

Marin, just a little out there



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The Marin Convention & Visitors Bureau September Newsletter

The goal of the Marin Convention & Visitors Bureau is to keep you informed of local events, green businesses, travel trends and membership. Every issue of our newsletter is also posted on our website at www.visitMarin.org

Have fun in Marin County!

The MCVB staff: Mark, Christine, Deborah, Gina and Anuschka.



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Do you like our new look? We have switched to a new Email Service Provider to better connect with the community, our members and partners.

For any feedback and if you would like to join our newsletter, email us your contact information and comment to info@visitMarin.org



MCVB Member of the Month E&O Trading Company

Escape the ordinary dining experience and wander the paths of an exotic outdoor market in Jakarta. E&O Trading Company in Larkspur recreates the vibrant energy of just such a destination. The Larkspur restaurant has been called the "hidden jewel in Marin County". The glow of tiki torches surround the restaurant and welcome you as you arrive.

Arnold Eric Wong is the new head chef for both Larkspur and SF locations, and they are lucky to have him as he has done so much already for the menu. He pulls from local and sustainable resources and adds a whole new level of authenticity to the southeast asian cuisine. Visit his display kitchen and one-of-a-kind Chef's Table.

E&O Trading Company in Larkspur is designed to resemble a private family retreat off the coast of Thailand complete with luxurious dining room, cozy fireplace and unique tapestries. The restaurant also features a plush and intimate lounge area, a bamboo bar, two outdoor dining patios, and a beautiful private room perfect for any special occasion. They have a fantastic happy hour and waive corkage on Wednesday nights.

**2231 Larkspur Landing Circle, Larkspur, CA 94939
(415) 925.0303**

[E&O Trading Company](#) has been a member of the MCVB since May of 2007

Event Highlights for September

Saturday, September 12: Great American Blues Festival

[The Festival](#) celebrates San Rafael and Marin's outstanding heritage of great music, it's world famous musicians and the great American roots of the blues. The Festival promotes Marin and San Rafael merchants, businesses and the many local organizations supporting and promoting music. Come celebrate Marin's outstanding heritage of great American roots music and its passion for gourmet soul food.

The location is on Fourth Street between D and E Streets in downtown San Rafael from 11:00am to 6:00pm.

Saturday/Sunday, September 19th and 20th: Mill Valley Fall Arts Festival

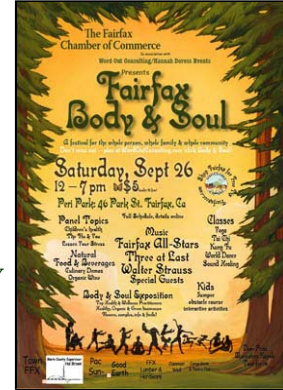


Considered one of California's most prestigious arts and crafts shows, the 53rd Mill Valley Fall Arts Festival will showcase over 140 artists from across the states. The event is held in the Redwood grove of Old Mill Park down town Mill Valley September 19th from 10:00am until 6:00pm and the 20th from 10:00am to 5:00pm. Live music will feature Maria Muldaur on Saturday and Tom Rigney and Flambeau on Sunday. The children's grove has two full days of music, stories, puppet shows and magicians. This is a benefit for the Mill Valley Fall Arts Festival nonprofit. Gate charge is \$8 or \$5 for students and seniors and complimentary for kids

under 12. For more information please visit www.mvfaf.org or call (415) 381-8090.

Saturday, September 26: Fairfax Body & Soul

The [Fairfax Chamber of Commerce](http://www.mvfaf.org) presents a festival for the whole person, whole family and whole community. Nourish your body and soul under the shade of the redwoods with workshops, speakers and experiences representing the leading edge of holistic health and wellness. Watch Vegetarian, Ayurvedic and Persian culinary demonstrations and indulge in delicious, healthy food, beverages and organic wine. The Body & Soul exposition will include the best of natural health, special offerings from Fairfax businesses and much more. Celebrate with exceptional music and top world dance instructors as well as interactive experiences and activities for all ages. The location and time is from 12:00pm to 7:00pm, Peri Park & the Fairfax Women's Club at 46 Park Street (near Bolinas Ave) in Fairfax.



If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few County events each month in this section.

