhouse. Adam takes us on a tour of the "heart of the farm" and Sylvester gets happier and dirtier as we go. We walk by rows of cabbage and kale, carrots, lettuce, beets, celery roots and parsley, cilantro and dry-farmed tomatoes. Zara, the friendly farm dog who helps to keep the gopher population under control, follows us joyfully and we greet two of the draft horses, Pearl and Gracie. Later on in the tour, to Sylvester's delight, we meet eight 2-week old piglets and their mama.

New Family Farm has been selling their bountiful veggies, herbs, and fruits, at the Occidental Bohemian Farmers Market since 2010; at their first farmer's market, they sold carrots and beets that they grew in their parents' backyards. They also sell at the Sebastopol Farmers' Market on Sunday morning and at the Santa Rosa Wells Fargo Farmers' Market on Saturday mornings. Adam and his farming partner, Ryan Power, both raised in Sebastopol, came home from UC Santa Cruz with degrees in Environmental

Studies, and later decided to give farming (or "homesteading" as Adam calls it) a go; they have been going strong for about five years. Adam estimates that they farm about ten acres of crops (including a potato field off of Cooper Road in Sebastopol) and they also raise animals; they have 20 chickens they use for themselves, pigs they raise for meat and draft horses they use for plowing and cultivating the fields.

"We farm on a human scale," Adam says to me, as he picks a bunch of gorgeous, dark green kale, "and we do it all right here." Seeds are propagated and grow up in the greenhouse, they are then transferred to the fields that have been plowed by horses. There are five full-time workers, including Adam and Ryan, during the height of the season. The farmland lies in the Atascadero Creek watershed and the water comes from a well. Horse manure and duck manure from a local source provide fertilization; alyssum and companion planting are used as a natural form of pest control. Interestingly enough, Adam says that they have had less crop diversity every year that they have been farming because they find what grows well in their particular environment and plant more of it and they stop growing what doesn't work as well; still, they have a large variety of crops, from arugula to delicata squash and many things in between.

This is the busy season and Adam has a lot of work to do; he invites us to stay and wander for as long as we like and he heads back to his seed bench. We meet Tory, Ryan's girlfriend, and two young girls she is watching for the day; they are playing in the mud created by the drips of the irrigation sprinkler as it waters rows of broccoli and cabbages. Sylvester eagerly joins in and the next half hour is spent making mud balls from this fertile, deep brown, silty soil—I can see why the vegetables and people here are so happy!



"We farm on a human scale."

—adam davidoff

MARKET
CALENDAR

July 4th

Orchid Killers

July 11th

John Christian

July 18th

David Hamilton

July 25th

Blue Ribbon Healers

August 1st

The Rains

August 8th

Orchid Killers

August 15th

Driftwood

August 22nd

Coyote Club

August 29th

Michel Michelis

September 5th

Coyote Slim

September 12th

Orchid Killers

September 19th

Uni & her Ukulele

September 26th

Michel Michelis

October 3rd

Coyote Slim

October 10th

Ron Dubin

October 17th

Happenstance

October 24th

Whitebear

October 31st

10th Annual Harvest
Market Festival

Sonoma County Taiko



PLATE

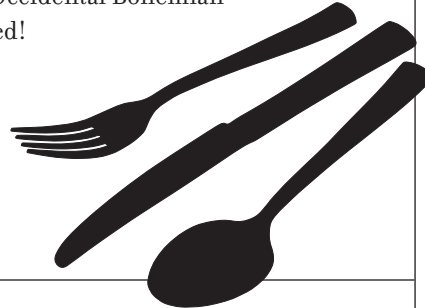


AWAY

PLATES AND TO-GO CONTAINERS ARE THE SINGLE GREATEST SOURCE OF TRASH AT THE MARKET. IN OUR EFFORTS TO REDUCE OUR WASTESTREAM, WE ARE PLEASED TO CONTINUE OUR SUCCESSFUL "PLATE AWAY" PROGRAM.

Every customer who brings their own plate or takeout container to any of our prepared food vendors (Gerard's Paella, Kashaya's Wood Fired Pizza, Lata's Indian Cuisine, etc) will be given a free ticket to our weekly Plate Away raffle. Prizes include gift certificates from Hand Goods, Kashaya's Pizza, Cookie... Take a Bite!, Bella Rosa Coffee, and more! (*We are still seeking donations for raffle prizes.*)

Your help in reducing waste at the Occidental Bohemian Farmers Market is much appreciated!



YES, I'm pleased to sponsor the Occidental Bohemian Farmers Market. I know my contribution will help support local agriculture and our local economy—and connect our community members to the food they consume.

- \$50 SEED LEVEL
- \$100 BLOOM LEVEL
- \$250 HARVEST LEVEL
- \$ _____

NAME _____

STREET _____

CITY, STATE, ZIP _____

PHONE _____

EMAIL _____

Please make checks payable to Occidental Bohemian Farmers Market, and mail to PO Box 782, Occidental CA 95465. The Occidental Bohemian Farmers Market is a non-profit mutual benefit corporation registered with the State of California and a 501(c)5 registered with the IRS.

VENDORS

Farmers

- Armstrong Valley
- Blasi Ranch
- Bloomfield Bees
- Bloomfield Farm
- Bloomfield Organics
- Bohemian Collective
- Earthworker Farm
- Fifteen Gates Farm
- Green Star Farm
- Green Valley CSA
- La Vida Buena Nursery
- Mudpie
- New Family Farm
- Rainbow's End
- Sam Kim Mushrooms
- Singing Frogs
- Sonoma Swamp Blues
- Star Mountain Gardens
- Swallow Valley Farm
- Twin Peaks Orchard
- Victorian Farmstead

Prepared Foods

- Bella Rosa Coffee
- Bone Broth Co.
- Capay Olive Oil
- Cookie... Take a Bite!
- Gerard's Paella
- Green Grocer
- The Hummus Guy
- Juice Runners
- Kashaya's Pizza
- Lata's Indian Cuisine
- Mommy's Yummy's
- Nimble & Finn
- Paul's Smoked Salmon
- Petaluma Pie Co.
- Raymond's Bakery
- Sonoma Spice Co.
- Spun Tongue Nuttery
- Valley Ford Cheese

Crafters

Varies

Services

Relax Systems Massage

Community

Master Gardeners
Varies

Please email to confirm attendance by vendors on any given week: info@occidentalfarmersmarket.com.