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280 N. Union Street
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www.cityofrochester.gov/publicmarket

Voted America's Favorite Farmers
Market in the nation by Rochesterians
in 2010.



Tips for Shopping for Fruits and Veggies at the Market



Thomas S. Richards, Mayor
City of Rochester, NY

The Public Market Experience

At the Rochester Public Market local farmers and small businesses provide a wide variety of foods, plants and merchandise to shoppers. Local farmers sell farm-fresh foods they have produced, side by side with vendors who purchase fruits and vegetables from around the world. As a result, you can find local fresh-picked berries and sweet corn in the summer,

plus foods like bananas, avocados and exotic spices year round.

While we enjoy a bountiful harvest of fresh produce especially during the summer and fall, wholesale vendors make it possible to enjoy foods like broccoli, green beans and asparagus year-round.

Informed Shopping

One advantage of shopping at a farmer's market is getting to know the farmers and vendors, and being able to ask them questions about what they sell. Here are some questions to ask to help you make informed decisions:

Is it in season?

Knowing when fresh fruits and veggies are "in season" helps you know which are likely grown locally. Ask your favorite farmers



what is currently in season, and what will be coming to the market in upcoming weeks. (A list of seasonal local fruits and vegetables is included in this guide.) Thanks to hydro





ponic greenhouses that grow plants in water instead of soil, some tomatoes and fresh greens are grown locally year-round.

Where was it grown?

Local farmers are happy to tell you where their farm is located. If they purchase product from another grower, they can tell you where that food is produced. By asking, you can discover if a food is fresh and local, or if it has traveled thousands of miles to get here.



How is it packaged?

If its shrink wrapped in plastic or is stored in boxes labeled with the country of origin, that's a sure sign it's not local.

When was it picked?

Local farmers usually pick their produce the day before the Market day. Knowing when it was picked will give you an idea of how fresh it is. Generally farmers want to harvest produce when it is at its peak.

Organic vs. Conventional?

Organic foods are those that are produced without the use of modern synthetic inputs

SPRING

Fruits:

Apples
Strawberries

Vegetables:

Asparagus, Beets,
Cabbage, Garlic Scapes, Greens: Collard, Kale,
Mustard, Turnip, Lettuce, Onions, Parsnips, Peas,
Potatoes, Radishes, Ramps (Leeks), Rhubarb,
Spinach, Sprouts



SUMMER

Fruits:

Apples, Berries,
Cherries, Melons,
Peaches, Plums

Vegetables:

Beans, Beets, Broccoli, Cabbage, Carrots,
Cauliflower, Celery, Corn, Cucumbers, Garlic,
Greens: Collard, Kale, Mustard, Turnip, Lettuce,
Kohlrabi, Okra, Onions, Peas, Peppers, Potatoes,
Summer squash, Tomatoes, Zucchini





such as pesticides and chemical fertilizers, and do not contain genetically modified organisms. To be certified and labeled as organic, foods must comply with governmentally regulated standards. Many local farmers practice low-input or sustainable farming practices which reduce, but do not necessarily eliminate, chemical fertilizers, insecticides or herbicides. For example, farmers may sparingly use fungicides to prevent fruit from becoming moldy and spoiling during wet, humid weather. If this is a concern, ask the farmer if organic or sustainable practices are used.

Recipes and Storage

Who better to ask how to prepare and store the food than the person who grew it? Farmers usually enjoy the produce they grow and have some good tips and tricks on cooking it and keeping it fresh. Who knows, you may even walk away with an old family recipe! Recipes and produce information is also available in the Market Office.

Buy Fruits and Veggies in Season

Fruits and vegetables are freshest and cost less when they are in season. Look for the following fruits and vegetables grown in New York!

FALL

Fruits:

Apples, Grapes, Peaches, Pears

Vegetables:

Beans, Beets, Broccoli, Brussels Sprouts, Cabbage, Carrots, Cauliflower, Garlic, Kohlrabi, Lettuce, Leeks, Onions, Parsnips, Peppers, Potatoes, Pumpkins, Rutabaga, Sweet potatoes, Tomatoes, Winter squash, Zucchini



WINTER

Fruits:

Apples

Vegetables:

Beets, Brussel Sprouts, Cabbage, Carrots, Garlic, Onions, Parsnips, Potatoes, Sweet potatoes, Turnips, Winter squash

