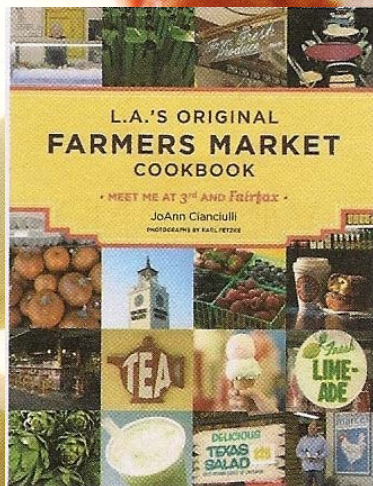


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LOS ANGELES®

Exploring Local Food Culture Season by Season • No. 5 Summer 2009



LA'S ORIGINAL FARMERS MARKET

L.A.'s Original Farmers Market Cookbook, whose publication this year celebrates the institution's 75th anniversary, is more than a collection of recipes, a tribute or even, as author JoAnn Cianciulli puts it, a memoir. It's also a love letter to a landmark: a place that optimizes both the old LA and the city's proclivity to reinvent itself. What started as a dirt lot where farmers could pay 50 cents a day to park their trucks and sell their produce has become a Mecca of gourmet goods and restaurants; a destination for visitors and locals alike. The Farmers Market doesn't stand out of time so much as it *absorbs* time: Third-generation vendors share customers with the Grove, and the original marketplace stands largely unaltered.

Cianciulli's cookbook introduces recipes with the stories of the people who provided them, and the photography, including shots of food and local faces, reflects the community feel. Family histories, foodie trivia and a healthy dash of Hollywood lore take the locavore ethos of learning where our food comes from—and who prepared it—to a whole new level. Neighborhood farmers' markets are thankfully becoming *de rigueur*, but here is fresh incentive to visit The Original. What's more, each entry comes with its corresponding stall number, for when the food seems just too good to enjoy on your own.

\$4.99



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