



JULY-AUGUST 2016

MARKETMATTERS

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

RENOVATION AND ADDITION PROJECT ROLLS ON

Since the April groundbreaking, the \$8 million Public Market renovation and addition project is moving along on schedule. Utility and paving work in the area between the main outdoor "A" Shed and the "Commission Row" of cafes, bakeries, coffee shops is complete, and the new covered, outdoor "D" Shed is well underway (pictured at right), with the main steel frame and footing work complete as of mid-July. This new shed will be modeled after an original Market shed that was built in 1904 but demolished in 1963. (The original ran the entire length of the Market grounds--the new one will be on the same footprint as the original, but less than half the length.) The new "D" Shed will provide 48 new vendor stalls, with local farmers and growers getting first priority for leasing these stalls.

The "D" Shed will be completed by October, and will be temporarily enclosed for existing indoor "B" Shed vendors while the "B" Shed is replaced by a new structure. Once the new indoor shed is complete in fall of 2017, indoor vendors will move back in and the temporary enclosure of the "D" Shed will be removed for new outdoor vendors. (continued, p.2)



NEW MARKET S.N.A.P. TOKEN CENTER OPENS; STATE CHOOSES MARKET FOR BIG SNAP ANNOUNCEMENT

Did you know that the Public Market's Market Token Program, which allows those with Supplemental Nutrition Assistance Program (SNAP) benefits to buy healthy, affordable food at the Market, is one of the most successful programs of its kind in the country?

In early July, the gleaming new three-season Market Token Center opened behind the Market Office building. Custom fabricated from a retired steel shipping container, this Token Center provides three service windows. Once winter arrives, the Token Program will move back inside the Market Office for customers' comfort until the next spring.

The superlative success of the Market Token Program inspired the State to make a July 7 statewide announcement about expanded SNAP eligibility for New Yorkers at the Market--with the new Token Center in the backdrop!

The City of Rochester and Legal Assistance of Western New York have been working to connect with citizens that may be eligible for SNAP; in addition, the Friends of the Public Market have been working with Foodlink Curbside Markets and the Brighton, Westside, and South Wedge Farmers Markets on a major outreach campaign to promote SNAP benefit use at community farmers markets. For more information about this initiative, go to www.farmersmarketsroc.com. For more on the Market Token Program: www.cityofrochester.gov/markettokenprogram. For more about the Friends of the Rochester Public Market, go to www.marketfriends.org.



The new Market Token Center, fabricated from a retired steel shipping container, is behind the Market Office and offers three walk-up windows for SNAP benefit recipients.



THE NEW FREE MARKETMOBILE EAST END GARAGE SHUTTLE MEANS EASY IN, EASY OUT ON SATURDAYS AND AT FOOD TRUCK RODEOS

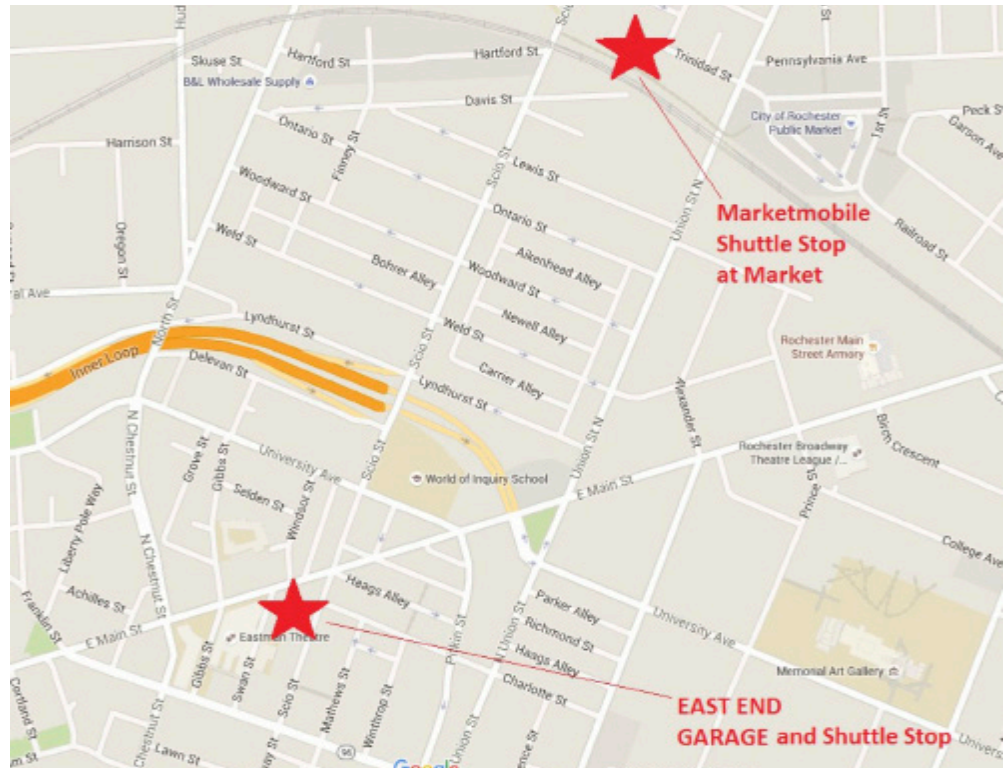
You know how parking and traffic can be on Market grounds and in the Market District on Saturdays, and for wildly popular Wednesday night Food Truck Rodeos. To provide an easy additional parking and transportation option for these days, we offer the free Marketmobile shuttle!

