



July-August 2015

MARKETMATTERS

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

Deputy Secretary of the USDA Visits Our "Gem"

Krysta Harden, Deputy Secretary of the U.S. Department of Agriculture, is the nation's second highest-ranking agriculture official, appointed to her position by President Obama in 2013. When Ms. Harden learned she would be traveling to Rochester to speak at a national agriculture business conference, she decided to make the Rochester Public Market part of her visit. She toured the Market last month and talked with several local growers vending that day. City Department of Recreation and Youth Services Commissioner Marisol Ramos-Lopez and the Friends of the Rochester Public Market's Margaret O'Neill guided the tour and made sure all Ms. Harden's questions about the Market were answered.

Born into a Georgia farming family, Harden was keenly interested in all aspects of the Market. As she headed back to the car for her tour of several area farms, she summed up her visit by saying, "You've got a real gem here."

We couldn't agree more.



U.S. Deputy Secretary of Agriculture Krysta Harden (right) toured the Market in June. Her guide was Marisol Ramos-Lopez (center), who oversees the Market as Commissioner of the City Department of Recreation and Youth Services.

Plenty of Chances Remain to Enjoy Signature Summer Market Events

We've calculated that 13% of days each year are special event days at the Market (47 total). Wow! Coming up:

Community Garage Sales (Dozens of garage sale vendors in one place at one time): Sundays, July 19, 26; August 2, 9, 16, 23, 30 (8 a.m.-2 p.m.). For complete schedule, go to www.cityofrochester.gov/garagesales.

Bands on the Bricks (a free live music tradition): Fridays, July 17, 24, 31; August 7 (6-10 p.m.). For the full lineup: www.cityofrochester.gov/bandsnbricks.

Food Truck Rodeo (Chefs, start your engines! Local food, local brew, local bands): Last Wednesday of each month, April-October. Next up: July 29, August 26 (5-9 p.m.). www.cityofrochester.gov/foodtruckrodeo

Gospel Jubilee (featuring several local inspirational music groups): Sunday, July 26, 4-7 p.m. www.cityofrochester.gov/gospeljubilee



What is THIS?
Find out on
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Vendor of the Month: Heiden Valley Farm Five Generations of Freshness

Rick and Deborah Austin's Heiden Valley Farm has been selected Vendor of the Month for July. This is the second such award bestowed by Summit Federal Credit Union and Friends of the Rochester Public Market to highlight and honor local farmers and growers that give the Market much of its healthy, affordable produce—and much of its character!

Rick and Deborah are the fifth generation of Austins to farm 135 acres just northwest of Lyons, Wayne County. Operating as a small pasture-based dairy for years, Heiden Valley Farm turned its focus to pastured meat production in 1998. All their animals are raised without routine antibiotics, or supplemental hormones. Offerings include beef and lamb from exclusively grass-fed animals, chicken (including eggs), turkey, and pork from animals raised on grass and non-GMO feed. Heiden Valley is a fixture at the Market on Saturdays, where Rick, Deborah, and their children welcome legions of loyal customers who rely on the goodness Heiden Valley provides every week.



Familiar Market Face: Rick Austin with his Vendor of the Month ribbon!

New Walk-Up Window Makes SNAP Even More of a Snap at the Market

Thanks to creative thinking by Friends of the Rochester Public Market and support from the City of Rochester, a second Market Token Program station for SNAP (Supplemental Nutrition Assistance Program) food stamp benefit recipients is now open at the Market office. As the Market Token Program is the most successful of its kind in the entire country, there's quite a bit of demand—the new walk up window halves any lines and gets customers out shopping for fresh food faster!

For more about the Market's gold-standard food stamp benefit redemption program, go to www.cityofrochester.gov/markettokenprogram. To learn more about the Friends of the Rochester Public Market, which manages the Market Token Program, go to www.marketfriends.org.



Bonanza! July is Fresh n' Local Heaven at the Market!

All the following veggies and fruit are local and in season at the Market right now: Beans, Beets and Beet Greens, Broccoli, Cabbage, Carrots, Collard Greens, Garlic, Herbs, Lettuce, Mustard Greens, Onions, Peas, Peppers, Potatoes, Radishes, Rhubarb, Spinach, Summer Squash, Swiss Chard, Tomatoes, Zucchini, Apples, Blueberries, Cherries, Peaches, Plums, Raspberries, and Strawberries

