



Perris Press Release

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Farmer's Market Attracts Enthusiastic Crowd

The City of Perris Farmers Market opened its second year with more choices, more vendors, a more compact shopping area and nearby parking area for shoppers.

An enthusiastic crowd took part in the opening day of the Farmers Market, purchasing fruits and vegetables, custom-made jewelry, pastries, barbecue and other goodies from the nearly 50 vendors who lined up in a D Street parking lot. Children took advantage of the free pony rides and jumpers.

Mayor Daryl Busch and his wife, Kay, were among the shoppers taking advantage of the fresh produce for sale. He purchased asparagus and red onions.

Busch said he expects the Farmers Market, which drew thousands of people each week during its inaugural season, to prosper even more in 2011.

"It was great the first time around and it's back," he said. "We have a great venue, there are more vendors. The market provides an economic impact to our community and it gives people a chance to meet and talk to each other, so they can start making relationships."

Perris Mayor Pro-Tem Joanne Evans enjoyed some kettle corn while shopping.

"I love the Farmers Market," she said. "I love the fresh vegetables. I get to see a lot of neighbors. It's just a fun event."

Michael McDermott, the City's Redevelopment and Economic Development Manager, said Perris officials distributed 20,000 flyers and produced television commercials announcing the 2011 Farmers Market. Vendors have been brisk to sign up to attend.

Changes for the Farmers Market include moving the venue off D Street to a parking lot at D and Second Street. The change makes it easier for shoppers to check out each vendor's wares while the City does not have to close busy D Street. Drivers passing by the parking lot can see the items for purchase and pull into the adjacent parking lot without hassle.

"I think you will see a lot of improvement," McDermott said. "It will bring business to Downtown."

Groups of shoppers strolled from vendor to vendor looking to score a good price on food, clothing or novelties. Produce took a prominent place and there was plenty to choose—oranges, strawberries, limes, lemons, onions, asparagus, cabbages, broccoli, tomatoes, carrots, onions and more.

Vendors like Shantel Lazrovich, owner of the Sweet-tique Boutique, offered wares to people not interested in purchasing produce. She sold tutus for ballerinas, hand-made jewelry, dance costumes and accessories.

She said she attended the Farmers Market in 2010 and was eager to come back again.

"The City of Perris did a great job in organizing the Farmers Market," Lazrovich said. "It's got a great atmosphere for families to enjoy. They've got great vendors and I like that it's been moved to the parking lot. It's awesome. It promotes small businesses."

Angela Knox brought an assortment of pillows shaped like stuffed animals. She also appreciates the opportunity to showcase her business, Jam Products, at the Farmers Market venue.

"We were out here last year and enjoyed it very much," she said. "It's very family oriented and everyone seems to have a good time."

City staff also turned out to support the Farmers Market. The City's Housing Division, including Housing Manager Sabrina Chavez and Redevelopment Project Coordinator Sara Cortes de Pavon. They spoke to individuals who stopped by the City booth, explaining about Perris' Homebuyers Assistance Program, the Green Light for Savings Program and a free camping weekend for Perris residents at the Lake Perris State Recreation Area later this month.

The Farmers Market takes place from 4 p.m. to 8 p.m. every Thursday.

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Perris Mayor Daryl Busch chats with a visitor at the Perris Farmers Market.



Colorful displays of fruit and vegetables made the Farmers Market a mouth-watering happening.



Redevelopment Project Coordinator Veronica Arana gives the thumbs-up sign at the opening of the 2011 Farmers Market in Perris. Arana helped organize the event.