

Word on the Street: Fresno store offers healthier, organic food options

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Downtown Fresno has a new store for fans of organic produce, healthy juices and even Coca-Cola made with pure cane sugar.

Whole Farms Market opened last month in the Vagabond Lofts building at 1807 Broadway.

The shop's owner, Tara Hamilton, wants to provide downtown residents and office workers with healthier food options. Many of the store's products are organically grown on Hamilton's farm near Kerman or sourced from other organic producers.

She also carries nuts, seeds, beans, dried fruit and raw milk from Organic Pastures and makes fresh-pressed juices and smoothies. "Our juices will provide a whole day's worth of fruit and vegetables," Hamilton said.

As for the soda, Hamilton believes cane sugar is a better alternative to high-fructose corn syrup - the much maligned sweetener that some believe is unhealthy. "We had one person buy the soda, half a pound of pumpkin seeds, and some dried mango and that is our version of fast food," Hamilton said.

Whole Farms also operates a food-delivery system.

Customers can order online at wholefarmsonline.org and have their produce delivered to their office, or they can shop from the farm's delivery truck.

The store will celebrate its grand opening Wednesday.