



JULY 10, 2018

MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
COMMERCE, CULTURE, COMMUNITY SINCE 1905

FOOD COMES FIRST AT THE MARKET, AND SUMMER IS SPECTACULAR WITH FRESH, LOCAL GOODNESS

The Public Market offers much more than produce, but food has always been the priority product at the Market. And once we get into summer in Western New York, our region's premier soils and hardworking, skilled farmers produce a truly impressive volume and variety of fruits and veggies, meat and dairy, wines and beverages, and more—all of which appear en masse at the Market!

Here are two terrific ways to make more out of your fresh produce purchases at the Market: 1. Get a copy of the Market cookbook, *Bringing the Market Home*, and try some of the recipes inside, which are arranged by season. These handsome, colorful cookbooks were produced by the Friends of the Rochester Public Market, our nonprofit partner, and proceeds from their sale support their essential work for the Market, including the Market Token Program, the nation's most successful farmers/public Market program for SNAP ("food stamp") recipients. You can get cookbooks on any Market day at the white Market Token Center behind the Market Office (brick house), or on summer Saturdays between 8 a.m. and 1 p.m. At the Welcome Center red tent near the Union Street gateway entrance. 2. Take a seat for Foodlink's free *Just Say Yes to Fruits and Vegetable* demos and samplings—where you can learn how to prepare fresh produce in healthy fashion. *Just Say Yes* demos run on the hour from 9 a.m. - 12 p.m. each Thursday throughout the summer and fall in the indoor "B" Shed, and Saturdays on the hour from 9 a.m. - 1 p.m.



BRINGING THE MARKET HOME

Savoring the Seasons from the Rochester Public Market

The Public Market cookbook is a terrific tool for making the most of Market produce, year round.

Here's what's fresh and local in July/August at the Market: Veggies: Beans, beets, beet greens, broccoli, cabbage, carrots, celery, collards, corn, cucumbers, garlic, herbs (basil, parsley, etc.), leeks, lettuce, mustard greens, onions, peas, peppers, potatoes, radishes, rhubarb, spinach, squash, swiss chard, tomatoes, turnips, zucchini. Fruits: apples, blackberries, blueberries, cantaloupe, cherries, currants, grapes, peaches, pears, plums, raspberries, strawberries.



Bands on the Bricks, Gospel Jubilee, and Food Truck Rodeo combined bring eight nights of free live music to the Market in July and August. Photo: Evan Lowenstein

LIVE MUSIC HEADLINES SUMMER SPECIAL EVENTS

Peak produce season also happens to be peak free-admission special events season at the Market! In addition to 165 regular Market shopping days annually, the Market is open another 47 days for our signature special events. July and August feature live music via five consecutive Fridays of *Bands on the Bricks* beginning July 13 (see lineup on page 4), and the annual showcase of inspirational music known as *Gospel Jubilee* on Sunday, July 29 from 4:00 to 7:30 p.m. What's more, we'll have our Community Garage Sale, our "flea markets," every Sunday throughout the summer from 8 a.m. to 2 p.m. And on Friday, August 24 we'll again celebrate Rochester's booming bicycle culture with the fourth annual *Bike-In Movie*—ride your own or a Pace bike-share bike for free flicks on the bricks! (7:30-10 p.m.). See page 4 for the full July-August slate of free special events, or go to www.cityofrochester.gov/marketevents.

MARKET BRINGS HOME TWO A.I.A. ROCHESTER AWARDS

The new indoor “B” Shed celebrated its first birthday in July, and the Market recently received two design awards from the Rochester Chapter of the American Institute of Architects for this and the other elements of its 2016-2017 renovation and expansion project. At its June 15 annual awards event at the downtown Arbor Loft, Market Director Jim Farr accepted the Merit Award and Mayor’s Award for the project, which included construction of the new covered outdoor “D” Shed (a beautiful replica of an original Market shed on just about the same exact foot-print), the complete replacement of the indoor “B” Shed with a state of the art new structure, and the replacement of four stand-alone food stands using re-purposed steel shipping containers. (See page 4 *Past Blast* segment for a terrific photo of the new “D” Shed.)

The Rochester Chapter of AIA makes Design Excellence Awards each year “to encourage excellence in architectural design, to make the public more aware of the potential of the human-made environment and to honor the architect, owner and builder of significant projects.”

For more about the entire project, go to www.cityofrochester.gov/marketimprovements or aiaroc.org/images/files/2018-21_PublicMarket.pdf.



PAUL WATSON GREENHOUSES IS SUMMIT FEDERAL CREDIT UNION VENDOR OF THE MONTH FOR JULY

Homegrown local business Summit Federal Credit Union once again is supporting and celebrating fellow local businesses specializing in “homegrown” through the *Vendor of the Month* initiative.

