



MARKETMATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

MAYOR AND LIEUTENANT GOVERNOR LEAD GROUNDBREAKING FOR PUBLIC MARKET RENOVATION AND ADDITION PROJECT

On April 29, Lieutenant Governor Kathy Hochul joined Mayor Lovely Warren for a festive groundbreaking ceremony to launch the Public Market renovation and addition project.

After the ceremonial dirt was flung, Market Director Jim Farr joined Hochul to unveil a new Market logo. Featuring the iconic outdoor shed and the city skyline, the logo celebrates the Market's illustrious history and emphasizes that the Market is a program, facility and institution of the City of Rochester.

"The City of Rochester Public Market has been a celebrated hub of commerce and culture in our city for 111 years," said Mayor Warren at the event. "The Market is truly a public treasure, a place where people from all walks of life come together for food and for community. This ambitious project will make our much loved Market even better and position it for the future."

Added Lieutenant Governor Hochul: "The City of Rochester Public Market is essential to the regional economy and a historic landmark that plays an important role in the lives of families who depend upon its produce and services. We are proud to be part of its next phase of growth and success. The Governor's regional development councils are revitalizing Upstate by building upon the strengths that have endured over generations, just as the Market has, and it is gratifying to see the next chapter of this story unfold."

The event concluded with fresh pizza from the Union Street Bakery, and a giveaway of handsome heather-grey tee shirts featuring the new Market logo (see below). In the background, site prep work had already begun for the new covered outdoor "D" Shed, a replica of an original shed built in 1904 that will provide space for 48 additional vendors. The construction of this shed will take approximately six months; when complete, it will be temporarily enclosed to house existing indoor shed vendors while the current indoor "B" Shed is replaced by a new brick and glass structure. Once the new indoor shed is complete in 10-12 months, indoor vendors will move back in and the temporary enclosure of the "D" Shed will be removed for new outdoor vendors.



Ground-breakers for the Market renovation and addition project, from left to right: Vinnie Esposito of the Empire State Development Corporation, Market Director Jim Farr, State Senator Joseph Robach, City Councilman Michael Patterson, New York State Lieutenant Governor Kathy Hochul, Mayor Lovely Warren, and Marisol Ramos-Lopez, Commissioner of the City Department of Recreation and Youth Services, which oversees the Market.

At the same time the new indoor "B" Shed is built, the four stand-alone food stands at the Market will be replaced with custom-fabricated retired steel shipping containers. An additional restroom facility will also be constructed as part of the new indoor shed, tripling the number of restroom stalls at the Market!

Remember: The Market will stay open its regular days and hours throughout the project. Check the web site for key updates and guidance for navigating temporary changes at the Market during construction: www.cityofrochester.gov/marketimprovements.

THE MARKET TOKEN PROGRAM SHATTERS ITS OWN SUPERLATIVES (AGAIN)

Through the Market Token Program, low-income individuals and families with Supplemental Nutrition Assistance Program benefits (SNAP) can use their Electronic Benefit cards at the Public Market to obtain Market Tokens that are redeemable as cash for healthy, affordable food from hundreds of vendors. The Market Token Program is deftly managed by the Friends of the Rochester Public Market, our essential non-profit partner.

For several years running our Market has redeemed more SNAP benefits than any other farmers market in the U.S. In 2014, approximately \$555,000 in SNAP benefits were transacted at the City of Rochester Public Market; this was an amazing 3% of all SNAP benefits transacted at all 5,000-plus participating farmers markets nationwide. (See the end of this article for even more unbelievable facts and figures about the Market Token Program.)

In 2015 this figure jumped to \$624,000. And on May 7, a sunny spring Saturday, the Market Token Program shattered its previous single-day record by a wide margin. On that day, \$31,145 in Tokens were sold through 948 transactions. This total bested the previous record by a whopping 40 percent. Forty percent also happens to be the bonus that the State of New York now provides SNAP recipients through its *Fresh Connects* program at New York farmers markets. This means that \$25 in SNAP benefits redeemed at the Market gets you \$35 in Tokens--and \$35 can buy an impressive amount of fresh fruits and vegetables here! The Market Token Program helps SNAP recipients not only get a lot of healthy food--it helps them stretch their food budgets substantially.

