

## Shmanners 382: Farmer's Markets

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[theme music plays]

**Travis:** Hello, internet! I'm your husband host, Travis McElroy.

**Teresa:** And I'm your wife host, Teresa McElroy.

**Travis:** And you're listening to Shmanners.

**Teresa:** It's extraordinary etiquette...

**Travis:** For ordinary occasions! Hello, my dove.

**Teresa:** Hello, dear. How was your birthday?

**Travis:** It was great.

**Teresa:** Good.

**Travis:** It was, uh, good. I'm doing my birthday in three parts.

**Teresa:** Mm-hmm. The celebrations do continue.

**Travis:** Yeah. Act 1, um, was Brent, my friend Brent and his girlfriend Laura came in town and we did stuff, including going to—if you're in Cincinnati, there's, like, a German Christmas market. It was adorable and wonderful and great.

**Teresa:** It was. It was really fun. I did get stung by a wasp, but—

**Travis:** Yeah, but I don't think that's standard fare for the—

**Teresa:** No, I don't think so.

**Travis:** Yeah. Um, and—so they come in town. Then Wednesday was my actual birthday.

**Teresa:** With your family.

**Travis:** With my family. The girls got me such cute cards.

**Teresa:** They did.

**Travis:** And Bebe bought it with her own money, and bought me soap with her own money, which was very cute and lovely.

**Teresa:** And I got you a cheesecake.

**Travis:** And Teresa got me a cheesecake, and we ordered some yummy tacos, and that was great. And then this weekend is the big blowout.

**Teresa:** Mm-hmm.

**Travis:** Um...

**Teresa:** Lordy lordy, Travis's 40.

**Travis:** I am 40. I'm a young 40.

**Teresa:** [laughs]

**Travis:** Um, a gentleman's 40.

**Teresa:** Indeed.

**Travis:** Uh, a respectable, uh, Lord's 40.

**Teresa:** [laughs]

**Travis:** But that's not what we're talking about today. We're talking about farmer's markets. Where do you buy farmers? How do you source them?

**Teresa:** [laughs]

**Travis:** Can you squeeze the farmer at the market, or do you have to wait till you get it home to find out if it's fresh? All these questions and more.

**Teresa:** No, you don't buy farmers at markets. You buy food!

**Travis:** Well, mostly food.

**Teresa:** Mostly food.

**Travis:** You could get—I mean, hypothetically—I guess honey counts. But more and more these days I see, like, uh, things made from, like—like, handmade soap you might get at a farmer's market.

**Teresa:** Yeah, you could do that.

**Travis:** You might get crafts at a farmer's market. Sometimes they're selling, like, I don't know, hot chocolate, right?

**Teresa:** Yeah, sure.

**Travis:** Tea?

**Teresa:** Also woodworker often are around at farmer's markets.

**Travis:** Kind of an artisan's market, if you will.

**Teresa:** Indeed, indeed.

**Travis:** Now, I have to assume, this is one of those things where farmer's markets have been around forever.

**Teresa:** Indeed!

**Travis:** 'Cause you—like, when you take things to market, right? That used to be, like, cool, we got everything. We're gonna go set up a little stand on the street, and you come buy your stuff from me, right? And we sell until we

sell out or until it's time to go, you know, load back up the cart and go back to the farm.

**Teresa:** Indeed. So, before there were specialty stores, this is what was done, right? Nowadays, um, farmers sell—

**Travis:** [sings Farmers Insurance jingle]

**Teresa:** [laughs]

**Travis:** Had to get it out of the way.

**Teresa:** Sell to a, uh, a grocer, right? Or a specialty shop, and then the shop sells it.

**Travis:** Or, I mean, it, [unintelligible] it could be just sells to a big conglomerate.

**Teresa:** Right.

**Travis:** You know, they own... everything.

**Teresa:** A supermarket.

**Travis:** But I mean, like, this—this farm grows food that then sends it to, like, Dole or whatever. Right? And then Dole distributes it. I don't know how that works.

**Teresa:** Okay. A distributor, yeah.

**Travis:** Sure.

**Teresa:** But you are correct. Before that, there were farmer's markets. Um, and you know, all shapes and sizes. Could be booths or tables or stands or carts or, um—

**Travis:** Wagons.

**Teresa:** Wagons, indeed.

**Travis:** Could be, uh, wheelbarrows.

**Teresa:** Yep.

**Travis:** Could be sacks. Could be... airdropped. Could be delivered by pigeon.

**Teresa:** [laughs]

**Travis:** Could be... you wake up, what? It's just there in your boots? How did it—how did they do it? They did it all in one night! Their magic is real!