New Farm Stand Regulations Now in Effect Jams and pickles are allowed at farm stands

Fifty years ago, a typical customer at a farm stand would buy several lugs of in-season fruit to make jams, jellies and pies. Today, a typical customer at the same farm stand is more likely to purchase a few farm-fresh fruits or vegetables to eat out of hand, or as ingredients for dinner. Customers are still interested in jam and pies, but now they want to buy them already made. Farm stands have changed over the last 50 years as lifestyles have changed. New rules for farm stands this year help today's farmers keep up with changing customer demands at their farm stands. Keep in mind, a farm stand at a Farmers' Market has more strict regulations than a country farm stand.



The new regulations are from Assembly Bill 2168, which became effective January 1, 2009 and created more allowances for modern farm stands throughout California.

AB 2168 establishes a new category for farm stands that are allowed to sell processed agricultural products, such as jams, preserves, pickles, juices, cured olives and other "value-added" products made with ingredients produced on or near the farm, in addition to fresh produce and eggs produced on the farm.

Local processed farm products sold at farm stands must all be:

- Shelf-stable, specifically "non-potentially hazardous." This generally means food products that can be safely held without temperature controls because the product would not support the rapid growth of infectious or toxic organisms.
- Prepared and packaged in a health department-approved facility, not a home kitchen. For low-acid canned goods with pH levels greater than 4.6, such as preserved corn or green beans, processing must take place in a state-licensed cannery. For products such as salsas or chutneys where acid levels are unknown, the state offers free testing.

- Produced in "close proximity" to the farm stand.

One advantage of selling value-added products is growers can create jams or juices from produce that might not otherwise be sold because of cosmetic blemishes, seasonal market saturation, or overproduction. Converting excess fruits or vegetables into a product that can be sold in the off-season is one more chance for income. Having products to sell year-round can also mean more regular customers.



Marin Convention & Visitors Bureau Hosts Mexico Press and China Travel Producers

On August 11th the Marin CVB and the California Travel & Tourism Commission played host to a group of magazine and press reporters from Mexico City. They were treated to a personal tour of Muir Woods by the Golden Gate park service, a bay cruise with dinner provided by Capt. Gerry Robertson with [Empress Events](#), lodging and breakfast hosted by GM Michaela Winn at [The Lodge at Tiburon](#), and air fare provided by the Mexican Airline Volaris.



Then on August 18th we played host to a group of travel producers from Mainland China. They were given a personal tour of Muir Woods by the Golden Gate park service, and a wonderful lunch hosted by owner Susan Cunningham at the [Mountain Home Inn](#) located on Mount Tamalpais. The travel operators were already taking notes on costs for lunches and lodging during the luncheon.

They all enjoyed their visit to Marin and were very impressed with the beautiful scenery here in Marin County.

Travel Trends

Technology can make or break the entire traveler experience

ORLANDO, FLORIDA -- The travel intentions of Americans appear to be on the rise, according to the latest travelhorizons™ survey, the nationally representative survey that is co-authored quarterly by Ypartnership and the U.S. Travel Association. Almost two-thirds (63 percent) of Americans expect to take at least one trip for leisure purposes between August 2009 and January 2010, up from 61 percent who expressed the same intention in July 2008. Assuming Americans act on their stated intention, this will translate into an estimated 142 million U.S. adults taking at least one overnight trip during the next six months.

"Americans' continued strong interest in travel and positive perceptions of its affordability are

positive signs for the industry," said Roger Dow, president and CEO of the U.S. Travel Association. "The cost of travel remains at historic lows, giving consumers phenomenal options and the opportunity to stretch their dollars farther." According to the national survey of 2,362 respondents conducted between July 21-28, 2009, the average number of overnight trips U.S. adults intend to take during the next six months increased to 2.8 from 2.6 in July 2008. Travelers remained concerned about having sufficient money for travel; however, the majority of adults who are planning to take a trip are adjusting to more limited leisure travel budgets by indicating that they expect to spend less on travel services compared to last year. They also intend to comparison shop for deals, especially online.

The July Traveler Sentiment Index™ (a derivative of six variables measured in the quarterly survey) also reflected consumers' improved sentiment. After falling slightly between February and April 2009, the index rose to 92.1 (against a base of 100 in March 2007), and three points above the number recorded in April 2009 (89.1). All six of the index indicators displayed gains from the last calendar quarter with the exception of one: "money available for travel".

"These results reaffirm our belief that downward pressure on the average household budget continues to present the biggest challenge for the industry, not interest in or the desire to travel," said Peter C. Yesawich, chairman and CEO of Ypartnership. "And that's precisely why value remains king for U.S. travelers."

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