



City Council Meeting Staff Report

Meeting Date: February 25, 2025

Subject: Update on Wheatland Farmers' Market

Prepared By: Bill Zenoni, City Manager

Recommendation: Staff recommends that the Wheatland City Council receive information and provide comment on the status of the establishment of a Farmers' Market within the City of Wheatland.

Discussion: The City Council received information regarding the establishment of a Farmers' Market in the City of Wheatland at the July 23, 2024 City Council meeting. At that meeting, information was provided regarding the various options for a Farmers' Market provider and the City Council discussed possible locations for a Farmers' Market including:

Front Street and Front Street Park

Front Street and Front Street Park is centrally located near existing businesses with available street parking.

Settler's Village Parking Lot

The Settler's Village parking lot provides a large amount of area for producers and other vendors, as well as the amount of available parking, existing business, and access and visibility from State Route 65.

City Hall Parking Lot

The City Hall parking lot provides an adjacent park and the Community Center, as well as available street parking.

A copy of the Staff Report from the July 23, 2024 meeting is attached. Currently, farmers markets are located in the neighboring cities of Lincoln, Marysville and Yuba City during the summer months from May/June through September/October. Given the agricultural nature of this community, it seems logical that Wheatland residents would benefit from a local Farmers' Market.

One of our local growers, Gilbert Orchards, is registered by the State of California as a Certified Farmers' Market. Henry Gilbert will be present at the February 25th City Council meeting to provide information on establishing a local Farmers' Market in Wheatland this summer.

Fiscal Impact: None. This is an information item only.

Attachment:

1. City Council Staff Report – July 23, 2024