



# BUGLE

*The Voice of The Original Farmers Market*

OCTOBER, 2014

## FALL FESTIVAL!

On Saturday and Sunday, October 18 & 19, The Original Farmers Market will host our oldest and most popular annual event, Fall Festival. The free harvest celebration features something for everyone – children's activities, lots of music, pie-eating contests and crafts demonstrations. There's even a Fall Festival Kick-Off Concert on the West Patio on Friday evening, the 17th.

You're sure to enjoy Artisan Alley on Gilmore Lane, featuring pumpkin and leather carving, a harvest knot craft workshop, wool spinning, a blacksmith demonstrating live horseshoeing, basket weaving and flintknapping (the art of making arrowheads). Artisan Alley will also have lots of local fresh produce for sale.

Be sure to visit The Great American Petting Zoo, an animal friendly meet-and-greet with llamas, goats and more. Right next door a midway for youngsters, Agventure Play Land, will offer fun farm-based activities.



Fall Festival stages on the Market Plaza and the East and West Patios will feature great banjo, country, bluegrass and rockabilly music. There's special entertainment just for kids, too – the Bob Baker Marionettes and Sheriff Pickett's Stories of the West. The Plaza stage will also offer the sloppiest competitions ever, No Hands pie-eating contests.

## Fall Festival Social Media Photo Contest!

From October 11 to 19, visit the Market & take your best Fall Festival themed photo. Share your pix on Instagram, Twitter or Facebook, tag with #FMFALLFESTIVAL and you could win prizes! Two winning photos will be chosen and each will each win a \$50 FM Gift Certificate and a Market Goody Bag!

Folks have loved Fall Festival since 1934 and the 2014 version will be a must enjoy happening. Y'all come! The complete schedule of events is on page 2.

## I AM FARMERS MARKET

One reason Farmers Market is L.A.'s favorite place: The marvelous merchants who own and operate our myriad of mom-and-pop shops. You can get to know many of them this fall as we continue our up-close and personal profile series, *I Am Farmers Market*. Each week, we'll feature select Market merchants on our website, farmersmarketla.com and on Facebook at #FarmersMarketLA. In October, you'll get to know the special folks at **SUSHI A GO GO**, **DEANO'S PIZZA**, **MOISHE'S RESTAURANT**, **ZIA VALENTINA** and **PAMPAS GRILL**.

These merchant interviews are great fun and quite informative, but they also offer you a chance to win! After you've enjoyed meeting each merchant in turn, stop by their shops to sample their exquisite offerings. While you're there, fill out a simple entry form (one per person, please) – your entry could win a \$75 gift certificate from the featured merchant. It's that easy: Meet 'em, visit 'em and enter to win (no purchase required). It's a great way to get to know the folks who make the Market sing.



## CONTAINER STORE C.E.O.

### BOOK SIGNING OCTOBER 13

In addition to being the most terrific place to organize, coordinate and store all your stuff, our extremely popular new shop in North Market, **THE CONTAINER STORE**, is also consistently among Forbes Magazine's best companies to work for.

On Monday, October 13, from Noon to 2:00 PM, Kip Tindell – the talented force behind the stores – will be signing copies of his new book, *Uncontainable ~ How Passion, Commitment & Conscious Capitalism Built a Business Where Everyone Thrives*. You are cordially invited to meet Mr. Tindell -- it's a rare chance to chat with the leader of one of the nation's most innovative and inspiring stores.

## ASK MR. KIDSON

Mr. Kidson, The Bugle's Market Maven, welcomes your questions. Write to Mr. Kidson, 6333 W. Third Street, L.A., CA 90036 or email [mr.kidson@farmersmarketla.com](mailto:mr.kidson@farmersmarketla.com).