This handicapped-accessible shuttle runs from the East End Parking Garage (at the corner of Scio and East Main) to the Market beginning at 8 a.m. on Saturdays and beginning at 5:30 p.m. on Food Truck Rodeo Wednesdays. Parking in East End Garage is free on Saturdays; evening parking rates apply on Food Truck Rodeo nights. The last Saturday shuttle leaves the Market at 1 p.m.; the last Food Truck Rodeo shuttle departs for the East End Garage at 9:30 p.m.

Look for the Marketmobile Shuttle stop sign near the corner of East Main and Scio Streets; the Market stop is at the footpath in the large Market lot between Union and Scio Street. From this spot, Market grounds is a one-minute walk over the handy-dandy footbridge over Union Street!

The Marketmobile shuttle ride between the East End parking garage and the Market is less than five minutes! And every day you ride the Marketmobile, you can enter a drawing to win up to \$50 in Market Gift Tokens! Just fill out a drawing ticket on the shuttle and hand to the driver.

If you insist on driving right to the Market on Saturdays or for Food Truck Rodeos, we strongly suggest carpooling and entering the largest City-owned Market lot from Scio Street (rather than via Union or Railroad Streets).



BEST PARKING AT THE MARKET: OUR NEW BICYCLE INCENTIVE/REWARDS PROGRAM

We've launched a new year-round incentive/reward program for those who use bikes for transportation to the Market! Here's how it works:

- * Register (free!) for the program at the Market Office on any regular Market Day during open hours. Ask for Evan!
- * Receive your official Best Parking at the Market bike helmet sticker (see below) and a brochure explaining the program.
- * Each week you ride your bike to a regular Market day, you can enter a drawing to win up to \$25 in Market Gift Tokens. Yeah, every week! And there's no limit to the number of times you can win!
- * All registered cyclists qualify for a deep discount on any bicycle cargo gear at Full Moon Vista Bike Shop! This includes bike baskets, panniers, and other gear to make it easy to tote your Market purchases by bike.

Best Parking at the Market is sponsored by the City of Rochester Public Market, Market District Business Association, Hunt Architects/Engineers, and Full Moon Vista Bikes!

For full information:
www.cityofrochester.gov/biketomarket, or call us at 585-428-7282.



The official Bike Benefits Program helmet sticker

SUMMIT FEDERAL CREDIT UNION HONORS VENDORS OF THE MONTH: *BOLTON HYDROPONICS AND A TASTE OF SUPREME BAKERY*

For the second year, Summit Federal Credit Union and the non-profit Friends of the Rochester Public Market have partnered to honor local growers and producers that vend at the Public Market. Because Summit is a local, homegrown company (founded 75 years ago in 1941), they derived the idea of recognizing homegrown, local enterprises at the Market each month! Winners are selected for the quality of their locally grown or produced products; positive rapport with customers, the Market, and the community; and for environmental stewardship.

The selected Vendor of the Month receives their award the last Saturday of the month at the Market, at 12 p.m. Summit presents the V.O.M. with a certificate and ribbon, and enjoys a Vendor of the Month sign at their stall for their winning month. Plus--the winners are featured in this *Market Matters* newsletter!