**Teresa:** But communities all over the world have their own specific take on farmer's markets, depending upon where you are, and they're a great reflection of the community's local culture and economy. Some are big, some are small. Uh, some are a permanent structure like we have here in Cincinnati. There's Findlay Market, which is a permanent structure.

**Travis:** And Findlay Market is interesting, too, 'cause it's kind of a—first of all it's indoor outdoor market.

**Teresa:** Mm-hmm.

**Travis:** And there is permanent, like, stalls, right? Where it's just like, this is, like, uh, this stall always sells spices, right? This stall always is, like, a butcher. And then there is another part that's like kind of a, uh, covered space outside that is, like, sometimes a full blown farmer's market, brought produce from the thing. You buy, you know, your thing of strawberries and... ugly celery. Because it doesn't have to be pretty to taste good, folks.

**Teresa:** That's right. Uh, but—

**Travis:** Although celery usually looks about the same, so it's standard. I don't know I went with celery.

**Teresa:** I don't know either. Some are permanent structures. Some could just be, like, tents in a parking lot. There's one around here that every Monday they set up tents in the parking lot of a local church and farmers come there, and you can buy stuff there.

**Travis:** You can see roadside ones a lot, especially if it's, like, at the end of a long kind of drive that leads to the farm. Right? They'll just set up, like, a stand. You might see it off the side of the road on, like, a highway of, like, "Stop here for fresh peaches."

**Teresa:** Um, so some of the first records of these community spaces come from ancient Egypt, where people would sell their produce to travelers—

**Travis:** [simultaneously] Yeah, they seem like they would do it, yeah.

**Teresa:** —passing along the Nile. Right? And because of these accounts, historians believe that the farmer's market is probably around 5000 years old, which is twice the age of the Coliseum. [crosstalk]

**Travis:** And it's a—well, let's see. Um... so, I'm 40. So it would be 100... huh huh... over 100 times my age!

**Teresa:** Over, yes.

**Travis:** But it also—man. Can I say? I bet that those were not only a great time to do commerce. One, great time to share information.

**Teresa:** Oh yeah.

**Travis:** Right? 'Cause it might be, like, the only time you're seeing any of these other farmers. But I bet the bartering scene was outta this world. If it was like, "I grow rice," right? It's like, "Aw, sick, man. I need some rice 'cause I do—" I don't know, probably not tomatoes in Egypt. But, like, livestock of some kind. I bet they were swapping left and right.

**Teresa:** Absolutely. Um, the farmer's market has roots in the ancient world, but the practice didn't come to the US until the 1600's, when Europeans began to colonize the Americas.

**Travis:** I should also say, 5000... years ago? Was that it? 5000 years ago?

**Teresa:** Over 5000.

**Travis:** But you know that's just the records.

**Teresa:** Of course.

**Travis:** You know the idea of, like—I'm willing to bet that there was, like, markets in, like, ancient China and stuff. Way before that. And markets back in, like, ancient...

**Teresa:** Well, that's just one of the first recordings, right?

**Travis:** Yeah, that's what I'm saying. Is like, this is just what we're hearing about. 'Cause this has gotta be one of those things of like, it does not take a revolutionary inventor to be like, "Alright. Well, there's one place that everybody goes to to buy this stuff instead of visiting every farm individually."

**Teresa:** Mm-hmm.

**Travis:** It just makes sense.

**Teresa:** Um, so... there is a curator of arti—sorry. A curator of agriculture for Henry Ford, Debra Reid, said that the market building in historical Detroit really rocked on Saturday nights. That was the big day. Everybody brought their paychecks.

**Travis:** I like just them saying rocked. Man, oh, it was wild.

**Teresa:** Yeah. And markets like this have been around as long as there have been cities, because if there... if you're in a city, right? Where there is a dense population, how do you get your food if you don't have time to grow it? So the cities often financed markets and maintained the structures so that farmers could come there to sell.

**Travis:** Yeah.

**Teresa:** At this Detroit central market, there's as many as 90 different stalls available for rent at the weekly market. Um, and so, like, this is one of the places where... there's a lot of, like, um, historical kind of, like, writings detailing the competition that comes with vendors at a market. You know, yelling to each other, out-dressing each other, out advertising each other. This is where we get that stereotype of people in period movies kind of, like, yelling about "Getcha hot dogs here!"

