



Pier Plaza
Wed 1-6PM

Market Performance

- Continued growth
- Year over Year Growth in Sales:
 - 2018* versus 2017: +9%

* Projected 2018 FY



Vendor Composition

Category (a)	2018	%	2017	%
Farm Products & Packaged Foods (b)	23	72%	16	64%
Hot Foods & Local Artisans	9	28%	9	36%
Total	32	100%	25	100%

(a) Peak Number of Vendors

(b) Packaged items (e.g., breads, hummus, nut butters, olive oils, etc.)

Online Marketing

- Facebook Followers: 1,894
- Instagram Followers: 577
 - Nearby Market Comps (Facebook/Instagram)
 - HB (Fri): 359 / NA
 - MB: 1,788 / 4,533
 - Riveria Village: 1,423 / 814
 - Torrance: 1,312 / 1,280



Some Activity Highlights



Hermosa Beach's Boy Scouts of America Troop 860 is going to demo how to cook up some fresh farmers' market finds during market this week! Stop by and learn a few out-door cooking skills while you're picking up groceries and gifts.



SEARED BRUSSELS SPROUTS WITH CILANTRO & CARROT TOP PESTO, PISTACHIOS & DRIED PERSIMMONS

This is great as a meal or served as a side dish with any protein. I love eating this cold and warm! Enjoy! CHEF

Amber



Base Ingredients:

2lb Brussels sprouts, ends cut off & halved
2 T coconut oil
1 t salt
1 cup dried persimmons, chopped
1/2 cup pistachios

Pesto Ingredients:

1 head cilantro, ends of stems removed, chopped
1 head parsley, ends of stems removed, chopped
1/2 bunch carrot tops, chopped
1/2 cup olive oil
1/2 cup pumpkin seeds
1/2 cup pistachios
Juice of 2 mandarin oranges
4 dates, pitted
1 T ginger, peeled
2 cloves garlic
1 t salt
1/2 t cumin
1/4 t crushed red pepper
1/8 tsp salt

1. In a large sautéed pan, heat up the coconut oil. Add the Brussels sprouts and cook on high heat for 8 minutes. Stir every couple of minutes. Be careful not to burn. Searing the Brussel sprouts gives a nice brown caramelized color to the outside.
2. To make the pesto: In a food processor, blend all of the ingredients until very creamy, ~ 2 minutes.
3. Take the Brussels sprouts off the heat. Add in 1/2 of the pesto. (I like saving the extra for dips, salad dressing, and toasts!)
4. Toss in 1 cup of dried persimmons.
5. Top with more pistachios for an added crunch!

RECIPE PARTNER



Chef Amber Caudle
Owner of The Source Cafe
509 Pier Avenue
chefamber.com

Hermosa Beach Farmers' Market
Wednesday 1-6pm @ 1 Pier Ave
Facebook/Instagram: @farmermarkHB
farmermark.com

