



October/ November 2013

MARKETTIMES

ROCHESTER'S MOST UNIQUE SHOPPING EXPERIENCE



Holiday Cookie Contest

Get ready to claim your bragging rights at the annual Rochester Public Market Holiday Cookie Contest (sponsored by the Friends of the Rochester Public Market).

There are two categories, professional and amateur bakers. Market gift tokens are awarded to the top three winners in each category. The rules are simple: Bake your cookies, drop off 2-dozen to the Market office on Saturday, December 14th or by noon on Sunday, December 15th.

Be sure to include all of your contact information. Santa and his elves will judge the winners. For more information, go to www.cityofrochester.gov/publicmarket or call the Market office at 585 428-6907.



Get Ready for the Big Guy!

Holiday's at the Market

December 1, 8 and 15, 9a.m-3p.m.

Free Carriage Rides with Santa 10am-2pm

Kids Cookie Decorating and Craft Corner 10-10am-2pm
(sponsored by The Friends of the Rochester Public Market)

Market Sets Holiday Schedule

Holiday Hours:

Thanksgiving:

Open Wednesday, November 27 6a-1p

Closed Thanksgiving Day Thursday November 28

Open Saturday, November 30th 5a-3p

Christmas:

Open Tuesday, December 24th 6a-1p

Open Thursday, December 26 6a-1p

New Year's:

Open Tuesday, December 31 6a-1p

Open Thursday January 2 6a-1p

City of Rochester

Public Market

280 North Union Street
Rochester, New York 14609
585.428.6907 pmarket@cityof-rochester.gov www.cityof-rochester.gov/publicmarket

- Market Hours -

Tuesday and Thursday
6am-1pm Saturday 5am-3pm

Check the City web site for the 2013 special events schedule.