The first two Vendor of the Month selectees for 2016:

Bolton Hydroponics (Hilton): John Bolton grows hydroponic greens, specialty lettuces, herbs, greens, green beans, chards and heirloom tomatoes from his Hilton greenhouses. Hydroponic agriculture uses nutrient-rich water instead of soil; growing hydroponically indoors allows for cultivation of fresh greens year-round, even in



John Bolton of Bolton Hydroponics, in his Hilton greenhouse, giving a tour to Krysta Harden, Deputy Secretary of the United States Department of Agriculture (USDA)

wintery locales like ours. John deploys beneficial insects, or “good bugs,” instead of pesticides or herbicides to dispatch threats to the produce.

You can find Bolton Farms in the indoor shed on Saturdays--but be punctual, because their popular products often sell out early!

A Taste of Supreme Bakery (Rochester):

Asad Muhammad’s baked treats are downright delicious, and after a taste you might be tempted to call them “sinful.” But Asad’s baked goods pack a protein punch in the form of navy bean puree, which lend no taste but make them more nutritious than most cookies and pies.

Asad’s recipes are diverse, just like his background: his Sicilian grandmother and southern U.S.-born grandfather contribute to his culinary creations. While he learned many of his skills from his mother and family members, he also honed his trade through the The Young Entrepreneurs’ Academy (YEA) and The Boys and Girls Clubs of Rochester. YEA helps local youths develop their own business ideas--and is also sponsored by Summit Federal Credit Union!

Asad has been vending at the Public Market since 2011, when he was just fourteen. In addition to his baking business, Asad is majoring in finance and accounting at the University of Rochester! A Taste of Supreme Bakery is usually at Market on Thursdays and Saturdays; the location varies, so if your palate has been piqued by this article, take a stroll through the sheds or ask for Asad’s location at the Market Office.



Asad Muhammad of A Taste of Supreme Bakery



WHAT'S IN SEASON AT THE MARKET

Drought has challenged our already hard-working farmers and producers, but they still provide us with an amazing array of local, fresh, healthy fruits and vegetables. Be sure to thank them! Here's what's in-season in July and August in our region, and at Market:

Vegetables: Beans, Beets, Beet Greens, Broccoli, Cabbage, Carrots, Collard Greens, Garlic, Herbs, Lettuce, Mustard Greens, Celery, Cauliflower, Corn, Cucumbers, Onions, Peas, Potatoes, Radishes, Rhubarb, Spinach, Summer Squash, Swiss Chard, Tomatoes, Turnips, Zucchini. **Fruits:** Apples, Blackberries, Blueberries, Cantaloupes, Cherries, Peaches, Plums, Raspberries, Strawberries.

FEED YOUR COMMUNITY AND YOUR SOUL AT THE MARKET TOO, WITH FLOWER CITY PICKERS

Flower City Pickers is a volunteer organization dedicated to collecting food at the Market donated by generous vendors, and getting it to organizations and neighbors in need throughout Rochester. The Flower City Pickers collect at the Market every Saturday, and as you might expect, it's a big job. If you can lend a hand, visit the Flower City Pickers after 12 p.m. at their Saturday station in the parking lot on Market grounds near the Pennsylvania Avenue entrance. You can learn more and connect with the Flower City Pickers by visiting www.flowercitypickers.com, www.facebook.com/FlowerCityPickers, or by sending an email to Volunteer@FlowerCityPickers.com.

DID YOU KNOW/DON'T FORGET

We're open year-round. 52 weeks a year. All four seasons.

We're open Tuesdays and Thursdays too (6:00 a.m.-1:00 p.m.)

VEGGIE VALET is at Market on Saturdays between 8 a.m. and 1 p.m. to help you get your hefty Market purchases back to your vehicle!

You can get every Market Matters issue electronically in your email!

Subscribe at www.cityofrochester.gov/marketmatters or send request to pmarket@cityofrochester.gov.

Food Truck Rodeos. Bands on the Bricks.
Gospel Jubilee. Bike-In Movie.
Community Garage Sales.
Holidays at the Market. And more.

These are all free-admission
City of Rochester Public Market Special Events!

Get 2016 Special Events schedules
at the Market Office, or at
www.cityofrochester.gov/marketevents

City of Rochester Public Market

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Rochester, New York 14609
585.428.6907

pmarket@cityofrochester.gov
www.cityofrochester.gov/publicmarket

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

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, Department of
Recreation & Youth Services

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein
Communications and Special Events
and Special Projects Coordinator

Kham Vilaysak
Grounds Manager

Friends of the Rochester Public Market
www.marketfriends.org; 585.325.5058

See you at the Market!