**Travis:** Sure. Hey, baby, that was really good.

**Teresa:** You're welcome.

**Travis:** And let me say. As you're describing it, as I'm thinking about it... a farmer's market and a market like this seems like a better expression of capitalism than what we have now. Right? Because if you're thinking about it—

**Teresa:** Yeah, the supermarket is kind of like a, um... a conglomerate.

**Travis:** And complete lack of competition. Right? You might say like, "Oh, this bread's next to this bread or whatever, so they're competing."

But if you think about a farmer's market, right? If you were bringing subpar, sub quality produce, sub quality whatever, if you didn't show up, you know, if you came late or left early, right? Like, you weren't getting the business done. You were building—at these farmer's markets, you're building relationships with the community, and you're establishing yourself as, like, "I can be trusted. My produce is the best. There's a reason it costs this much."

And you're, like, putting a face to it of saying, like, "If I charge this much for a thing, it's 'cause I grew it and you can trust me."

**Teresa:** Mm-hmm. And, I mean, the social scene was also accomplished at these markets. Um, it went—when you went there, not only to get your food, you were showing people how much money you had by the way you bought and the way you dressed, and how many attendants you might have had



with you to carry all of your foodstuffs. You know, that kind of stuff is important in a society.

**Travis:** I bet they were big, like, hot spots for like, if you were campaigning for something, if you wanted to get something done it's like, where do I know everyone's gonna be? Right? And like, oh, I'm gonna be there, right? Can I put this sign up? Can I do this thing? 'Cause everyone's going to the farmer's market. You have to.

**Teresa:** Uh, here is a person writing from visiting Cincinnati in 1828. Uh, Frances Trolp? Trollope?

**Travis:** Sure.

**Teresa:** Maybe?

**Travis:** An unfortunate last name, if so.

**Teresa:** Who was an English novelist, wrote:

"There are no butchers, or indeed any shops for eatables except bakeries, as they are called in town. Everything must be purchased at market, and to accomplish this, the busy housewife must be stirring betimes, or in spite of the abundant supply, she will find her hopes of breakfast, dinner, and supper for the day defeated, the market being pretty well over by 8 o' clock."

**Travis:** Oh, AM, I assume.

**Teresa:** Yeah.

**Travis:** Yeah.

**Teresa:** Yeah.

**Travis:** Well, another thing about Cincinnati, maybe the longer lasting nickname for Cincinnati is the Queen City, as given to it by Mark Twain who said, like, uh, if there's ever—something like, if there's ever an apocalypse, if there's ever a world ending event—I'm

paraphrasing—I want to be in Cincinnati when it happens, 'cause everything here happens two weeks later, or something like that.

**Teresa:** [laughs]

**Travis:** But he referred to Cincinnati as the Queen City, in comparison to, like, New York.

**Teresa:** As the King?

**Travis:** Yeah. But of course the other nickname, lesser known, porkopolis.

**Teresa:** Indeed, the pork trade.

**Travis:** Because it used to be hu—like, you used to wake in Cincinnati around this time that you're talking about, 1820's, and just see, like, people just drivin', you know, herds of pigs... flocks of pigs?

**Teresa:** Hmm.

**Travis:** Uh, blessings of pigs down the street—

**Teresa:** [laughs]

**Travis:** —to the, you know, to the, um, chophouse, right? Because they would breed them and keep them outside the city, and then bring 'em in to have 'em turned into sausage.

**Teresa:** Um, here's some description of a New Orleans market by British naval officer Basil Hall. He said:

"On the river, abreast of these markets, which were built at the bottom of the slope of the levy, there were arranged numberless boats that had arrived during the night from various plantations, both above and below the city."

He goes on to list all the different types of foods available, and goes, like, to describe a delicious gumbo. Um, and he talks a lot about not only just the

innumerable different types of produce, but also the different people eating and chatting and going through and, like, really describing it as the social occasion.

**Travis:** I can't believe we've been this far and, like, maybe haven't mentioned America's, like, most famous, like, farmer's market market thing. Is the—the Pike Street Market in Seattle, right?

**Teresa:** Oh. I mean, I was going to talk about a farmer's market in San Francisco a little later, but I think yes, Pike Street Market probably is... or maybe it has its roots in kind of, like, the farmer's market. But it seems a little established? Like, I—

**Travis:** Park Place Market, sorry, Park Place Market, yes.

**Teresa:** Park Place. I feel like—

**Travis:** It is definitely established now. But I mean, it is a mar—like, people set up the stuff and it's fish—

**Teresa:** Maybe did it start out as kind of a weekly thing? I feel like it's more of like a shopping center.

**Travis:** Now. But I mean, I also guarantee rather than farmer's market, that's a fish market. [crosstalk] 'Cause, like, you would catch a fish and want to sell 'em right away, especially pre-refrigeration. It's you're putting 'em onto ice and be like, "You need to take this home now."