**Q:** Is Fall Festival really the Market's most popular annual event? -- M. Cerrato, San Gabriel Valley

**A:** Hands down! Our office gets calls every year from folks who want to know when the Festival takes place; generations of families have enjoyed the event since 1934. Over the years, it has featured home-made merchant floats, an elephant, a circus and – to this day – merchants in costume and shops all dressed up for the harvest. To really enjoy it all, consider stopping by every day. Here's the complete schedule:

### Friday, October 17

7 – 9 PM: Fall Festival Kick-Off Show,  
Pearl Harbour Rockabilly, West Patio

### Saturday, October 18

Noon to 5 PM: Artisan Alley on Gilmore Lane:  
Farrier, Flintknapping, Pumpkin & Leather Carving,  
Wool Spinning, Harvest Knot Craft Workshop, Basket  
Weaving & fresh local produce

11 AM - 1 PM: San Fernando Valley Banjo Band,  
East Patio

11 AM - 7 PM: Great American Petting Zoo,  
Gilmore Lane

11 AM – 7 PM: Agventure Play Land, Gilmore Lane  
Noon & 1:30 PM, Bob Baker Marionettes,  
Market Plaza

1-4 PM: Fiddlin' Dan & His Banjo Buddy, Strolling

2:30 – 4:30 PM: Triple Chicken Foot, East Patio

3 PM: Pie-Eating Contest, Market Plaza

3:30 – 5:30 PM: RT 'n' The 44s, West Patio

5-7 PM: Jug or Nots, Market Plaza

6:30 – 9 PM: Big Sandy & His Fly Rite Boys,  
West Patio

### Sunday, October 19

Noon to 5 PM: Artisan Alley on Gilmore Lane:  
Farrier, Flintknapping, Pumpkin & Leather Carving,  
Wool Spinning, Harvest Knot Craft Workshop, Basket  
Weaving & fresh local produce

11 AM - 1 PM: Jazz 'n' Banjos, East Patio

11 AM - 7 PM: Great American Petting Zoo,  
Gilmore Lane

11 AM – 7 PM: Agventure Play Land, Gilmore Lane  
Noon & 1:30 PM: Sheriff Pickett's Stories of the West,  
Market Plaza

1-4 PM: Fiddlin' Dan & His Banjo Buddy, Strolling

2:30 – 4:30 PM: Rocky Neck Bluegrass Band,  
East Patio

3 PM: Pie-Eating Contest, Market Plaza

3 – 5 PM: The Podunk Poets, West Patio

4:30 – 6:30 PM: The Sidewynders, Market Plaza

6 – 8 PM: Merle Jagger, West Patio

## Market Watch. . .

### about our favorite place

Even before you meet the perfectly charming sisters who run **ZIA VALENTINA** as part of our fascinating *I Am Farmers Market* program (see page one), you should stop by to check out their amazing new concoction, a chocolate-dipped edible cup which is perfect for espresso. The creation is blowing up on social media and ABC's Good Morning America's crew savored it on that show recently, too. . .Market regulars will have noticed that there are changes in the air – we can't reveal the details yet, but a couple of new additions are on the way. Stay tuned. . .the confections at **T & Y BAKERY** are the perfect addition to brunch or the ideal dessert after a Market dinner – we're fond of visiting that bakery right after a great meal from **THE FRENCH CREPE COMPANY**. . .a whole bunch of kids and their parents recently raised funds for their school with a pizza fest at **BLAZE PIZZA** – if you are doing the school fundraising thing, this is



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one great path to follow. . .a most reliable source tells us that new, stylish original women's wear arrives at **NAOMI & LAVENDER** all the time – if you haven't yet stopped in there, you really must. . .on the more casual fashion front, to freshen up your collection of tee shirts, stop in at **SPORTE FASHION**. Lots of Dodger gear there, of course and all manner of superhero wear, too...we're intrigued to see what our Fall Festival Social Media Photo Contest yields. How will Marketeers capture the Festival's spirit and fun? Maybe the Great American Petting Zoo, the pie-eating contest or the rustic photo cut-outs on the Plaza will win one of the prizes. . .here are two fine Oktoberfest offerings: At **SHORT CAKE**, they're serving a maple spiced toddy (yum!) and **SHORT ORDER** has a beer braised bratwurst plate – pair it with Black Market Oktoberfest Lager or Glühwein, a hot, spiced mulled wine. Both are on a "short" calendar, available only October 3, 4 & 5, so hurry. . .just got a note singing praise for our satellite Farmers Market at LAX Terminal 5 – next time you're there, stop by and enjoy it. . .on October 26, Noon to 4 PM, **DYLAN'S CANDY BAR** will host a Hello Kitty day with candy samples, a Hello Kitty photo booth and the whole gang in you-know-who outfits. . .bye for now. . .