For many, summer is a time to take it easy, but for Paul Watson, his wife Meg, and his sister Karen, it’s very much the opposite. After all, Paul Watson Greenhouses, the Watson family’s flower and plant farm in Rush, is run by just the three of them. And none of the farm’s many horticultural offerings exactly “spring up” all on their own.

“It keeps us busy,” says Paul, grinning at his understatement. “There’s no down time.”



Karen, Paul and Meg Watson, along with their four-legged companion, take a rare, brief break on their farm in Rush.

The farm’s flowers and plants are grown mostly for retail sale at the Public Market, and are also sold directly from the farm to event planners and large customers such as St. John Fisher College and the Strong Museum of Play. Around half the farm’s ten acres are used as growing land, and several greenhouses dot the property. Everything is hand-watered and hand-tended by the Watson trio.

At the Market, the Watsons’ stall is a popular stop on many Thursdays, most Saturdays, Flower City Days and even Community Garage Sale Sundays. Between the work on the farm, loading/unloading/transport, and selling at Market, the team is among the most hardworking you will find.

“It can take forty hours just to load up for Market,” says Meg.

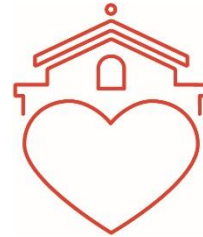
This workload doesn’t let up as summer wanes. Autumn brings huge demand for plants such as mums, flowering kale, and pumpkins. For the holidays, the Watson team crafts wreaths by hand. And by the second week of January, the greenhouses are filled with unrooted cuttings as well as seedlings in preparation for the next spring. Thanks to the Watsons and all our vendors for being the lifeblood of the Public Market!

Thanks to the Summit’s Cynthia Kolko for these words and photo! Learn more about Summit at www.summitfcu.org.

COMMUNITY DRIVES *FRIENDS OF THE PUBLIC MARKET* VOLUNTEERS

The Friends of the Rochester Public Market is the Market's non-profit partner, staffed almost entirely by volunteers. The Friends' flagship program is the Market Token Program, which has been the gold standard for farmer/public market “food stamp” programs nationally since its inception ten years ago. But the Friends do much more—such as lead Market tours, produce the annual Artist Row and assist with other Market special events, manage (and benefit from!) the Market-branded merchandise program, and represent the Market at community events. The Friends are managed by a dedicated volunteer Board of Directors as well.

Volunteers drive a lot at the market, but what drives the volunteers? Brittany Touris is one of these volunteers, into her second half of her service year to the Market through Flower City AmeriCorps (a local program of the national/federal community service initiative). Brittany was curious about *why* Friends of the Market volunteers commit their time, so she conducted a survey to learn more about their motivations.



friends of the
rochester
public market

Interwoven through the survey responses were several similar sentiments: volunteers want to immerse themselves more in the life of the Market, and enjoy that immersion deeply. They want to add to fond personal memories of the Market. The most common themes in the responses: the desire to feel connected to and a sense of community, and the desire to spread the missions of this community icon and its offerings far and wide.

Survey respondents described their view of the mission in different words, but common threads surely emerged, such as “being a community resource for fresh, local food,” and “connecting farmers and healthy, fresh food to the city.” Many respondents mentioned the mission of making fresh, healthy, affordable food accessible to low income community members through the Market Token Program for SNAP recipients as a strong motivation for their volunteer commitment.

Brittany also discovered in the survey responses that volunteers love the rich, real diversity at the market, and also the comfort and camaraderie of being around like-minded people. One volunteer expressed the Market as “a living example of the commonalities in our lives ... and how we can all get along around common goals.”

Brittany also astutely realized through the survey that the Market offers three things that people and society need to survive and thrive—food, of course, but also diversity and community. Diversity in human communities is required for those communities' health and well being, just as “biodiversity” is required in natural systems for fruits and vegetables to grow. Diversity of product and people in service to the human and natural community truly is the essence of the Market—and the big draw for folks to get involved with the *Friends of the Rochester Public Market*.

For more about the Friends of the Public Market and volunteer opportunities, go to www.marketfriends.org/join-us, email marketfriends@rochester.rr.com, or call 585-428-7292.

Volunteers with the Friends of the Rochester Public Market give a lot to the Market, but report that they get a lot back too. Pictured here at a Saturday Welcome Center/merchandise sales tent from left to right are Friends Board Vice President Helen Hogan, Parker Kasprzak, Friends Board President Laura Parker, Board member and Marketing/Communications Committee Chair Lauren Wilson, and Friends volunteer Mike Mizerny.