I also looked it up, 'cause I couldn't remember exactly where it is, but some of the coolest, I think—in Bangkok there's, like, floating kind of markets where it's just like the boats just come up next to you and they're like, "What do you need?" [laughs quietly] I just think that's great.

**Teresa:** That sounds very much like what I described at the beginning with the Nile.

**Travis:** Yeah. Very much so. Just pull up, park, and you walk up and down the docks like, "Yeah, what do you need?"

'Cause they didn't have trains, right? I think... I'm about to sound way older than I am.

**Teresa:** Okay.

**Travis:** But I think now people take for granted, like, if you go to the store, you go to the supermarket, here it's a Kroger, right? And they don't have strawberries you're like, "Aww, man. What? How are you out of strawberries?"

And that is such a, like, fairly recent modern day issue to have. Before refrigerated trucks, refri—you know, trains that were able to, like, transport things quickly, god forbid planes, boats, all these things, it was like, "I grew these right now. You need to eat them in, like, a week."

Like, things being in and out of season used to be a far larger concern than it is now.

**Teresa:** I think that is something that, you know, as modern people, we need to try and remember to eat more locally and eat more in season. And, you know, you were talking about the strawberries. Like, our last—our last group of strawberries that we got here in our house, the kids were like, "Hmm, I don't... "

**Travis:** "Too dark."

**Teresa:** "Too dark. We don't like—"

And I was like, "That's because this is the end. This is the last ones."

**Travis:** Yeah.

**Teresa:** So we are moving out into the 1800's. Uh, the late 1800's now.

**Travis:** I can't wait. You know—you know how I love the late 1800's.

**Teresa:** Indeed.

**Travis:** But first, how about a thank you note for our sponsor this week?

[theme music plays]

**Travis:** Let me tell you. Listeners, gather round. Children, gather round my podium! Yes, that's right. My podium. Because I'm here to tell you about Podia. Podia. P-O-D-I-A, like podium. Do you get it?

**Teresa:** I get it.

**Travis:** Okay, thank you. I'm gonna stop using whatever that weird lecture voice is.

**Teresa:** [laughs]

**Travis:** So, Podia is a platform that gives you everything you need to run an online business. Now, this may sound like something you've heard about before, but one of the things I like best about Podia is there's a big focus amongst their tools on if you, like, want to do a class, right? If there's something you want to teach, if there's information you have that you want to be like, "I'm an expert in this thing, or I've learned about this. I could teach, you know, a yoga class. I could do a class on perhaps cartoons in the 90's in which animals had abs."

**Teresa:** [laughs]

**Travis:** Right? If you wanted to do that—

**Teresa:** You could do that.

**Travis:** Well, maybe not me! That was just a general example of something someone could do. Right? Because Podia has a website builder. They can host and sell online courses or digital downloads, distribute your email marketing and run your online community. It's a lot of tools all in one place. And it's easy to set up, edit, and design yourself. You don't need expert, you know, tech skills, which is great if you're a simple farmer like myself. I'm a podcast farmer. I'm out there in fields all day. I'm—

**Teresa:** Growing—growing those waves.

**Travis:** Growing those waves, um, and plucking those MP3s from the trees, biting into them and saying, "Mmm, juicy."

Um, so, listen. At this point... there's probably something, you might not realize it, that you're an expert in, right? That you could teach about. Or at the very least something that someone would want to learn about from you. And if that's the case, you should look into Podia. Everything is in one place with one login. You don't have to figure out how to use or connect a bunch of tools. It all just works! And it all just works together. Like Teresa and I.

**Teresa:** Aww.

**Travis:** Podia also starts at the best price: free. Yeah, that's right. You can start a community, build a full website, make your products, and start your email marketing all for free when you sign up at [podia.com/shmanners](https://podia.com/shmanners). One more time, that's P-O-D-I-A.com/shmanners.

[music plays]

**Speaker 1:** What is up, people of the world? Do you have an argument that you keep having with your friends, and you just can't seem to settle it, and you're sitting there arguing about whether it's Star Trek or Star Wars, or you can't decide what is the best nut, or can't agree on what is the best cheese?

Stop doing that! Listen to We Got This with Mark and Hal, only on Max Fun. Your topics, asked and answered, objectively, definitively, for all time. So don't worry, everybody!

