



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

PCFMA.ORG

## CELEBRATING WOMEN OF THE FARMERS' MARKET



From managing fields and orchards, to running businesses and spearheading sustainable practices; women are essential in every aspect of our food system. To celebrate International Women's Day, on March 8th, we are highlighting the incredible women led farms and businesses that can be found in your local farmers' market! Women make up 36% of all agricultural producers in the U.S. and tend to operate smaller farms with more specialized production. We spoke with some of the wonderful hardworking women in our markets about their origin stories, inspirations, and communities.

Jamila Hubbard, the owner and farmer of [Shindig Home and Garden](#), started her business out of a spare room in Oakland with the goal of supporting her community by growing healthy local food. One of Jamila's favorite parts of selling at the farmers' market is "being a part of people's weekly lives, the regulars who show up and are excited to see me and excited to buy microgreens." She says, "When people come to the farmers' market, they're here to support small businesses and local farmers. They're excited to learn new things, they're really encouraging and supportive!" Shindig sells their microgreens still growing, so you can snip and eat them when you're ready, ensuring maximum nutrients, flavor, and freshness. Jamila's advice for aspiring women business owners? "Keep at it. And it really does take a while to grow. I'm really trying to find like more community within other women business owners because I find that a lot of women business owners want to support each other."

[Chestnut Street Granola](#) is a family-owned small business based in Oakland that makes and sells artisan granola. Rachel spearheads the business along with her husband Tim, with help from their children and extended family. It really is a family effort! The business has been able to expand to multiple markets with help from their niece, and Rachel is proud to see the younger family members develop skills and see what it takes to run your own business. They started by sharing their granola with friends and family, who loved it and pushed them to start selling at the farmers' market. Rachel's favorite granola flavor to make and eat is Strawberry Lane, which has dried strawberries, almonds, and dark chocolate. Rachel says, "What sets us apart from store bought is that our granola is fresh made each week, our flavors are tailored toward what our customers ask for and based on what's in season." For women looking to jump into their own small business, Rachel emphasizes to "Have faith in yourself and your community to try something different. Don't sell yourself short, there are enough no's in the world, so just go ahead and say yes and do it!"

[Prevedlli Farms](#) is a multi-generational family-farm that's been operating in Watsonville since 1945 and grows certified organic apples, pears, citrus, and berries. In 2025, the farm celebrated 80 years of farming! Geri Prevedelli is a third-generation farmer whose grandfather Arturo first began farming in Italy and started the Prevedelli farm in 1945. Her favorite part of going to farmers' markets is the people, "I have a great customer base who I've gotten to know very well and who I love seeing at the market, it's fun to get them involved and be excited about the farm." Geri reflects that "farming can bring so much joy, with the things you grow and learn. You have to be persistent and be willing to give one hundred percent because farming is not easy, but it is gratifying."

[Volcano Kimchi](#) handcrafts small batch kimchi using locally sourced organic ingredients that they sell at farmers' markets and independent grocery stores. Aruna Lee, founder of Volcano Kimchi, grew up in a Buddhist monastery making and eating vegan kimchi. Now she brings those memories and traditions to her business, "Growing up in the temple, we made everything vegan and locally sourced, so my mission is to make vegan kimchi delicious!" Aruna's advice for women starting their own small businesses or selling at the farmers' market is "When you have an idea, just do it. That's my advice!"

[Cipponeri Family Farms](#) comes from a history of farming, and Dena and her husband Sebastian have been growing stone fruit themselves since 1992. They pride themselves in taking care of the land and growing some of the finest produce in the area. Dena is always "excited to see people eating a piece of fruit ripened on the tree" and she sees "fruit as nature's candy." She believes that to be a successful woman in business, "Passion and love has to be there first, without passion you can't do it!"

[Andreotti Farms](#) started with a handful of beans, now Terry and her husband Dino are celebrating 100 years of farming (and still growing beans!) Terry loves talking to everybody; at the market you can find her doling out advice about what fresh produce will compliment your dinner and how to best prepare it. She is incredibly proud of "producing good food that keeps people healthy and proud of the community she's built." Seeing regulars at the market and meeting new customers is one of Terry's favorite parts of the job, "Local support really keeps us going."

[Wise Goat Organics](#) is a market superstar, selling a variety of kimchi, kraut, kvass, and tonics. Mary, the founder of Wise Goat, started her journey selling produce for farms at the farmers' market. After receiving training in nutrition and Chinese medicine she began applying her learning to crafting gut-healthy foods. Her greatest pride is the people she works with and customers at the market, "They're all like family." Mary emphasizes, "I never want to put myself in a box, women are just as capable of running a successful business as anyone else. Remember to be confident and take up space!"

We would like to extend a heartfelt thanks to all the woman led farms and businesses that makeup PCFMA's farmers' markets. All of this is made possible by their hard work and dedication to fresh local food.

The United Nations has declared 2026 the [International Year of the Woman Farmer](#) with the goal of highlighting the critical role women play in the agricultural system and improving women's livelihoods worldwide. Stop by the farmers' market and support your local woman owned business or farm! Visit our producer page to learn more about the hardworking farmers and artisans in our markets.

