

PRESTON MARING, MD

OB/GYN, EAST BAY AREA

2005 Sidney R. Garfield, MD EXCEPTIONAL CONTRIBUTION AWARD

Walking by vendors selling jewelry in the hospital lobby one day, Preston Maring, MD, wondered if the medical center could sponsor something more consistent with the organization's mission.

Less than a year later, in 2003, the Friday Fresh Farmers' Market was born. The outdoor market includes purveyors of organic fruits, vegetables and breads, and attracts an average of 500 shoppers weekly—employees, patients and members of the community.

Today, 38 KP facilities around the country offer organic produce markets, and KP's Northern California medical centers use organic produce in thousands of patient meals each day.

He serves on KP's National Food Policy Workgroup and loves hearing colleagues tell him their personal stories about the market.