The success of the Market Token Program does indicate high levels of poverty in Rochester, but also means the Market is connecting low-income neighbors with a wide selection of healthy, affordable foods.



While our Market Token Program is far and away the leader of its kind nationwide, it doesn't rest on its laurels. Because there are many in the community who qualify for SNAP but don't know it, and because over 95% of SNAP benefits in Monroe County are used at places other than the Public Market, several local and national partners have come together to get eligible residents signed up for SNAP, and to promote SNAP use at the region's farmers markets. These partners include The City of Rochester, Legal Assistance of Western New York, Foodlink, the USDA, Greater Rochester Health Foundation, and Friends of the Rochester Public Market.

To learn more about SNAP and find out if you qualify, call 585-295-5624. For more about the Market Token Program, call 585-325-5058 or go to www.cityofrochester.gov/markettokenprogram, or www.marketfriends.org.

In 2015, our Market Token Program achieved the following remarkable accomplishments:

22% of all SNAP benefits redeemed at all 395 participating farmers markets in New York State

3.2% of all SNAP benefits redeemed at all 6,483 participating farmers markets in the U.S.

More SNAP benefit redemptions than the all the combined participating farmers markets in 43 of the 50 states, including Washington, New Jersey, Ohio, Wisconsin, Georgia, Colorado, Massachusetts, Maryland, Minnesota, Illinois, Virginia, North Carolina, and South Carolina

More SNAP benefit redemptions than all of North Carolina, South Carolina and Tennessee's 600 participating farmers markets combined; and as much as all of Pennsylvania's 194 participating markets combined

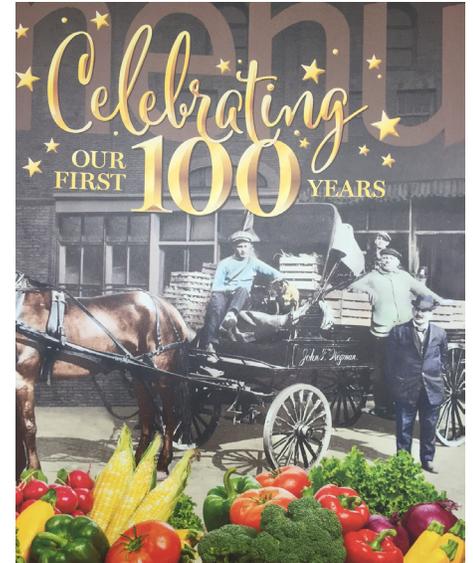
Twice as many SNAP benefit redemptions on May 7, 2016 alone as all of Nevada's 21 participating farmers markets combined in all of 2015

The City of Rochester Public Market exceeded all other markets' results even though SNAP redemptions overall at farmers markets across the U.S. grew by an astonishing 610% between 2008 and 2015.

CENTENNIAL CELEBRATIONS INCLUDE MENTIONS OF WEGMANS' PUBLIC MARKET ROOTS

Like the Public Market, Wegmans is a Rochester institution. While Wegmans is busy expanding its grocery empire well beyond its hometown and enjoys countless devoted customers and Forbes' annual *Best Companies to Work For* awards, the company stays close to its Rochester roots. And those roots include the Public Market.

John B. Wegman, uncle of Robert Wegman and great uncle of current company Chairman and CEO Danny Wegman, began his food sales career with a produce push cart around Rochester neighborhoods--a cart laden with fruits and vegetables purchased from farmers at the Rochester Public Market. In 1916--a full century ago this year--John opened the Rochester Fruit and Vegetable Company, the precursor to the Wegmans Food Markets of today.



SPRING MEANS THE START OF THREE SAMPLING SERIES AT MARKET



Everyone loves a free nibble, and the Public Market is a go-to source for free samples every Thursday and Saturday throughout spring and summer!

Every Thursday and Saturday from May 21 through the end of October (10 a.m. to 1 p.m.), our friends from Foodlink host *Just Say Yes to Fruits and Vegetables* outside the Market Office. *Just Say Yes* is dedicated to demonstrating and sharing healthy ways to prepare your Market produce purchases at home. Take a seat in front of the *Just Say Yes* tent outside the Market Office on Thursday and Saturday mornings--you'll learn delicious recipes from Foodlink nutritionists and get to taste the recipes on the spot! For more about the program, go to jsyfruitveggies.org.

