



September-October 2015

# MARKETMATTERS

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

## Market Token Program Sets Daily Record, Adds to Superlatives

The Market Token Program, through which SNAP (Supplemental Nutrition Assistance Program) food stamp benefit recipients can use their benefit cards to buy affordable, healthy, fresh food at the Market, is already a leader of its kind at farmers markets nationwide. In 2014, the program transacted about \$550,000 in SNAP benefits, or 3% of all food stamp benefits redeemed at all 5,000 participating farmers markets nationwide, combined.

Yet the program continues to reach new heights. On a single Saturday last month, \$22,245 in Tokens were redeemed through 725 transactions, a single-day high for an already record-setting program. This translates into one transaction every 42 seconds, from opening at 6:30 a.m. to closing at 3:00 p.m. Thanks to volunteers from the Friends of the Rochester Public Market

(who deftly run the Token Program), three terminals were running all day, including at our new walk-up window at the Market Office. Several factors combined to create this record day: the timing of the month, fabulous summer weather, a huge bounty of

fresh local produce, and NY Fresh Connect Checks, which provides a \$2 incentive check for every \$5 of SNAP benefits redeemed. (This is a true win-win, allowing those with SNAP benefits 40% more buying power--and greater sales for New York farmers.)

For more information about the Market Token Program, you can call 585-325-5058; visit the Program desk in the Market Office when the Market is open; or go to [www.cityofrochester.gov/markettokenprogram](http://www.cityofrochester.gov/markettokenprogram) or the Friends of the Rochester Public Market's website, [www.marketfriends.org](http://www.marketfriends.org).



## You May Be Eligible for SNAP

Did you know that you might qualify for SNAP, or Supplemental Nutrition Assistance Program? As income thresholds for these federal benefits have increased, the City of Rochester seeks senior citizens over 60 who may be able to take advantage of this program.

The City is working with the Nutrition Outreach and Education Program of Legal Assistance of Western New York, Inc. to get eligible senior citizens signed up for SNAP. If you are over 60, call 585-295-5624 or 585-428-6745 to find out if you qualify for SNAP, and to enroll if you are! We encourage you to make this call if you're under 60 as well--while we're especially seeking eligible seniors, the City is also looking to get anyone who qualifies connected to these available benefits.

Soon, the City and its partners will offer eligibility screenings and SNAP enrollment right here at the Public Market.

For more information online about SNAP, go to [www.fns.usda.gov/snap/eligibility](http://www.fns.usda.gov/snap/eligibility). (Note that income guidelines will be updated October 1.)



The Market's 66 solar panels, seen here atop the "A" shed beyond other green elements of the Market (bicycles and butterfly/bee-friendly gardens!) provide power for our own needs and also to the community beyond

## Solar Panels Atop the "A" Shed Help Power the Market (and Then Some)

For three years, the 66 solar panels on the roof of the "A" Shed have been quietly converting the sun's energy to clean, green electricity for use at the Market--and beyond.

So far, these panels have generated over 43 megawatts of power. This power supplies the Market when the facility is operational; when the Market doesn't need that energy, it goes out to the community-wide grid. In other words, this system works both ways, drawing from the grid when additional electricity is needed, and supplying the grid when there is surplus generated here at the Market.

The Market's solar system is one of a growing number of City of Rochester green programs and initiatives. To learn more, go to [www.cityofrochester.gov/green](http://www.cityofrochester.gov/green).

## Liese Farm, Small World Food: Vendors of the Month

The Vendor of the Month initiative, spearheaded by Summit Federal Credit Union and Friends of the Rochester Public Market, highlights and celebrates local growers and producers that give our Market much of its quality and character.

Our August Vendor of the Month was **Liese Farm** of Holley, Orleans County. Since 1982 Wally and Carol Liese have been cultivating a huge cornucopia of fresh vegetables across 56 acres: green beans, carrots, herbs, hot peppers, squash (including the giant pictured at left!), zucchini, cucumbers, radishes, collards, tomatoes, garlic, and some specialty veggies such as daikon and cousa, a Lebanese zucchini. Wally and Carol's daughter Colleen helps with all aspects of the farm operation, and manages the farm's greenhouse. All three Lieses are fixtures at the Market on Thursdays and Saturdays--and selling at the Market is \*not\* part of the twelve to fifteen hours a day they dedicate to the fields, and to picking, sorting, washing, and in other ways preparing their produce for the Market! The Lieses combine their horticultural know-how with some of the best soils in the world to grow some truly superior food for you.

And...Small World Food of Rochester is our September Vendor of the Month! Small World is a worker-owned cooperative business based in downtown Rochester that provides an impressive variety of fresh foods with ingredients sourced from regional organic growers. Small World's specialty prepared products include breads and

baked goods, fermented foods, and sauces; they also sell organic fruits and vegetables from their colorful stalls in the "A" Shed at the Market! From Small World's web site: "We use fresh, natural ingredients in everything we make to provide the best tasting, most nourishing food possible. Drawing on both traditional old-world

baking practices as well as a modern understanding of the science behind them, we work hard to bring out the flavor and nutrition in every item. We work to teach people about food and farming by answering questions at our booth at the farmers' market, through workshops and classes, and through internships." Visit our friends from Small World Food at the Market; learn more at [www.smallworldfood.com](http://www.smallworldfood.com).



