



PACIFIC COAST
FARMERS' MARKET
ASSOCIATION

PCFMA WELCOMES NEW BOARD MEMBERS



The Pacific Coast Farmers' Market Association (PCFMA) recently welcomed Donyel Banks and Julia Pon as the newest members of its Board of Directors.

Donyel Banks is the Director of Human Resources at Clayton Valley Charter High School and a regular shopper at PCFMA's Saturday morning Brentwood Farmers' Market. She said that over the years, as she has gotten to know the farmers growing her food, she has learned about the challenges they face and joining PCFMA's Board of Directors gives her the opportunity to support farmers, farmers markets, and sustainable agriculture.

Julia Pon came to know PCFMA over 10 years ago when she served as Vice President of Programs for Wholesome Wave, a national nonprofit organization committed to ending food insecurity. While at Wholesome Wave, Julia supported PCFMA's development of its Market Match program which increases healthy food access for customers shopping with CalFresh food benefits. After leaving Wholesome Wave, Julia worked for seven years in corporate philanthropy. She said she is excited to join PCFMA's Board and reconnect with the programs and priorities that are her personal passions.

With the addition of Donyel and Julia, PCFMA's Board now has 13 members. They join Devin Kinyon, who was elected to the Board in 2024, as community representatives. PCFMA's Executive Director, Allen Moy, said that he believes the participation of community representatives makes PCFMA a stronger organization. "The community representatives on our Board bring a unique perspective and remind those of us who are involved in this work on a day-to-day basis that it is important to stop, take a step back, and see farmers markets from our customers' point of view. That understanding helps us to better serve our customers, which strengthens our markets, increases sales for our producers, and supports PCFMA's mission."

The remaining 10 members of the Board are representatives of farmers and other producers who sell in one or more of PCFMA's farmers markets. The direct involvement of farmers and other producers in PCFMA's organizational governance has been part of PCFMA's strategy since the organization's inception. Four of the 10 Board members representing market producers are directly elected by those selling in PCFMA's markets while the others were elected by the Board.

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