And on Saturdays, May through September, you can also enjoy *Flavors of Rochester at the Market!* A partnership between the Market and the Democrat & Chronicle, *Flavors* features culinary creations from guest chefs from a wide variety of community and cultural organizations, as well as from multi-talented Democrat & Chronicle food writers. This year, *Flavors of Rochester at the Market* will be highlighting cuisines and cultures of the

International Sister Cities of Rochester. And once monthly, Margaret O'Neill of the Friends of the Rochester Public Market serves up Market bounty through a partnership with Summit Federal Credit Union.

All *Flavors of Rochester at the Market* samplings happen from 10 a.m. to 12 p.m. outside the Market Office. To see the *Flavors* guest chef schedule and to download the sample recipes, go to www.cityofrochester.gov/marketflavors.

FOOD TRUCK RODEOS. COMMUNITY GARAGE SALES.
FLOWER CITY DAYS. BANDS ON THE BRICKS.
GOSPEL JUBILEE. BIKE-IN MOVIE. AND MORE.

THESE ARE FREE PUBLIC MARKET SPECIAL EVENTS!
GET A 2016 SCHEDULE AT THE MARKET OFFICE
OR AT [WWW.CITYOFROCHESTER.GOV/](http://WWW.CITYOFROCHESTER.GOV/MARKETEVENTS)
MARKETEVENTS



BOUGHT TOO MUCH AT THE MARKET AGAIN? DON'T FEAR, THE MARKET TROLLEY AND VEGGIE VALET ARE HERE!



We've all done it. What starts as a few modest produce purchases at the Market quickly turns into a load so immense that it's hard to heft. That's why we have our Market Trolley, generously sponsored by the Summit Federal Credit Union, to get you and your burdens of Market bounty back to your vehicle. Look for the bright red trolley pulled by the green tractor around Market grounds as it makes its rounds to the City-owned Market parking lots.

And remember our Veggie Valet carts--available self-serve in the spring by request in the Market Office. During the summer, the Green Visions program of Greentopia will again provide a true valet service, using the carts to help you tote your tonnage to the car! In exchange for this assistance, Green Visions would love for you to bring home some of the beautiful flowers they grow around the city! Look for Green Visions on the sidewalk island near Zimmerman's during the summer months. Learn more at www.greentopia.org/green-visions.

WHAT'S LOCAL AND FRESH. It's spring! Farmers, start your tractors! Actually, our farmers **never** stop working hard to bring you fresh, local, healthy goodness. Here's what you can get fresh and local at the Market in May and June: **Veggies:** Asparagus, beets and beet greens, broccoli, cabbage, garlic, herbs, lettuce, mustard greens, onions, parsnips, peas, potatoes, radishes, rhubarb, spinach, summer squash, swiss chard, tomatoes, turnip greens, zucchini. **Fruits:** Strawberries, cherries.

GIFT TOKENS: GUARANTEED GLEE FOR MARKET LOVERS!

These Market gift certificates can be redeemed at over 100 food vendors and restaurants at the Market. Gift Tokens can be used for fruits and veggies, meats, poultry, fish, baked goods, honey and maple products, cheese, yogurt, pasta and pierogies, spices, herbs and extracts,

olive oil, nuts, and more. Market District restaurants that accept Gift Tokens include Juan and Marie's Empanada Stand and The Flour City Bakery. Gift Tokens can be purchased at the Market Office during regular market hours, with either cash or debit card.

AND DON'T FORGET...

We're open year-round. 52 weeks a year. All four seasons.

We're open Tuesdays and Thursdays too (6:00 a.m.-1:00 p.m.)

You can get every Market Matters issue automatically, electronically in your email! Subscribe at www.cityofrochester.gov/marketmatters or send email request to pmarket@cityofrochester.gov.

City of Rochester Public Market

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pmarket@cityofrochester.gov
www.cityofrochester.gov/publicmarket

[www.facebook.com/
cityofrochesterpublicmarket](http://www.facebook.com/cityofrochesterpublicmarket)

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

Lovely A. Warren, Mayor

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

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein
Communications Coordinator

Kham Vilaysak
Grounds Manager

Friends of the Rochester Public Market
www.marketfriends.org; 585.325.5058

See you at the Market!