**Mark and Hal:** We got this.

[music and ad end]

**Justin:** Hey, Sydnee. You're a physician, and the cohost of Sawbones: a marital tour of misguided medicine, right?

**Sydnee:** That's true, Justin.

**Justin:** Is it true that our medical history is just as good as a visit to your primary care physician?

**Sydnee:** No, Justin. That is absolutely not true. However, our podcast is funny, and interesting, and a great way to learn about the medical misdeeds of the past, as well as some current not-so-legit healthcare fads.

**Justin:** So you're saying that by listening to our podcast, people will feel better.

**Sydnee:** Sure.

**Justin:** And isn't that the same reason that you go to the doctor?

**Sydnee:** Well, you could say that, but—

**Justin:** And our podcast is free?

**Sydnee:** Yes, it is free.

**Justin:** You heard it here first, folks! Sawbones: a marital tour of misguided medicine, right here on Maximum Fun, just as good as going to the doctor.

**Sydnee:** No, no, no. Still not just as good as going to the doctor. But pretty good.

**Justin:** It's up there.

[music and ad end]

**Travis:** Alright. We are in the late 1800's.

**Teresa:** We are now entering the late 1800's.

**Travis:** About 100 years before I was born.

**Teresa:** [laughs]

**Travis:** For the next month, be ready to just balance everything out with how it relates to me and my birthday.

**Teresa:** Okay.

**Travis:** Okay, great.

**Teresa:** Got it. Um, cities were interested in removing the central market. Now, hear me out.

**Travis:** Hmm.

**Teresa:** They wanted to project an air of modernity.

**Travis:** Sure.

**Teresa:** Okay? Um, and that...

**Travis:** They wanted maternity?

**Teresa:** No. [laughs] No.

**Travis:** No.

**Teresa:** It seemed that cities were overcrowded, and one of the main—

**Travis:** [simultaneously] That is true.

**Teresa:** —the main kind of, like, traffic jams was the downtowns that were clogged with shoppers and vendors and farm wagons and things like that.

**Travis:** You don't have to go any further. Let me interrupt. I wasn't really [unintelligible] but you know, hey, this might surprise you. I'm gonna interrupt you. Hey, everyone. We swung too hard the other way.

**Teresa:** We did.



**Travis:** We took everything out of downtowns. Okay, go on.

**Teresa:** Yes. And so cities across the US especially started banning farm wagon markets. Um, now that doesn't mean that these, like, permanent structures were demolished. That's not what I'm saying. The idea of, like, the farmers that come in and settle along the streets to sell things, that was something that cities were concerned about, because it was clogging—it was clogging the way for pedestrians. It was clogging the way for traffic. It just wasn't working, because the cities at the time were not built with that in mind.

**Travis:** Now, you say that, and I think that that is true. And that might be what's on record. But I'm gonna put on my very well, uh, built, well made, stylish, tinfoil hat. And say... it also maybe kind of sounds like there was some, like, politicians and city councils and stuff that were like, "We're not really collecting, like, taxes or, like, rent, or property tax off of these people."

**Teresa:** Hmm, maybe.

**Travis:** Where if we had permanent structures or, like, they had to have a storefront or shop or something, then we could, like, collect money from them. Right now farmers are just rolling in making money off of the thing and leaving.

**Teresa:** That's quite a shrewd thought from you.

**Travis:** But, I mean, that's—it makes sense, right? Because if you track a lot of issues with, like... I don't know about this, but I have over the last couple years developed an interest in, like, shopping malls and how they impacted, like, downtown businesses and stuff. And there was a lot of, like, it's all about the money. You know, you follow the money with stuff like that. Where they're like, you know, the people on the city council were also the ones, like, running, you know, their stores and stuff, and they owned the department stores, and they're like, "I don't want that competition! Get them out of here!" Just like, "Oh, that was a mistake."

**Teresa:** Well, that theme does continue throughout the next couple centuries, that we'll talk about.

**Travis:** Sure.

**Teresa:** So the farmer's markets kind of got dispersed. You know, these pop up ones got kind of dispersed to the outskirts of town. Um, and so then there wasn't really a big draw to them, right?

**Travis:** Well, 'cause the beauty of it was, like, centralized location. Especially when we're talking about when population density was, like, not like "Oh, I gotta wake up, get the kids dressed, load 'em in the car, drive 25 minutes to this place."

It was like, "Go out your front door. Go three blocks down. Grab your food for the day," maybe. Maybe for the week if you had room and storage. And, like, do it all again the next day or the next week.

