



PACIFIC COAST
FARMERS' MARKET
ASSOCIATION

PCFMA.ORG

PCFMA WELCOMES THREE NEW BOARD MEMBERS



The Pacific Coast Farmers' Market Association is proud to welcome three new members to its Board of Directors: Kathy Topete, Michael Hohenthal, and Lynette Miscione.

Since its inception, the Pacific Coast Farmers' Market Association has asked the farmers who sell in its farmers markets to help guide the strategic direction of PCFMA by electing a farmer to serve on the PCFMA Board of Directors. These annual elections, each for a three-year term, have ensured that PCFMA's farmers are integral part of the organization's leadership. In the election that was recently completed, **Kathy Topete** of [Topete Family Farm](#) in Reedley was elected by PCFMA's farmers as a new Board member.

In 2023, for the first time, PCFMA asked its market vendors who are not farmers – such as those with preparing ready-to-eat foods, packaged artisan foods, or non-food products – to also elect a Board member. **Michael Hohenthal** from [Go To Chocolate](#), a specialty chocolate company based in San Carlos, was elected to the PCFMA Board.

In addition to Board members elected by the farmers and other vendors who sell in PCFMA's farmers markets, the PCFMA Board of Directors can also directly elect Board members. This allows the Board to fill in needed skills, diversity and representation.

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In March, the PCFMA Board of Directors invited [Lynette Mischione](#) to join the PCFMA Board. Lynette worked at PCFMA as a Market Manager from 2016 to 2017 before moving to Southern California and joining the team operating the [Santa Monica Farmers Market](#). Lynette has returned to the Bay Area and now works at [Loaves and Fishes of Contra Costa](#), a Bay Area nonprofit organization that operates food pantries and dining rooms through Contra Costa County.

With these three additions, PCFMA's Board of Directors now has 10 members. All Board members are volunteers, serving three-year terms.

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