



April 2015

MARKET MATTERS

ROCHESTER'S MOST DIVERSE SHOPPING EXPERIENCE

State Joins Mayor to Celebrate Market's Success Connecting People to Healthy Food

New York State's Department of Agriculture and Markets and Department of Health chose Rochester Public Market for a press event dedicated to celebrating National Nutrition month and the ways New York communities deliver results with support from state nutrition programs. On March 26, Agriculture and Markets Commissioner Richard Ball and Health Commissioner Dr. Howard Zucker joined Mayor Lovely Warren to highlight the Market's extraordinary success connecting the region's residents to affordable, fresh, healthy foods.

The Friends of the Rochester Public Market, a nonprofit partner with the City, beautifully manages several Market programs funded by state agencies. The Market Token Program, through which SNAP (Supplemental Nutrition Assistance Program) recipients use their electronic benefits cards (EBT) to buy healthy fruits and vegetables at the Market, is the most successful program of its kind in the country. In 2014, \$619,000 in SNAP benefits were redeemed at the Market--this comprises an amazing 3% of all SNAP benefits redeemed at all 5,000 participating farmers markets in the country combined.

With state support, the Market also partners with Foodlink to bring nutrition education directly to shoppers through *Just Say Yes to Fruits and Vegetables*.



State Health Commissioner Howard Zucker speaks at the Rochester Public Market on March 26. Pictured also are Rochester Mayor Lovely Warren and Market Director Jim Farr.

Evaluations show that 80% of Market Token Program customers shop more at the Market because of the program; and a remarkable 90% report eating healthier. To learn more, visit www.marketfriends.org or call the Friends at 585-325-5058. Or, visit www.cityofrochester.gov/markettokenprogram.

Nature @ the Market Returns in 2015

Thanks to support from Hunt Architects/Engineers/Land Surveyors, *Nature @ the Market* was born in 2014 to bring the region's environmental organizations to the Market. In 2015, dedicated groups such as Braddock Bay Raptor Research Center, the Water Education Collaborative, Monroe County Stormwater Coalition, The Nature Conservancy, Genesee Country Village Nature Center, Center for Environmental Information, Sweet Beez, Audubon Society, Cornell Cooperative Extension, Resilient Rochester, and others will be at the Market on Saturdays as part of the series.

Nature @ the Market is part of the Market Special Guests Program, through which a wide variety of non-profit organizations connect with the public at the Market. For more information about this program, contact Market Communications and Special Events/Projects Coordinator Evan Lowenstein at 585-428-7282, or email him at lowenste@cityofrochester.gov.

WE ACCEPT TOKENS
ROCHESTER PUBLIC MARKET

EBT | Token Exchange

THE FRIENDS OF THE
ROCHESTER PUBLIC MARKET

Featured Farmers: Davis Naturally Pure Honey

For four generations the Davis family of Cayuga County—and their heroic honeybees!—have produced a sweet array of honey products. Year-round at the Market the Davises will share not only the delicious fruits of their labor but also info about different varieties (from buckwheat to cream to orange blossom—with flavors varying depending on the flowers the bees visit during the different seasons), and the science and art of beekeeping.

Mike Davis, who runs the Cayuga farm with his wife Pam (pictured at right), learned beekeeping from his father and six aunts and uncles. They've been sweetening lives of Market customers and countless other New Yorkers for almost forty years.

Keep in mind that honeybees, as pollinators, are essential to our ecology and agriculture—without them, we literally wouldn't have most of our fruits and vegetables, and certainly not the honey we love. Honeybees are peaceful pollinators, very different from aggressive yellow jackets despite their similar look. Learn the difference! Honeybees unfortunately are under siege by environmental hazards and across the country have suffered “colony collapse”, challenging the Davis' livelihood and the very security of our food system. So next time you eat fresh fruits or veggies, or savor your local honey, remember that honeybees are the heart of it all!

Market Renovations/Additions Updates

On March 17, Rochester City Council formally approved funding for the renovations and additions planned for the Market. We expect a ground-breaking for the project in early fall. The addition of a new outdoor covered shed and replacement of the existing enclosed shed--to include more restrooms--will improve quantity and quality at the Market without compromising the character we all know and love! To learn more about the plan and process, see the project web page at www.cityofrochester.gov/marketimprovements.

Market View of the Month: Spring Really Is Coming



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280 North Union Street
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585.428.6907
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www.cityofrochester.gov/publicmarket

Market Hours: Tuesday and Thursday,
6 a.m.-1 p.m.; Saturday 5 a.m.-3 p.m.

Marisol O. Ramos Lopez
Commissioner
Dept. of Recreation & Youth Services

Jim Farr, Market Director

Cindy DeCoste, Market Supervisor

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Friends of the Rochester Public Market
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