

CITY OF FRESNO

Office of Councilmember Nick Richardson

WHEREAS, Established by Peter De Young in 1999, the River Park Farmers Market began as a bold effort to bring a family-friendly, weekly gathering to Fresno's newly built River Park Shopping Center. What started as a vision for community connection, quickly evolved into a beloved local tradition that continues to thrive more than two decades later; and

WHEREAS, For the past decade, the Market has been proudly operated by the California Fresh Farmers Market Association (CFFMA), a 501(c)(3) nonprofit organization co-founded by community members Peter and Nico DeYoung. Together with a team of professionals in agriculture, events management, and public service, the association has carried forward the market's mission of accessibility, inclusion, small business support and excellence; and

WHEREAS, At its launch, the market introduced a California Certified Farmers Market concept that was self-sustaining, inclusive, and deeply rooted in the local agricultural heritage of the Central Valley. With support from River Park owners and management and a diverse array of local stakeholders, it became a platform for small local farms, artisan food producers, chefs, the largest weekly food truck hub in Central California, crafters, and nonprofit organizations to connect with the community and tenants at the center in meaningful ways; and

WHEREAS Over the years, the farmers market has become known for excellence and has annually taken top awards for its dynamic lineup of weekly festivals and themed nights, including Peach Palooza, the Fresno Strawberry Festival, Bacon & Brews, Blueberries and Blues and the Fresno Pickle Fest and many others. These events have drawn millions of attendees to the River Park Farmers Market from throughout California; and

WHEREAS, With support from the CDFA, the market also produced a 24-episode televised cooking series "Discover the Bounty" that educates children and families on the nutritional value and consumption of fresh, seasonal ingredients. Filmed live at the farmers market, the series now reaches thousands of students across California and beyond; and

WHEREAS, From just 10 vendors at its founding in 1999, the market now features over 110 weekly participants, with a waiting list of more than 4000. It has helped over 125 local farms sell more than 1.6 million pounds of local produce including more than 400 annual varieties of fresh fruits, vegetables, herbs, eggs, grass-fed beef, local honey, smoked fish, and artisan baked goods and more to market. Additionally, it has supported over 100 other community organizations in meeting their outreach and fundraising goals; and

WHEREAS In 2025, the River Park Farmers Market will proudly celebrate welcoming its **7 millionth shopper**. Despite operating just one day a week, its impact has far surpassed expectations—managing critical food assistance programs for the USDA, State of California EBT, and EOC to countless families in great need. The market's growth and long-standing success are a testament to the De Young's leadership, of River Park's management teams and owners, the resilience of its multicultural vendors, the generosity of sponsors, and, most importantly, the unwavering support of the community. Their collective belief in excellence, diversity, local agriculture, and celebrating authentic cultural foods, has sustained this weekly tradition for more than 26 years.

NOW, THEREFORE BE IT RESOLVED that we, Mayor Jerry Dyer and the Fresno City Council, do hereby honor and recognize the California Fresh Farmers Market Association – River Park Farmers Market and proclaims Thursday, August 14th, 2025, to be:

“RIVER PARK FARMERS MARKET DAY”

IN WITNESS WHEREOF, we have hereunto set our hands and affixed the Seal of The City of Fresno, California, this 14th day of August 2025.

JERRY P. DYER, Honorable Mayor

MIKE KARBASSI, Council President

MIGUEL ARIAS, Council Vice President

ANNALISA PEREA, Councilmember District 1

TYLER MAXWELL, Councilmember District 4

BRANDON VANG, Councilmember District 5

NICK RICHARDSON, Councilmember District 6

NELSON ESPARZA, Councilmember District 7