Gardens Galore at the Market

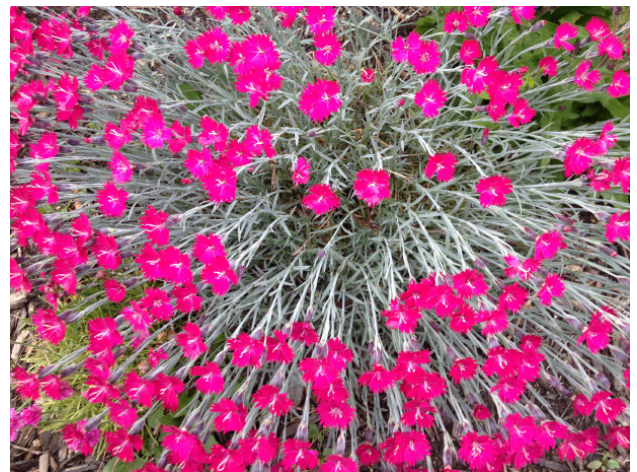
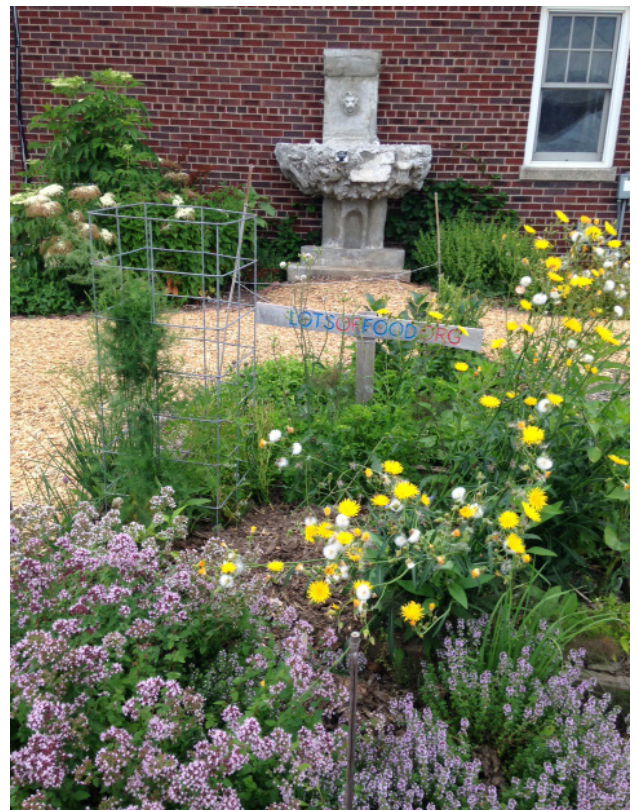
Stroll around Market grounds and you'll see proof of many green thumbs at work. On the south side of the Market office is an "edible garden" expertly tended by Lots of Food (www.lotsoffood.org), an organization dedicated to horticulture that provides healthy sustenance to city residents. In their Market garden, you can sample a variety of herbs and other edibles carefully cultivated by Lots of Food's dedicated and gifted gardeners. Learn more at www.lotsoffood.org.

On the back side of the Market office you can take a break on a bench and admire the gorgeous perennial garden—replete with violet clematis, Fire and Ice, and much more. This garden is brought to you by Market Assistant Supervisor Rob Sharman, with help from Market Supervisor Cindy DeCoste.

Continue around the Market office and you'll find three apple trees, still young, but pumping out oodles of apples—another piece of our "edible landscaping." (Please refrain from picking until the fall, when they'll be ripe!)

And finally, on the back side of the brick restroom building (pictured on page 1!) is a colorful "Living Wall," a vertical garden once again stewarded by the Center for Youth Services and Monroe County Teen Court program participants. This Living Wall is watered with rainwater collected from the roof of the building and routed through the wall via an ingenious drip irrigation system. Special thanks to City Horticultural and Environmental Programming Coordinator Sara Scott and Market Grounds Manager Kham Vilaysak for lending their expertise to the Wall.

Venture afield from the Market Office and you'll also find many concrete planters colorfully cultivated by Sara Scott and volunteers from Friends of the Rochester Public Market. Thanks to all the gardeners who grow the Market each year!



*Top: "Edible" garden cultivated by Lots of Food.
Bottom: Fire and Ice is one of many beautiful perennials grown by Assistant Market Supervisor Rob Sharman (behind the Market Office).*



**Joseph
Germuga
(1933-2015)**

In Memory of Joseph Germuga, Market-Goer Extraordinaire

Joseph Germuga, who passed away in March, was a weekly year-round Market fixture for decades. His Saturday Market visits were the highlight of his week, particularly after his retirement from the Brighton Fire Department, which he served for 35 years. Joseph arrived at Market by 7:30 every Saturday morning, starting with breakfast at Scott's, and followed by visits with and purchases from favorite vendors. His Market routine always concluded with coffee and donuts. Joseph knew all about what made a perfect day at the Market! The Friends of the Rochester Public Market are grateful for the many donations that were made to their organization in memory of Joseph Germuga. His smiling presence will be missed by many.

Flower City Pickers Connect Generous Vendors and Neighbors in Need

A combination of dedicated volunteers and generous vendors means tons of food going from the Market to people in need throughout the city. Flower City Pickers was launched earlier this year by Khoury Humphrey (pictured at left, in sandals with volunteer Seanny Parfitt); Khoury and a growing group of volunteers have worked tirelessly to connect with Market vendors and collect surplus food that they also prepare for homeless and other neighbors at several sites around the City. The necessity and opportunity are both huge, and Flower City Pickers is seeking more volunteers to collect, sort, deliver, cook, help with out-reach, and in other ways assist. You can learn more at their Facebook page (www.facebook.com/groups/FlowerCityPickers), or by contacting founder and coordinator Khoury Humphrey at 580-574-3909 or khoury.humphrey@gmail.com.



Market Renovations/ Additions Project Update

Groundbreaking on the construction of the new covered outdoor (“D”) shed parallel to “Commission Row”—designed to look just like the

historic, curved, 110-year-old “A” Shed—should begin in the fall. Remember: the Market will maintain its regular hours during the entire project! Once this new outdoor shed is completed, it will be temporarily enclosed to house vendors now in the indoor “B” shed while that shed is replaced with a state-of-the-art new structure. For more information about the coming \$8 million in renovations and additions, go to www.cityofrochester.gov/marketimprovements. You can also pick up a fact sheet in the lobby of the Market office, or give us a ring at 585-428-7282.

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*Check out these two electric vehicles
plugged into the two EV charging ports in
the Union Street lot at the Market!
Genesee Region Clean Communities high-
lighted the cars and chargers July 11 as
part of our Nature @ the Market series
(sponsored by Hunt Engineers/Architects).
Learn more about this and many other
green initiatives at the Public Market:
www.cityofrochester.gov/greenmarket*

City of Rochester Public Market

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Market Hours

Tuesday and Thursday 6 a.m. to 1 p.m.
Saturday 5 a.m. to 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 Supervisor

Evan Lowenstein
Communications and Special
Events/Projects Coordinator

Kham Vilaysak
Grounds Manager

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