

The Playa Vista Farmers Market Flourishes with Passion.



Produce at the Playa Vista farmers market. Photo By Isabella Chacon

There is a lot of passion at the Playa Vista farmers market. The food, music, handmade products, and community are all brought here by people who want to express their creativity and encourage an environmentally friendly lifestyle.

Molly Roklen is part of an organization called Farm Habit, which took over the Runway in Playa Vista in 2009. She is the current market manager at the Playa Vista farmers market and was born and raised in Los Angeles.

After being hired in early September of last year, she has been learning more about farmers markets and their environmentally friendly concepts.

“I have always loved shopping at farmers markets and since joining the team, I have noticed how much more nutritious produce is at the farmers market,” said Roklen.

Not only is she actively buying from the farmers market, but she also ensures that the farmers market stays as green as possible.

“We make sure that farmers are participating in animal welfare, we limit plastic use, we have a compost hub, and we also have a bring a bag get a bag.”

While it could be slightly more expensive to shop at a farmers market, you get the highest quality of produce and handmade products.

However, the Playa Vista farmers market not only supplies organic produce, it also encourages artists and small businesses to come and share their work.

“If you have the need for creative expression, farmers markets are a great place to do it. It really is a community here, not only with the customers, but also with other artists. It validates your work,” said Lorey Zlotnick, the owner of L8 Bloomers.

Zlotnick is an artist who originally launched her business by making arrangements for her son’s party. She focuses on potted mid-century modern centerpieces.

Zlotnick enjoys the storytelling aspect of her work. She takes an extra step to make these arrangements, like traveling to Sierra Nevada, Calif. to gather sequoia bark for her pieces.

“For me, it’s also about the vessel itself. So, every one of these things has a story. These elephants are handmade in Honduras, those teacups are vintage royal sealy from the 1930’s.”

Not only does Zlotnick refurbish items to use as a base for her work, but she also includes precious materials to make her work outstanding.

“You have to work hard for anything. Yes, I love having my fingers on dirt and molding the soil and I love the feel of the hunt for the actual containers.”



The Playa Vista farmers market. Photo By Isabella Chacon

Much like Zlotnick, Kristine Leone, the owner of K. Leone Designs, uses stones and materials that she hand-picks for her jewelry. “I decided to make it here, myself, and make it higher quality with semi-precious stones and materials,” said Leone.

Instead of importing these items, she makes the extra effort to provide the finest products for her customers.

Leone says that one of the best parts of having a booth at the Playa Vista farmers market as a small business is seeing new faces and being able to branch out. “Because I’m making the jewelry all week long, I get out and get to meet people, it’s so great.”

These extended efforts by the small business owners elevate the Playa Vista farmers market. Notable products such as handmade jewelry and potted mid-century modern centerpieces reflect the value of what the members of this community bring to the table.

The Playa Vista farmers market has around 80 vendors every Saturday and continues to build a community based on environmentally friendly lifestyles while providing opportunities for small businesses.