Carol and Wally Liese



Colleen Liese





## Matrimony at the Market

When Danielle Bacon and Gary Hadfield called about having their wedding at the Public Market, we were flattered! Although we pride ourselves on the volume and variety of our Special Events, we believe this was the first wedding in the Market's 110-year history.

Danielle and Gary focused all their significant creativity and love for the Market in planning their special day--to include apple crates as a backdrop for their ceremony, beautiful bistro lights hung from the rafters, a display of old-time Market prints and vendor license plates, and more. On a Friday in August the couple wed under the historic, covered/curved "A" Shed, with about 150 in attendance.

The reception was also held under the "A" Shed; a live band rocked as wedding-goers enjoyed cuisine from a colorful collection of Rochester food trucks and danced the night away on the bricks.

Dessert was, of course, wedding cake, but also ice cream served from a truck that rolled up after dinner! The Market dressed up very nicely for this occasion, and as soon as Market Communications Coordinator Evan Lowenstein posted his wedding photos, the response shattered our previous social media records (over 3,000 Likes, Comments, and Shares on Facebook; and almost 51,000 photo views).

We are grateful to Gary and Danielle and their families, their wedding planners, their selected vendors, and all the others who made this occasion so uplifting!

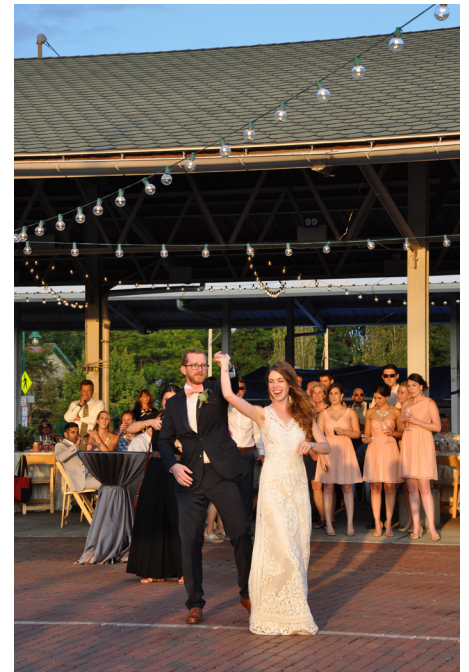
And true to Market form and function, less than three hours after the last wedding tables and chairs were carted away, our hardworking farmers and vendors began arriving to set up for another busy Saturday. Where one evening vows were being exchanged, tomatoes and potatoes were very soon being exchanged thereafter.



Danielle and Gary Hadfield, post-ceremony. The newest of newlyweds!



The historic "A" Shed, beautifully adorned for the reception



Gary and Danielle's first dance, on the bricks





## What's in Season? ( A lot.)

Summer may be giving way to fall, but there's still a lot of life left in Western New York's farm fields! (They don't call it "harvest season" for nothing!) Here's what you can get fresh and local at the Market in September and October:

**Veggies:** Beans, Beets, Beet Greens, Broccoli, Brussels Sprouts, Cabbage, Carrots, Cauliflower, Celery, Collard Greens, Corn, Cucumbers, Eggplant, Garlic, Herbs, Kale, Leeks, Lettuce, Mustard Greens, Onions, Parsnips, Peas, Peppers, Potatoes, Pumpkins, Radishes, Spinach, Squash, Swiss Chard, Tomatoes, Turnips, Zucchini. **Fruits:** Apples, Cantaloupes, Grapes, Peaches, Pears, Plums, Raspberries, Watermelon.

## Hang on to Summer...with Some Summer Market Moments...



At this summer's Food Truck Rodeos and Bands on the Bricks free concerts, we learned that the Market is a popular training ground for the musicians, dancers, and Market special event-lovers of the future. Thanks to all for your devotion to our special events, and thanks for making the Market a family favorite!

## Feed People, Feed Your Soul!

Flower City Pickers is an volunteer organization dedicated to collecting good food at the Market that might otherwise get thrown away; its volunteers also donate and prepare the food for neighbors in need around the city. For more info: email [Volunteer@FlowerCityPickers.com](mailto:Volunteer@FlowerCityPickers.com) or call Khoury Humphrey at (580) 574-3909.

## City of Rochester Public Market

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[www.facebook.com/friendsoftherochesterpublicmarket](http://www.facebook.com/friendsoftherochesterpublicmarket)  
[www.facebook.com/cityofrochesterNY](http://www.facebook.com/cityofrochesterNY)

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 and Special Events

Kham Vilaysak, Grounds Manager

Friends of the Rochester Public Market  
[www.marketfriends.org](http://www.marketfriends.org); 585.325.5058

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