



PACIFIC COAST
FARMERS' MARKET
ASSOCIATION

FOOD CHAIN RADIO EXPLORES FARMERS MARKETS





[Food Chain Radio](#), the nationally syndicated radio show and blog about all things food and farming, devoted a [recent episode](#) to an exploration of farmers markets. Host Micheal Olson, in a nearly hour-long conversation with PCFMA's Executive Director, [Allen Moy](#), explored the question of "How can city dwellers close the distance to their food?"

As PCFMA has demonstrated over its 35 years of service, farmers markets function as essential food outlets for communities and are one of the only places that urban and suburban residents can access locally-grown, just-picked fruits and vegetables. Equally important, farmers markets are community gathering spaces that bring friends and neighbors together while directly supporting small, local businesses.

PCFMA sends its thanks to Michael Olson for his ongoing efforts to engage consumers in conversations about their food and for devoting an episode of Food Chain Radio to helping his listeners learn more about the importance of shopping at and supporting their local farmers market.

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