



October/ November 2014

MARKET MATTERS

ROCHESTER'S MOST UNIQUE SHOPPING EXPERIENCE



Meet the Merchant

Trystan and Max Sandvoss of First Light Farm and Creamery in East Bethany (Genesee County) earned prestigious degrees at Harvard and Northwestern, and launched entertainment careers in Southern California. But the land (and the goats) called them, and after learning the dairy trade on a farm in Washington State, found their way to twenty acres in rural Genesee County, where they started First Light Farm. Today, the Sandvoss brothers craft a delectable array of artisanal cheese, yogurt, and milk and bring it directly to you at the Market! They are shining examples of young folks across the country that are making local, sustainably-produced food their life's work.

Be sure to visit Trystan and Max during your next Market visit. And yes—it's called First Light Farm because the brothers have to get up mighty early. That's the life of a farmer. For more about the farm, go to <https://first-light-farm.com/>.

Final Food Truck Rodeo of the Year to Double as Halloween Costume Party/Contest

Wednesday, Oct. 29 will be the last Food Truck Rodeo of the year at the Market, and we're celebrating its proximity to Halloween with a ghoulish plan for a Market-wide costume party and contest! So be sure to dress up, as prizes will be awarded for costumes voted best. (Three prize categories: Adults, Teens, Li'l Ones up to 12). Just don't wear something valuable that you'd hate to get sauce on. After all, it's Food Truck Rodeo. Vendors will be getting into the spirit as well—we hear that Halloweenies may be on a menu.

Food Truck Rodeo runs from 5 p.m. to 9 p.m. on Oct. 29; free admission and live music by Dog House from 5 p.m. to 8 p.m! Remember to bring some folding chairs so you can park it while you feast. More online at www.cityofrochester.gov/foodtruckrodeo.

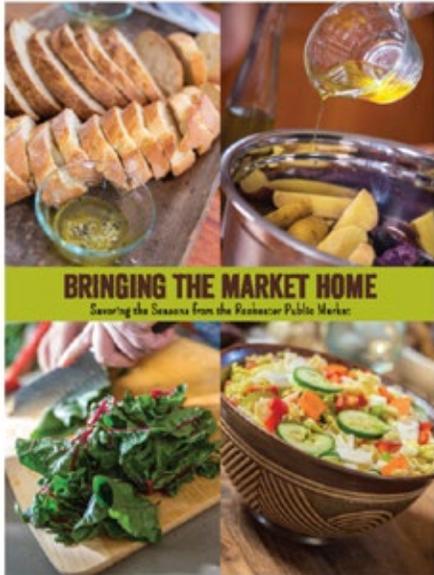
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City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

Friends of the Rochester Public Market Releasing Second Market Cookbook

The first Market cookbook—entitled *At the Heart of It All: Sharing the Recipes, Stories, and Love of Our Market*—was a smash hit and flew off the shelves when released in late 2012. The project was so fun and successful that the Friends have decided to do it again! This month, *Bringing the Market Home...Savoring the Seasons from the Rochester Public Market* will be released.



The full-color, 84 page cookbook celebrates our beloved Market's rich shopping and eating experiences. It is a veritable feast of favorite recipes shared by farmers, vendors, shoppers and

renowned local chefs. Proceeds from the sale of the books directly support the operation of the Market Token Program, which enables customers to use their Food Stamp EBT cards to purchase fresh, local produce from the Market.

Cookbooks will be available for sale by mid-October at the Market—on Saturdays from 9 a.m. to 1 p.m. at the Friends' kiosk by the Union Street gate, and at the Market Office—as well online (marketfriends.org) and at Parkleigh, Schutt's Apple Mill, Wegmans and Zac's Avenue. The price: \$25.00, which includes tax.

Generous support for this project has been provided by the Greater Rochester Health Foundation and the Market District Business Association.

South-facing Solar Array atop Shed "A" Delivers Energy, Message

By now you've probably noticed the 66 solar panels on top of the "A" Shed at the Market! In October 2012 these photovoltaic cells started converting sunshine to energy for the Market—and for the rest of the power grid out there. When the Market's energy demands are high, the cells provide a good chunk of the Market's power needs. When Market is closed and demand is low, the solar energy generated by the cells goes out to the grid for use in the community beyond the Market.

"Our solar panels generate real renewable energy benefits for the Market and the community," says Jim Farr, Director of the Market. "But they also send the important message that this abundant form of energy is there for the taking and essential for the future."

Farr notes that the Market also has "Big Belly" solar garbage cans, which use the power of the sun to compact garbage within, increasing their capacity and reducing the number of truck trips needed to empty them. The Market is getting greener and greener!

Fall Fresh at the Market



It's October, and the bounty of the fall harvest is upon us. Especially fresh local goodies at the Market this month: apples, apples, apples

(there are so many delicious varieties that we decided to mention them three times), peaches, pears, grapes; beans, Brussels sprouts, cabbage, carrots, cauliflower, garlic, lettuce, leeks, onions, parsnips, peppers, tomatoes, pumpkins, sweet potatoes, winter squash, zucchini. Now that's a lot of vitamins and minerals. Stock up and enjoy!



Market Mug of the Month

Rochester Earthlings Supporting Endurable Temperatures (RESET) brought—along with a human tree on stilts—the issue of climate change to the Market as part of the inaugural Nature at the Market series. This series is generously sponsored by Hunt Architects/Engineers/Land Surveyors.

City of Rochester Public Market
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www.cityofrochester.gov/publicmarket

Market Hours

Tuesday and Thursday 6 a.m. to 1 p.m.
Saturday 5 a.m. to 3 p.m.

Marisol O. Ramos Lopez, Commissioner of Department of Recreation & Youth Services,
Jim Farr, Market Director, **Cindy De Coste**, Market Supervisor, **Rob Sharman**, Assistant Market Supervisor,
Evan Lowenstein, Communications and Special Events/Projects Coordinator

Friends of the Rochester Public Market
www.marketfriends.org
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