

# Farm fresh for Mumbai

With two new farmers' markets coming to the city, doing your weekly grocery run is now simpler. Here's a round-up of all the pop-up markets you can hit up before the rains arrive

## SUMMER MARKETS

### For an early start

The Better Foods Farmers' Market debuted on March 25 at the iconic Royal Western India Turf Club, better known as Mahalaxmi Racecourse. Two things set this Sunday market apart from the already existing ones. First, it's accessible to shoppers from SoBo, unlike the others that are mostly concentrated in the suburbs. Second, it starts much earlier in the morning, so you can head there straight after your morning run.

Started by Subham Kar Chaudhuri, the president of The Food Truck Association (TFTA), this market features farmers from across Maharashtra selling fresh local produce, as well as live demo counters and workshops for kids. "With the live demos, we get chefs to show people how they can use the produce available at the market itself. We also recently held a composting workshop. These workshops are meant to give kids access to knowledge they won't gain in school," says partner Tanvi Somani. She adds that the aim of the



market is to create a space where farmers (who are part of the Natures Gram collective) can directly meet consumers, and a platform for people to socialise over food.

**ON** Every Sunday, 7.30 am to 1 pm  
**AT** Mahalaxmi Racecourse,  
Dr E Moses Road.  
**CALL** 9010143322



### For everything vegan and healthy

The Juhu Organic Farmers' Market, which is a joint effort of Inner Wheel Club of Bombay and non-profit SHARAN (Sanctuary for Health and Reconnection to Animals and Nature), started in August 2016. Held every Sunday in Juhu, it only features items that are completely vegan, which means you shouldn't head here if you're looking to stock up on meats, honey or dairy products.

"Moreover, all the food sold at the market is healthy, because it's free of oil and sugar, right from the pizzas and chaats to the idlis and ice cream," says Captain Joseph Pinto, who volunteers with SHARAN.

For its produce, the organisers have tied up with Natures Gram and other farmers' collectives from around Maharashtra. You will spot locally grown vegetables and fruits like avocado, red amaranth, star fruit and fenugreek, in addition to organic skincare products. "Nearly 400 people visit every Sunday. It's like a family outing. Last weekend, we had a book reading, too," adds Pinto.

He shares that this Sunday, they will also be launching a farmers' market at Knox Plaza in Mindspace, Malad. "We also organise free farm visits once in a while, but they are dependent on the farmers' availability," he says.

**ON** Every Sunday, 10.30 am to 1 pm  
**AT** Pushpa Narsee Park, opposite Jamnabai Narsee School, Juhu.  
**CALL** 9920332307

### Also check out

Started by Sameer Athavale in 2013, Shop For Change finds solutions to the problems faced by farmers. As part of the initiative, the non-profit has three outlets where you can buy produce that is sourced directly from farmers in regions like Nashik, Dhule, Pune, and Thane. "We'll soon be getting authentic Alphonso mangoes from the Konkan belt. Recently, we sourced rice grown in the tribal village of Baripada (Dhule district). These are not farmers who have changed track and gone the organic way. They didn't know how to use chemicals in the first place," says Athavale, who prefers to call the produce 'ethically grown' rather than organic. Fresh produce from different farmers arrives at the stores every Monday and Thursday.

**AT** Outlets in Dombivli, Thane and Vikhroli.  
**CALL** 9320032675



### For 100% organic products

The Farmers' Market by Kavita Mukhi was the first organic farmers' market to launch in the city, back in 2010. Held in Bandra every weekend, it's also the only certified, 100 per cent organic market of its kind. The farmers come from in and around Nashik, and you will find a section selling 'exotic' veggies, as well as one for indigenous produce such as black mung and pathri bhaji (purslane, an edible weed). The market also has an organic café, where you can try red rice idlis and vegan coffee, among other treats. Mukhi's products, which include her home-made pesto and kimchi, are also on sale here.

**ON** Every Sunday,  
10 am to 3 pm  
**AT** D'Monte Park,  
Bandra (W).  
**CALL**  
9820089378



### For a gourmet experience

The Mumbai Farmers' Market, an initiative by Karen Anand, is not held every weekend like all the other markets. Instead, it pops up every now and then, featuring organic fruits, vegetables, meats, cheeses, as well as a selection of gourmet foods, restaurants and wineries. Launched in 2012, its next edition will be held at the end of this month, and will have close to 75 stalls, which is the largest this market has seen. A few bands will perform live at the market; the lineup includes a mystery artiste who was on a popular Indian talent show.

**ON** April  
29 and 30,  
12 pm to  
10 pm  
**AT** High  
Street  
Phoenix,  
Lower Parel.  
**CALL**  
40090087

Compiled by Shraddha Uchil