**Teresa:** Uh, but then World War II happened.

**Travis:** Now, which one was that? No, I know. World War II. That was the second one.

**Teresa:** And everyone in the US scrambled to do their part to support the war effort, and people had to start rationing. Restrictions tightened on imported foods, transportation of goods. Um, you know, because of the shortage of rubber tires, that was difficult to do. There were also agricultural diversions, right? Where harvests were sent overseas. And so things like butter, sugar—

**Travis:** And also just less people to work the land, less people to do stuff.

**Teresa:** Butter, sugar, meat, coffee, canned goods, and lots of other staples, right? So at this time in the 1940's, we weren't really doing farmer's market. You were going to a general store, or even supermarkets were starting to kind of be a thing, like the grocer.

But now... that there was not a lot of people, like, who had backyard gardens, who had even the room to grow their own food, now they needed to supplement their stores a lot. If you didn't know how to can, and you didn't know how to grow food, you didn't have a lot of options during rationing. Um, and people started to try and figure out how they could make this work.

John Brucato is the founder of San Francisco's very first farmer's market, and let me tell you about his struggles.

**Travis:** Please do. First of all he had to find farmers. That's why he went on Farmersonly.com. But that's a dating site for farmers. That's not real. I mean, it is real. But he didn't use that to set up the farmer's market.

**Teresa:** Right. One of the big industries at that time in California was the cannery, okay? You were canning vegetables and fruits in order to ship them across the country.

**Travis:** Were they doing fish yet? Were they doing, like, you know? [unintelligible] No?

**Teresa:** I'm not quite sure exactly what they were canning, but at this point, the canneries were very understaffed due to the war effort, and so farmers were being forced to watch their pears and apples rot in the fields because they couldn't get them to the canneries. They couldn't sell them. The canneries couldn't make canned food. All this kind of stuff, right? And so families started hoarding, like, ration coupons and started trying to make their own victory gardens, and scrambling, really, to feed themselves. And so he decided, why not solve a couple of problems?

And organized in the early 1940's the first farmer's market in Sonoma County. He started reaching out to people hoping for, like, 60 trucks or whatever of produce, because it was about 50 miles to the nearest farm outside the city. And he was met with a lot of resistance.

There were wholesale merchants in San Francisco and grocers who were, like, opposed to the idea, saying it was unfair competition, right? Exactly

what you were talking about. And so they lobbied the city for inspections and regulations and, you know, all this kind of, like, red tape.

**Travis:** The money!

**Teresa:** Yeah. Follow that money. And it took almost a year from the idea inception to the decision that the council would allow a temporary market, and after—and six months after the war ends, you have to tear it down, they said. Because we want to get back to business as usual.

**Travis:** Okay.

**Teresa:** So a Thursday morning in August, 1943. He was ready at the lot that he had gotten inspected, I guess. Uh, for San Francisco's first ever farmer's market. And he worried. He worried if people would come.

But by 6 AM, he counted almost 200 people standing in the lot ready to buy. And they just kept coming, and more people just kept coming, and they brought boxes and shopping bags—

**Travis:** [simultaneously] And they're still there today.

**Teresa:** —until the 8 o' clock—so people started lining up at 6 AM for an 8 o' clock start. And so he was relieved that there were definitely gonna be people here. But the farmers were not. There were supposed to be 60 farmers, and none of them had arrived by 8 AM.

**Travis:** Okay. So more just a market.

**Teresa:** Well, there was no—there was nothing to buy. Suddenly...

**Travis:** [gasps]

**Teresa:** You see a farmer called Joe Sanchetti with a truck filled full of California pears.

**Travis:** Okay.

**Teresa:** And he was leading about five or six more trucks.

**Travis:** All pears?

**Teresa:** Well, no.

**Travis:** Oh.

**Teresa:** But different—different produce. Those six farmers sold everything they had in less than two hours.

**Travis:** That's not a bad day's work.

**Teresa:** I mean, yeah. So the next day they did it again, and more trucks arrived, and the next they did it again, and more trucks arrived. And by Saturday, there were 135 trucks and hordes of people eager to buy. So this worked, right? It was very slow going—

**Travis:** [simultaneously] Yeah, sounds like it worked.

**Teresa:** —but it definitely worked.

**Travis:** I mean, slow going. Six days. I mean, yeah. It wasn't the first day. But like, if I open a business and by the sixth day it's like, and there's thousands and thousands of people there I'd be like, "Wow. That was fast."

**Teresa:** So fast forward to election season, November. And some vendors who opposed the market brought their grievances to the ballot box.

**Travis:** Sure, sure.

**Teresa:** Um, they claimed—

**Travis:** Heard it all before.

**Teresa:** Yeah, they claimed that the market was taking away their business, and claiming that, you know, the city council, these bureaucrats are trying to run us out of town.

