



JUNE 3, 2017

# MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET, NEW YORK  
SERVING THE COMMUNITY SINCE 1905

## IMPROVEMENT PROJECT IN THE HOMESTRETCH



*The "A" Shed (c. 1930) reflected in the new "B" Shed. Reflecting the old in the new has guided the entire Market improvement project.*

The fifteen-month, \$8 million Public Market improvement project nears its conclusion. At this time, the exterior of the new indoor "B" Shed is almost complete. Crews are now hard at work building out the interior (which will include brand-new restrooms), and an earth-tone aggregate concrete—adorned with original Market brick—is being installed in front of the shed. Once the interior is done, current and new indoor shed vendors will begin custom build-out of their spaces, and will move in. The corrugated metal walls of the new outdoor "D" Shed that have temporarily housed the indoor shed vendors will then be removed, and 46 new outdoor covered vending spaces will fill with new vendors. This new "D" Shed is a beautiful, accurate replica of an original Shed that ran the full length of the Market from 1904 to 1963.

The four colorful state-of-the-art new food stands, custom fabricated for the vendors from repurposed shipping containers, have been moved (very impressively by professional building movers) from their temporary sites back to their original, permanent spots flanking the indoor shed.

This project has been complex. The City and Public Market, contractors, vendors and customers have worked together to keep the Market open all its regular days and hours through the entire project, and for all special events. Temporary construction, moves of vendors, and even moves of buildings have been done to ensure that vendors could keep their businesses (and their customers!) running throughout the project.

In mid-July, we'll be having a triumphant celebration and formally cut the ribbon on the new marketplace! Stay tuned to the next Market Matters newsletter for all the details of the coming festivities! And keep track of the project progress at [cityofrochester.gov/marketimprovements](http://cityofrochester.gov/marketimprovements) and [facebook.com/cityofrochesterpublicmarket](https://facebook.com/cityofrochesterpublicmarket).

## FRIENDS OF THE PUBLIC MARKET WELCOME CENTER IS OPEN

Our nonprofit partner Friends of the Rochester Public Market is again under their red tent near the Union Street entrance on Saturdays (June through September) to answer your Market questions, provide pride-producing Market-branded merchandise (shopping bags, tee shirts, hooded sweatshirts, cookbooks, aprons, prints, caps, and more) and in other ways be Market ambassadors for you! The *Friends* serve the Market in many ways: they run our nation-leading Market Token Program for SNAP recipients ([cityofrochester.gov/markettokenprogram](http://cityofrochester.gov/markettokenprogram)), lead dozens and dozens of Market school tours every year, manage the Market Gift Token Program ([cityofrochester.gov/marketgifttokens](http://cityofrochester.gov/marketgifttokens)), plan and host the annual Artist Row event ([artistrowrochester.com](http://artistrowrochester.com)), and do much more for the Market! For more about the *Friends*, go to [www.marketfriends.org](http://www.marketfriends.org).

## JOYFUL JUNE! LOTS OF LOCAL, SEASONAL FRUITS AND VEGETABLES FLOODING THE MARKET

Local fruits and vegetables abound year-round here, but June is a particularly glorious month, when the new local produce of the season floods the Market! Here's what you can find fresh and local at Market this month:

Veggies: Asparagus, beets, broccoli, cabbage, garlic, lettuce, herbs, peas, radishes, rhubarb, spinach, summer squash, Swiss chard, tomatoes, zucchini. Fruits: Strawberries, cherries. Good stuff indeed!



*Long-anticipated sweet local strawberries appear at the Market each June (Photo: Kurt Brownell)*



## MARKETMOBILE EAST END GARAGE SHUTTLE AND VEGGIE VALET LAUNCH IN EARLY JUNE

Now that we're into the busiest time of year at the Market, we're offering some extra assistance to make your Market experience even better. Beginning Saturday, June 3, we will again run our free Marketmobile Saturday Shuttle from the East End Parking Garage at the corner of East Main and Scio Street downtown. Parking in the garage is also free on

Saturdays, and the ride to the Market takes only a few minutes. The first Marketmobile Shuttle leaves the stop at the corner of East Main and Scio Street (look for our sign!) at 8:00 a.m.; the last one departs the Market stop just across from the Union Street gateway entrance at 1:00 p.m. Shuttles will run in approximately 20-minute loops. The Marketmobile is a great way to avoid parking and traffic challenges around the Market on Saturdays!

And don't forget our on-grounds open-air, tractor-pulled Trolley, which will ferry you cheerfully between the Market and surrounding parking lots on Saturdays!

Starting on Saturday, June 10, our friends from Greentopia's Green Visions Program will again offer the Veggie Valet! Youth from Green Visions will be on hand 8:00 a.m.- 1:00 p.m. on Saturdays through September to assist Market shoppers with toting their purchases to their vehicles or bus stops. Green Visions youth cultivate fresh flowers on vacant lots in the City—you'll be sure to see their garden goods at the Veggie Valet station, which is on the sidewalk near the Union Street gateway entrance. Look for the yellow Veggie Valet signs and hand carts!

## ALEX FLOWERS IS SUMMIT FEDERAL CREDIT UNION JUNE 2017 VENDOR OF THE MONTH

The Summit Federal Credit Union has been a generous sponsor of the nonprofit Friends of the Rochester Public Market and the Market as a whole. Summit has sponsored the annual Artist Row event, our Market Trolley, and more. A homegrown local business founded in 1941, Summit derived the *Vendor of the Month* award, bestowed five times a year to local Market farmers and producers who epitomize "homegrown."

The Flavors of Rochester at the Market free food sampling at the Market office will feature product of the winning vendor on the last Saturday of the month—the same day the winning vendor receives their award!



*Alex Flowers receives Vendor of the Month award from Summit Federal Credit Union's Cynthia Kolko and Twanda Christensen*

On May 27 Summit bestowed its June Vendor of the Month award to Alex Flowers of Cayuga County. Alex is indeed a special vendor—in addition to pesticide free vegetables, herbs, plants and more, Alex specializes in foraged of native, wild edibles such as ramps (a wild leek), fiddleheads (young fern plants), black walnuts, lambs quarters (a wild spinach), and more. Alex's parents, Lovie and C.V., were long time farmers and vendors at the Market as well, and because their family land has long been pesticide and herbicide free, the native wild edibles flourish there happily!

Also on May 27, the Friends of the Public Market's Margaret O'Neill prepared a savory pesto pasta with Alex's ramps for the week's *Flavors of Rochester at the Market* sampling!

Congratulations to Alex for this deserved distinction. Find him smiling at his stall in the main "A" Shed on Saturdays.

## COMMUNITY GARAGE SALES RESUME JUNE 11

After a hiatus for our *Flower City Days* plant sales, Community Garage Sales resume on Sunday, June 11, and run every Sunday through the end of the summer (8 a.m. - 2 p.m.). An additional five sales are scheduled for September and October! Get a schedule at the Market Office or go to [cityofrochester.gov/garagesales](http://cityofrochester.gov/garagesales).

## City of Rochester Public Market

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

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

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

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez,  
Commissioner, Department of  
Recreation and Youth Services

Jim Farr  
Market Director

Cindy DeCoste  
Market Supervisor

Rob Sharman  
Assistant Market Supervisor

Evan Lowenstein,  
Communications/Special Events

Kham Vilaysak  
Operations Worker

Chan Xomvimane  
Grounds Equipment Operator

Receive *Market Matters*  
via email: Send request to  
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