

Friday April 8, 2011 9:00am

**VENDOR SETUP INFORMATION  
FOR SUNDAY APRIL 10, 2011**

**DO NOT ARRIVE BEFORE 8:30AM**

SUNDAY **APRIL 10** FARMERS MARKET IS **ON**.  
SEE MORE DETAILS BELOW

**VENDORS:**  
**PLEASE REPLY BY EMAIL IMMEDIATELY  
TO CONFIRM THAT YOU HAVE RECEIVED THIS MESSAGE  
IF YOU WILL BE ATTENDING  
ON SUNDAY APRIL 10**

**Space at the new market location is LIMITED. If you have NOT confirmed your attendance, you may have to WAIT on Sunday Morning and stand-by for an available space.**



The **North San Diego Farmers Market**  
at the **Sikes Adobe Historic Farmstead Certified Farmers Market**  
12655 Sunset Dr., Escondido, CA 92025.

**SET UP INFO for Farmers Market on  
Sunday April 10, 2011**

**PLEASE READ ALL THE WAY THROUGH**

Dear Former Webb Park Certified Farmers Market Vendors,

This has all happened very quickly, with **considerable thanks** to our new Market Sponsors, **The Sikes Adobe Historic Farmstead**. The Historic Farmstead is owned and operated by the **San Dieguito River Park Joint Powers Authority**.

*OFFICIALLY:* The "Webb Park Certified Farmers Market" is no longer operating. Those market operations, including its current governing rules and vendor base, have adopted the functional name the **North San Diego Farmers Market**. Beginning Sunday 4/10, the **North San Diego Farmers Market** will be operating as **part of the** existing **Certified Farmers Market** located at the **Sikes Adobe Historic Farmstead**. Their current vendor base is very small and we have been made to feel **EXTREMELY** welcome and wanted. The combining of our 2 markets is amazingly wonderful for both sides.

Until a *formal* merger of the 2 markets is finalized, we are operating as:

**North San Diego Farmers Market, part of the  
Sikes Adobe Historic Farmstead CERTIFIED farmers Market.**

We are working toward merging the **North San Diego Farmers Market** (formerly the Webb Park CERTIFIED Farmers Market) and the **Sikes Adobe Historic Farmstead CERTIFIED Farmers Market**.

The intention is for the resulting new **Certified Farmers Market** to be called: **The North San Diego CERTIFIED Farmers Market at the Sikes Adobe Historic Farmstead**. The merged market will be managed by Richard Knudson and Claire Winnick, along with Christine Bass as Market Coordinator. We hope to have all the terms of the merger finalized by early May, but operationally we are a work in progress starting this Sunday.

Additional features of the new market environment include a rotating availability of: pony rides, trail rides, wagon rides, and tours of the Historic Sikes Adobe Farmstead. And don't forget our kids jumpers!

PLEASE become familiar with the Sikes Adobe Historical Farmstead. We are there to generate interest in the landmark, and to encourage our patrons to visit and support the Homestead by taking tours and participating in the adjacent activities, which directly support the Homestead. Literature about the Farmstead will be provided to you on Sunday; **we are Ambassadors for the Sikes Adobe Historic Farmstead**.

The Sikes Adobe Farmhouse is a State Point of Historic Interest and a City of San Diego historic site that is being restored by the San Dieguito River Park Joint Powers Authority to its period of significance – the period from 1869 to 1899 – which is the time period when it was occupied by the Sikes family. From it we can learn what life was like for the pioneer settlers in San Diego shortly after statehood. The Farmhouse was initially restored in January 2004. In October 2007 it was burned to the ground except for the adobe walls. Rebuilding began in August 2009. The Grand Re-Opening Ceremony was held June 26, 2010.

#### FIRST AND FOREMOST: **FLEXIBILITY AND PATIENCE**.

As always, we WELCOME feedback, accompanied by suggestions for modifications if that feedback suggests a needed change. We have NOT had the amount of time to become familiar with the venue as we were with Webb Park, so we will all be learning together.