**Travis:** But that's anti—okay. That's anticapitalism.

**Teresa:** It is.

**Travis:** If you're saying "Oh, this competition is bad for me," it's like, whoa, man. Hold on. Maybe you're charging too much. Maybe your selection is bad. Maybe your—like... I'm—it's weird to suddenly realize in this very second that I'm, like, defending [mumbles] capitalism?

But weird to hear people whining about it to a council, to like a government agency and be like, "Hey. I don't want competition."

**Teresa:** Yeah.

**Travis:** Gross.

**Teresa:** So it continued success, right? Um, even with all of the complaints, farmer's markets are across the country, and they actually got another boon in the 1990's due to the slow food movement, where the 70's brought a lot of, like, over processed, um, really shelf stable but not a lot of, like, recognizable as whole foods to the American table. And then in the 1990's we were much more interested in whole foods and direct sourcing and—

**Travis:** [simultaneously] Being mindful.

**Teresa:** —and mindful consumption. Not just for our pocketbooks, but also for our bodies, right? Alright.

**Travis:** If anything, I would also say farmer's markets are a wonderful balance to that, because at least in my experience, able to get more for less? Right?

**Teresa:** Sure.

**Travis:** So if you're, like, looking for, um, like, "Well, I want more, like, fresh vegetable. I want more fresh fruit. I want to put these things in my body that, like, I can see them," or whatever your concern is. Listen, I think

all food is good food in moderation. But going to a farmer's market I think, at least in my experience, like I said, you get more for less.

**Teresa:** It does seem that the direct-to-consumer, eliminating that middleman.

**Travis:** That distributor.

**Teresa:** Does seem to yield a more plentiful harvest for us.

**Travis:** Plus maybe they'll have, like, a dog with 'em that you'll get to pet. That's pretty exciting.

**Teresa:** Mm-hmm.

**Travis:** That rarely happens at a supermarket. But a farmer's market? A farmer might have a dog with 'em. Very exciting.

**Teresa:** You should always ask to pet somebody's dog.

**Travis:** Obviously. Obviously.

**Teresa:** And here are some—

**Travis:** But at the very least you could look at the dog.

**Teresa:** Yes.

**Travis:** That's exciting.

**Teresa:** Here are some other etiquettes... that you should follow.

**Travis:** Okay.

**Teresa:** You should come early, because you'll have the best variety to choose from, and it's probably gonna be less crowded early in the morning because, you know, the early bird gets the worm.

**Travis:** Sure, that's what they say, yeah.

**Teresa:** Read the signs, uh, because, you know, you'll need a good kind of, like, lay of the land to find what you want quickly and easily. Um, and you know, people who want to sell their wares want to sell them to you, and they have usually written the prices. You don't have to, like, ask over and over, "How much for these peaches?"

**Travis:** Is haggling a thing? I mean, I wouldn't. But...

**Teresa:** It depends on the community.

**Travis:** Yeah.

**Teresa:** I would say that in the US, most markets are usually—the price is what we say the price is. But maybe you'll meet some vendor who's willing to say, "Okay, well, it's the end of the day. I've got a couple pounds of tomatoes left. How about you take 'em all off my hands for half price?"

**Travis:** Yeah, I think the closest I would come is if they were like, "Uh... like, that's \$4.50 each."

And I was like, "Well, can I have five for 20?" You know, like a bulk discount more than just like, "\$4.50, huh? I'll give you two."

I wouldn't do that, because I don't like even the air of confrontation.

**Teresa:** [laughs] You should bring your own bags. Some produce stalls will repurpose old, like, grocery bags or whatever. But this ain't no, like, Kroger operation, right? So if you have to carry a lot of stuff you should bring your own bags or totes or boxes or whatever.

Mind the line, right? We always need to keep our place in the queue, and it's a lot better, more orderly, if we, you know, take care of each other in the line instead of just, like, running up to the stall and willy nilly... trying to purchase.



Um, here's one. When you're shopping, touch only your food, right? It is tempting to touch all those beautiful shiny apples, but for sanitation's sake, don't touch any items, especially produce, that you don't intend on buying for yourself.

I'm not saying that if you pick up an apple and it squishes in your hand you still have to buy it. What I'm saying is, don't touch every single one to find the ones you like.