GET ELECTRONIC ISSUES OF THIS NEWSLETTER, JOIN OUR MAIN EMAIL LIST

It's easy to get on a subscription list for free electronic delivery of these newsletters, and equally easy to join a main Market email list, if you wish to receive electronic correspondence from the Market more often than the newsletter every six-eight weeks. Just shoot us a quick email, to pmarket@cityofrochester.gov, and let us know if you'd like to subscribe to the Market Matters newsletter electronic subscription list, the main email list, or both. You can also do this, and see back issues of the newsletter as well, at www.cityofrochester.gov/marketmatters.

PAST BLAST



Before and after: At top, the original “A” Shed, around 1915, demolished in 1963. Below, the new “D” Shed (2016), situated on almost exactly the same spot as its design inspiration.

July marks the first birthday of the “new” Market—the one that features the results of the \$8.5 million renovation/expansion project of 2016-2017. The marquee elements of the project—the covered, outdoor “D” Shed, the new fully indoor “B” Shed, and the four new stand alone food stands—are indeed brand new, but all of them were inspired by the Market’s marvelous past. The new outdoor, covered “D” Shed in particular embodies the motto that the future of the Market should always be guided by its past. The “D” Shed is actually a replica of the original (1905) “A” Shed that was demolished in 1963. Given the growing demand for more vendor space, and demand for an even greater amount and variety of products, the first phase of the renovation/expansion project created a new, outdoor covered Shed “D” that not only beautifully mirrors the original “A” Shed, but sits on almost exactly the same footprint. The “before and after” photo pair on the left shows the first “A” Shed which served customers on the very first day of the North Union Street Market in 1905, and the new “D” Shed, completed in October 2016. These two are not the same building—but you might think so, thanks to the vision of the main Market master plan that guided these additions, and to the master craftspeople that literally put it all together.

JULY-AUGUST FREE SPECIAL EVENTS SCHEDULE

- Friday, July 13: Bands on the Bricks: *Kashmir, the Live Led Zeppelin Show* (6-10 pm)
- Sunday, July 15: Community Garage Sale (8 am - 2 pm)
- Friday, July 20: Bands on the Bricks: *Latino Night*, with Puerto Rican Festival (6-10 pm)
- Sunday, July 22: Community Garage Sale (8 am - 2 pm)
- Wed. July 25: Food Truck Rodeo, with *Something Else* (5 - 9 p.m.)
- Friday, July 27: Bands on the Bricks: *Zac Brown Tribute Band* (6-10 pm)
- Sunday, July 29: Community Garage Sale (8 a.m. - 2 p.m.)
- Sunday, July 29: Gospel Jubilee (an annual inspirational music showcase (4-7:30 pm)
- Friday, August 3: Bands on the Bricks: *Donna the Buffalo*, with *Wild Rivers* (6-10 pm)
- Sunday, August 5: Community Garage Sale (8 am - 2 pm)
- Friday, August 10: Bands on the Bricks: *Live at the Fillmore* and *Into the Now* (6-10 pm)
- Sunday, August 12: Community Garage Sale (8 am - 2 pm)
- Sunday, August 19: Community Garage Sale (8 am - 2 pm)
- Friday, August 24: Bike-In Movie (7:30-10 pm; cityofrochester.gov/bikeinmovie)
- Sunday, August 26: Community Garage Sale (8 am - 2 pm)
- Wed., August 29: Food Truck Rodeo, with *Miller and the Other Sinners* (6-10 pm)

For the full 2018 special events schedule: www.cityofrochester.gov/marketevents.

VEGGIE VALET AVAILABLE ALL SUMMER SATURDAYS

Fresh produce is a wonderful thing—but it’s not the lightest stuff in the world. That’s why we offer free **Veggie Valet** on Saturdays from June through September, from 8 am to 1 pm. Volunteers from Greentopia’s Green Visions program staff the Valet, and they can 1. Hold onto your Market purchases while you go back for more; and/or 2. Help you get your purchases back to your vehicle, bus stop, or bike! This is a free service! You can find the Veggie Valet near the center doors of the indoor “B” Shed.

City of Rochester Public Market

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[www.cityofrochester.gov/
publicmarket](http://www.cityofrochester.gov/publicmarket)

Tuesday/Thursday, 6 a.m.-
1 p.m.; Saturday, 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Daniele Lyman-Torres
Commissioner, Department of
Recreation and Youth Services

Jim Farr, Market Director

Cindy DeCoste, Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein,
Assistant Market Supervisor

Kham Vilaysak, Willie Wynn
Operations Workers