Luis Burgos

Commissioner of Department of
Recreation and Youth Services

Anthony Jordan

Assistant Commissioner

Jim Farr

Market Director

Cindy DeCoste

Market Supervisor

Rob Sharman

Assistant Supervisor

Joan Hildebrand Market-
ing/Special Events Coordinator

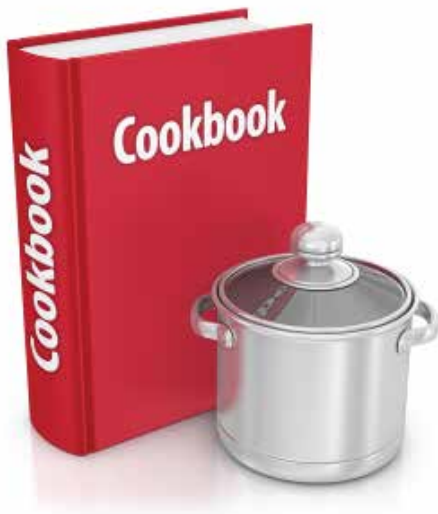
Friends of the Rochester

Public Market

www.marketfriends.org

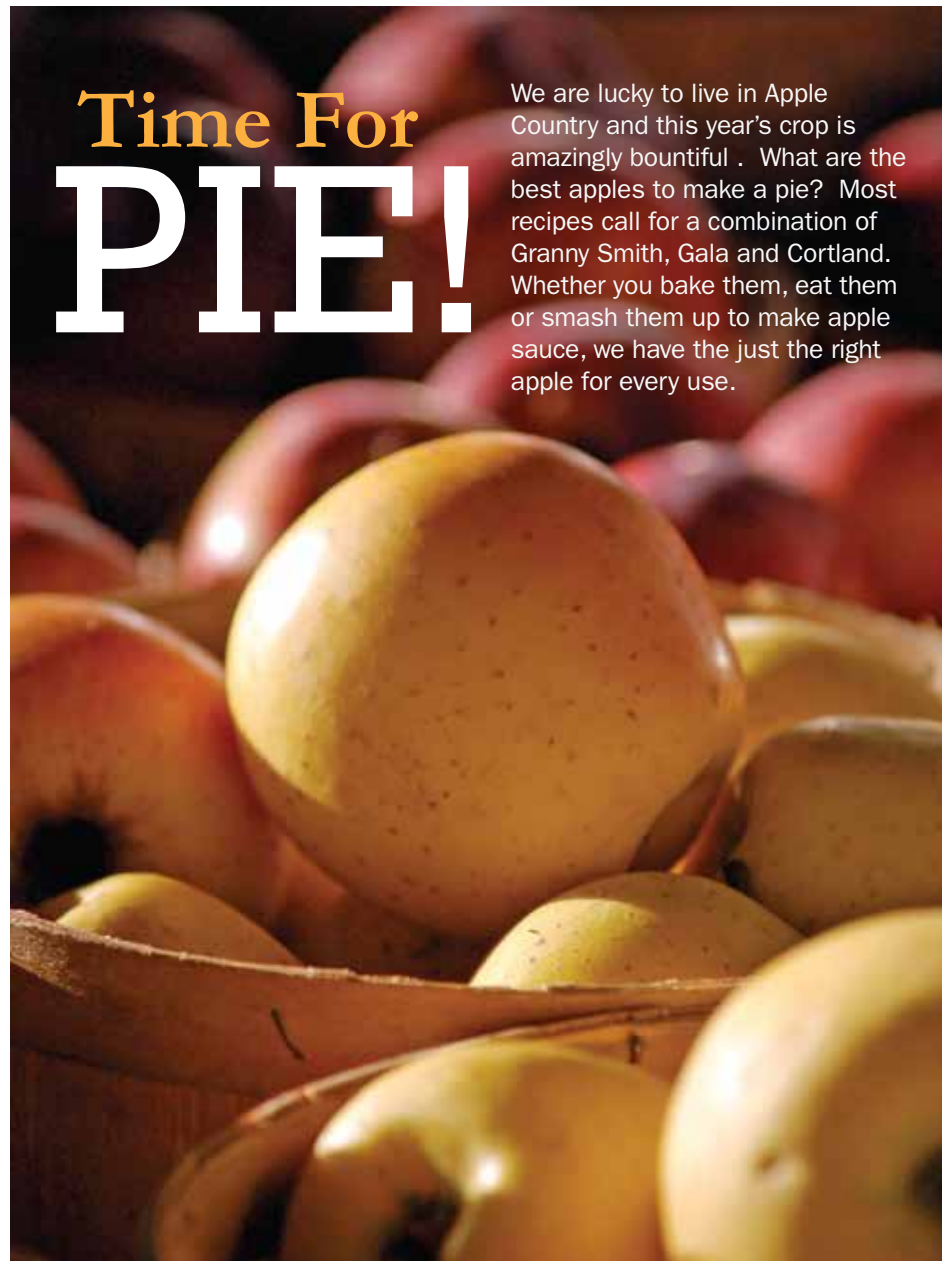
marketfriends@rochester.rr.com

(585) 325-5058



Submit Your Recipes!

Love to shop at the Rochester Public Market? Share your passion by submitting a recipe for consideration in the upcoming, second Rochester Public Market cookbook. At the Heart of It All-Sharing the Stories, the Recipes and the Love of the Rochester Public Market produced by The Friends of the Rochester Public Market in 2011, was a huge hit, selling almost 6,000 copies. The new cookbook, to be release in the fall of 2014, will keep what was best from the original and build on its success. Pick up a Cookbook Recipe Submission form at the Market office or get one at www.marketfriends.org. Recipes must be submitted no later than December 13, 2013.



Time For PIE!

We are lucky to live in Apple Country and this year's crop is amazingly bountiful . What are the best apples to make a pie? Most recipes call for a combination of Granny Smith, Gala and Cortland. Whether you bake them, eat them or smash them up to make apple sauce, we have the just the right apple for every use.

Thank You Friends!

In just over six years, the Friends of the Public Market, a 501c3 non-profit organization has become an integral part of the Market success. With a twelve member board and over 60 volunteers, the Market Friends continue to take on projects that enhance the Market experience.

Did You Know? That the Market Friends manage the EBT token program which totaled \$489,000 in business for the Market in 2012 making it the largest Farmers Market EBT program in the nation. "When people have ready access to affordable and healthy foods, they are more likely to make good eating choices," said Maureen Murphy, board president of the Friends of the Rochester Public Market. "As a result of the Market Token program, customers report more frequent shopping at the Market as well as significant increases in eating fresh produce." Most recently, the Market Friends secured \$30,000 in state funding to enhance the EBT token program. For each \$5.00 in food stamp funds spent, shoppers get an additional \$2.00 in purchasing power. The "FreshConnect" program continues through the end of November.

For more information about the Market Friends or to become a Market Friend yourself, go to www.marketfriends.org or call (585) 320-5058