**Travis:** And only juggle what you buy.

**Teresa:** Indeed. [laughs]

**Travis:** You know what I mean? Wait to juggle until the purchase is complete.

**Teresa:** Uh, it is definitely not shmannerly to complain about anything in anyone's booth, right? These vendors work hard, and you know, don't—don't talk badly about anything that they have, especially if you come later in the day. If you were here earlier you might have had a better selection. You might have had nicer things to choose from, but you can't complain at the very end of the day if the good stuff is all gone.

**Travis:** And I joked about it earlier, but the appearance of produce does not indicate quality in any way, right? We, especially here in America, have gotten used to, like, only looking for the perfect banana, the perfect apple, the perfect lettuce or whatever. And a lot of stuff gets wasted because it seems like looking weird or different and, like, carrots are a good example of that. Of like, oh, that's a weird carrot. It's like, that doesn't mean anything.

**Teresa:** Chop it up small. It all tastes the same. [laughs]

**Travis:** Right. And so the idea of, like, going to a farmer's market and picking up and being like, "Isn't this the ugliest squash you've ever seen?"

Like, don't do that. That's rude.

**Teresa:** Right. So, you know, do your—remember your common courtesy. Say please and thank you, excuse me, make room, offer a smile, that kind of stuff. And you might actually make friends with the farmers. That is not a bad thing. They might be more inclined to hold things back for you.

**Travis:** There you go.

**Teresa:** If they know they buy—uh, this person, Travis comes and buys a beautiful giant cheese wheel every week.

**Travis:** Oh my god, I would. Are you kidding me? Yeah!

**Teresa:** "I'm gonna save this one for him," right? Um, and if you get to know people, you can—

**Travis:** If I buy a beautiful cheese wheel every week, they should be concerned about my—

**Teresa:** [laughs] I didn't say how big it was.

**Travis:** Even then! I mean, okay. But even then, I hope that they assume I have several people in my home. Okay.

**Teresa:** Maybe you have a lot of fondue parties.

**Travis:** Maybe.

**Teresa:** [laughs]

**Travis:** Or maybe I just don't like going to the bathroom.

**Teresa:** [laughs] But you could make—you could make friends with benefits and, you know—

**Travis:** Well, not that.

**Teresa:** Not that kind. [laughs] You know what I mean.

**Travis:** Not what she said. You know what she meant.

**Teresa:** You bring them a coffee, they bring you the choice of the best... I don't know. I said tomatoes earlier.

**Travis:** Sure, that works.

**Teresa:** Things like that.

**Travis:** Okay. I have an event I want to talk about.

**Teresa:** Okay.

**Travis:** Special announcement. I've been working on this for a while. For the last year, I have been putting together a weekend-long event. It is an immersive RPG gaming event called Adventure Quest. It's going to be May 24th through 26th of 2024, taking place at the Ravenwood Castle in Hocking Hills, Ohio. Uh, we're gonna have some really fun guests there joining us, including but not limited to Krystina Arielle, Ify Nwadiwe, Sandeep Parikh, Paul Foxcroft, and more. Um, there's gonna be, you know, like I said, gaming, some like, Q&As, meet and greets, as well as lots of other events. You can find out all the information at...

**Teresa:** I think a LARP in the woods would be very appropriate.

**Travis:** I'm sure a LARP in the woods is gonna happen. You can find out all the information at [theadventure.quest](http://theadventure.quest). Um, and check it out. There's limited spots. There's only 20 accommodation packages. Basically you buy an accommodation package to reserve one of the, like, cabins or rooms in the castle, or cottages. And once you've, like, got that package, you will then do the actual, like, room booking with the hotel.

Find out all that information and more at [theadventure.quest](http://theadventure.quest). I'm very excited about it.

We also want to say thank you to our researcher, Alexx, without whom we would not be able to do this show. We want to say thank you to our editor, Rachel, without whom we could not do this show. And we want to say thank

you to you for listening. I don't think we'd do this show without you, frankly, if we're being honest.

**Teresa:** We surely wouldn't.

**Travis:** What else, Teresa?

**Teresa:** We always thank Brent "brentalfloss" Black for writing our theme music, which is available as a ringtone where those are found. Also, thank you to Bruja Betty Pinup Photography for the cover picture of our fan-run Facebook group, Shmanners Fanners.

If you love to give and get excellent advice from other fans, go ahead and join that group today.

Also, we are always taking your topic suggestions, your idioms submissions, and you could just say hi to Alexx. Shmannerscast@gmail.com. She reads every single one.

**Travis:** And that's gonna do it for us, so join us again next week.

**Teresa:** No RSVP required!

**Travis:** You've been listening to Shmanners...

**Teresa:** Manners, Shmanners. Get it?

[theme music plays]

[chord]

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