#### The following IS NOT a complete list:

- Permanent "spaces" may or may not ever be assigned. Participation in a designated section is the initial intent, meaning the order you set up in within your section (who you are next to or exactly where in the layout you are) may change from week to week, depending on who is scheduled and who arrives earlier.
- **DO NOT ARRIVE BEFORE 8:30AM.**
- Call if you are not going to be there by 9:15am. Your space will be reassigned if you are not there by 9:15am and we have not heard from you.
- Plan on all the "unknown" elements that come along with setting up at a new market location for the first time. Blocks to level tables, shading to block the sun, etc.
- ALL VENDORS \*MUST\* HAVE WEIGHTS OR SECURE GROUND SPIKES FOR THEIR CANOPIES.
- We will be setting up in a mowed **grassy area** that is fairly level. **We have no idea where the sun will be or when.**
- We expect you to have the ability to drive up and unload at your stall location, but **vehicles will need to be moved to the far end of the parking lot by 9:45am**. CERTIFIED FARMERS ONLY will be permitted to keep their vehicles with them.
- At 9:45am, all vendor vehicles must be removed from the market area, and the gate to the path leading into the area will be closed. If you arrive after 9:45am, you will have to carry your setup from the parking lot. No vehicles will be permitted to enter the market area after 9:30am.
- **DO NOT BREAK DOWN BEFORE 4:05PM.** The gate to the market area will be reopened at 4:10PM if shoppers are no longer in the area. The gate will not be opened until we are comfortable that risk to the safety of shoppers has passed.
- **After 3pm**, you may get your settlement envelope from the managers; we will NOT be passing these out any longer. Envelopes will not be available before 3pm.
- Turn your settlement envelope into the market managers AFTER 4:05PM. **Settlements will not be accepted before 4:05PM.** Please plan to wait while your envelope is checked for completeness.

- We do plan on having many of the vendor conveniences you've come to expect available *eventually*, HOWEVER they may or may not be in place right away.

#### More details:

- The Farmstead is located in the very northernmost part of San Diego, bordering on Escondido.
- It is directly across the street from North County Fair (JC Penney), right next to the I-15.
- It is exactly 4 miles from Webb Park (a 5 minute drive)
- Hours are: 10am-4pm.
- **The market will be CLOSED for Easter, April 24th.**

#### Directions from Webb Park:

- **Take I-15 north, to Via Rancho Parkway**, toward Felicity Park/San Diego Wild Animal Park.
- Turn **RIGHT** onto E. Via Rancho Parkway.
- Pass the Shell Station and the Chevron Station on the right; turn right at the Traffic light onto Sunset Drive.
- Follow the entrance driveway to the right, past the Golf Driving Range.
- Continue ahead across the wooden bridge, and you will have entered the Farmstead grounds.

#### Directions from the North:

- **Take I-15 south, to Via Rancho Parkway.**
- Turn **RIGHT** onto E. Via Rancho Parkway.
- Pass the Shell Station and the Chevron Station on the right; turn right at the Traffic light onto Sunset Drive.
- Follow the entrance driveway to the right, past the Golf Driving Range.
- Continue ahead across the wooden bridge, and you will have entered the Farmstead grounds.



[click to view larger image](#)

See you on SUNDAY!

- **website:** <http://www.NorthSDFarmersMarket.com>
- **LIKE us on Facebook.** <http://www.facebook.com/NSDCFM>
- **FOLLOW us on Twitter.** <http://twitter.com/NSDCFM>

Regards,  
Claire Winnick 858-735-5311  
Richard Knudson 619-339-1970  
**North San Diego Farmers Market Co-Managers**

see the story from the [Union Tribune](#)

**Farmers markets in RB and Escondido combine efforts**  
*The farmer's market formerly held at privately owned Webb Park will begin setting up shop in south Escondido, near its border with San Diego.*

<http://www.signonsandiego.com/news/2011/apr/07/farmers-markets-rb-and-escondido-combines-efforts>

see the story from the [Pomerado News](#)

**Former farmers market in Webb Park has new location**

*The managers of the farmers market that used to operate in Webb Park have found a new location, effective this Sunday (4/10).*

<http://www.pomeradonews.com/2011/04/07/former-farmers-market-in-webb-park-has-new-location/>

see the story from [Rancho Bernardo Patch](#)

**Former Webb Park Farmers Market Finds New Home**

*The Webb Park Certified Farmers Market has found a new home and a new name.*

<http://ranchobernardo.patch.com/articles/former-webb-park-farmers-market-finds-new-home>



**A Webb Park**  
San Diego, CA 92128

1. Head **north** on **I-15 N** toward **Exit 24**
2. Take **exit 27** for **Via Rancho Pkwy** toward **Felicita Park/San Diego Wild Animal Park**
3. Turn **right** at **E Via Rancho Pkwy**
4. Take the **1st right** onto **Sunset Dr**

**B Sunset Dr**  
I-15 N  
4.0 mi  
5 mins

