

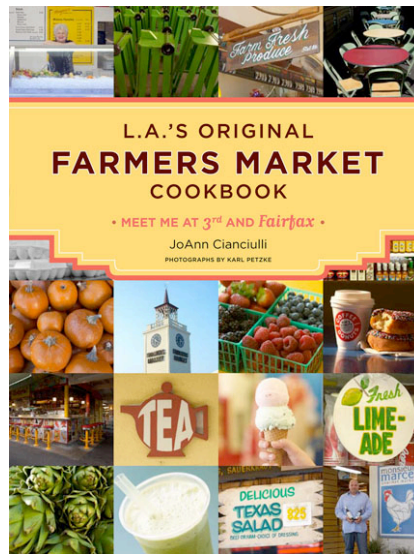
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How-Tuesday: Mee Goreng Recipe from L.A.'s Farmers Market



Visiting farmers' markets in summertime always serves as a much-needed reminder that food shopping can be enjoyable. From Brooklyn to Palo Alto, Martha's Vineyard to New Orleans, I've found these open air venues to be a never-ending source of inspiration for cooking. I love the soil still clinging to garlic bulbs, the young members of the family business counting my change, and the vendors' encouragement to try the Tatsoi, because that's what's local, fresh, and delicious.

Farmers' markets support that handmade legacy to which we all aspire: connecting the consumer to the maker, and by doing so, connecting the consumer to the product. Through my farmers' market experiences, I have developed the utmost respect for not just the growers, but the food itself. That's why it made such inherent sense to me when I picked up JoAnn Cianciulli's [L.A.'s Original Farmers Market Cookbook](#). With recipes inspired by the stalls at this national landmark, she honors the history and community that contribute to every one of our meals. In this excerpt from JoAnn's book, learn about the story behind the Farmers Market at Third and Fairfax in Los Angeles, as well as a salivation-inducing recipe for Mee Goreng, a fried noodle dish, from Stall 122. [How-Tuesday](#) never tasted so good!



These days, all around the country, there are "farmers' markets"—and then there is L.A.'s oldest outdoor market, the Original Farmers Market at Third and Fairfax. From its quaint beginnings in 1934, with local farmers selling produce from the backs of their trucks, to its current spot in the pantheon of Los Angeles's official Historical and Cultural Landmarks, Farmers Market has proven that, indeed, some things really do get better with age. Millions of visitors each year agree.



In its early stages, Farmers Market was a cluster of farm stalls tenanted by small growers who sold directly to the consumer. The main appeal was the extra freshness of vegetables still damp from the morning soil, of fruits ripened on the tree rather than picked hard and green so that they would ship better. The farmers' wives brought in their homemade jams and jellies, and alongside the newly laid eggs and plump fresh chickens were goodies like fresh-baked cookies, homemade breads, and rich chocolate layer cakes, all straight from farm kitchens. It wasn't long before the butcher and grocer sought a place to do business alongside these farmers, who were drawing the patronage of people who knew a good thing when they nibbled it. In time, there appeared import shops and specialty-food stands of nearly every variety. And finally, as a result of an irresistible natural trend, Farmers Market became a cornucopia of restaurants.

Today Farmers Market is a combination of family-owned and operated stalls featuring cuisine, groceries, produce, meats, and seafood from around the world. In a city full of wannabes, where a restaurant is considered a classic if it manages to hang around for more than a decade, the seventy-five-year-old Farmers Market is a miracle of longevity.



Farmers Market is a thriving, ongoing festival of sights and sounds, flavors and smells in the center of our nation's second-largest city. Overlooking one of the busiest corners of Los Angeles, Farmers Market occupies the intersection of Third Street and Fairfax Avenue, supremely anchored in the heart of the city's shopping and dining district.



The original recipes in this cookbook reflect the personality of the Market and represent contributions from every kitchen. Far more than just a collection of weights and measures, this food lover's storybook serves as an enduring companion piece that brings to life the experience that is a trip to Farmers Market. The multigenerational shop owners offer a one-on-one experience that has largely been lost in the service industry today. You can expect to do business with a human being, with a name and a face, who has both stories to tell and your personal satisfaction at heart. In short, the merchants *are* the Market, the faces behind the place. This all-encompassing memoir not only pays homage to their food, but also honors their varied and intense connections to the spirit of this unique place. No matter where you're from, Farmers Market offers a taste of home, as the aromas of several hundred ingredients mingle with the sounds of chatter from several dozen nations.

The sense of being welcome and comfortable is evident in the eyes and the smiles of all who visit, be they old or young, veteran or first-timer. This is why the location is so special. It's the reason people gather here. It's why the phrase, "Meet Me at Third and Fairfax" has become an indelible part of the city's lexicon. This is not only a book to cook from, to learn from, to relish; it's one that will re-create the very soul of being at Farmers Market.



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