



December/January 2014-15

MARKET MATTERS

ROCHESTER'S MOST UNIQUE SHOPPING EXPERIENCE



(photo: Margaret Miyake)

Featured Farmer and Forager, Alex Flowers

For almost fifty years, the Flowers family farmers from Red Creek, Cayuga County, have sold their fresh produce at the Market. C.V. and Lovie Flowers have passed on, but their son Alex (pictured above, at left) remains a family farmer fixture at the Market. One of nine Flowers children who have worked the farm's fifty acres, Alex specializes in not only organic cultivated crops, but also in foraged wild foods that grow on their property.

The wild leeks are especially popular—Alex said “people go crazy” for them—but he added that the local black bears love the wild leeks too, so every spring it's a race for this delicacy! Alex also collects lambs quarters (a wild spinach), black walnuts, fiddleheads (that are scooped up every year by one addicted restaurateur!) and “branches that bloom”—such as cherry branches

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The Market In Winter: No Hibernation Here!

As we begin the long slog through Rochester winter to spring, it's important to remember that the Public Market doesn't hibernate. Like the bear in the mural on our Commission Row, we are wide awake year-round! Many folks from elsewhere express amazement when they learn our Market is open three days a week, 52 weeks a year—despite darkness, drifts, and deep-freezes. This is a source of pride for us! So we'll see you at the Market Tuesdays and Thursdays (6 a.m. to 1 p.m.) and Saturdays (5 a.m. to 3 p.m.) throughout the winter. Note that since Christmas and New Year's Days fall on Thursdays this season, we will be closed those Thursdays—but OPEN WEDNESDAY, December 24 (Christmas Eve) and December 31 (New Year's Eve) for you, 6 a.m. to 1 p.m.



Market Gift Tokens and Merchandise Make Marvelous Gifts All Year around!

Give the gift of the Market this holiday season—and the rest of the year—and watch the lucky recipients light up with glee! Gift Tokens—and myriad other Market merchandise including sweatshirts, tee-shirts, caps, cookbooks, commemorative historical posters, and much more—are available. Gift tokens can be purchased any Market day in the lobby of the Market office; you can get other Market merchandise on Saturdays between 9 a.m. and 1 p.m.



Winter Fresh at the Market

Rochester's wintry weather actually brings out the best in some of your favorite veggies. Cold weather sweetens the flavor of produce such as Brussels sprouts, Swiss chard, kohlrabi, kale, and parsnips. Other cold weather veggies plentiful this month: winter squash, rutabagas, carrots, cabbage, beets, turnips, potatoes, sweet potatoes and onions. Plus—this year's bountiful New York apple harvest has provided a wide variety of crisp, juicy apples for your eating and cooking pleasure. (Note: We have New York apple variety guides in the Market Office lobby!)

Cardboard Compacting and Commercial Composting Coming In 2015

In 2015, the Market will bring a state of the art cardboard compactor on line so that much more cardboard generated here can find new life. What's more, we plan to establish a Market-wide composting program so that vendors can convert their food waste back into precious, productive soil.



Market Marvel of the Month

If you can make it to the Market just before dawn (we open at 5 a.m. on Saturdays and 6 a.m. on Tuesdays and Thursdays), you just might witness a spectacular sunrise. This one graced the marketplace on Saturday, November 22. (photo: Evan Lowenstein)

Featured Farmer and Forager, Alex Flowers

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that sprout blossoms when put in water.

The key to getting such bounty in wild foods? Alex says that because he doesn't use herbicides, the wild edibles flourish. He does use natural insecticide and fertilizer, however—made from comfrey and stinging nettles that also grow naturally on the farm!

Alex says he has tried other jobs but that his heart is with his farm and farming, and with his customers at the Market. We asked him to tell a favorite story from his years at the Market... and he recalled a Saturday from his youth when a tie rod on the family truck snapped as they journeyed to Rochester. Alex said that his dad, C.V., magically rigged the broken pieces together with a piece of wire, and they continued on to the Market! Alex said that turning back with a load of fresh food for the Market was simply not an option.

City of Rochester Public Market

280 North Union Street
Rochester, New York 14609
585.428.6907
pmarket@cityofrochester.gov
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
marketfriends@rochester.rr.com
585.325.5058