



MARKETMATTERS

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

RENOVATION AND EXPANSION PROJECT UPDATE

Many Market shoppers remark on how windy the place is—you can always count on a stiff breeze at 280 North Union Street! Well, change is surely in the Market winds these days with the industrious work of talented crews transforming the Market into an even better facility and institution for the community.

At the time of this writing, the Public Market renovation and addition project nears the end of its first phase. The new outdoor, covered “D” Shed should be complete by late September/early October. Designed to closely resemble an original 1905 shed that was demolished in 1963, this shed will create 48 new vendor stalls between and parallel to the west end of the main, curved, covered “A” Shed and the “Commission Row” of buildings that house an array of Market District businesses.

This new “D” Shed is now receiving a temporary enclosure to house existing indoor “B” Shed vendors while the second phase of the project gets underway. At the time of this writing, the indoor shed is being prepared for demolition. This shed, built in 1977, is indeed young compared to the original sheds, but has outlived its useful life and needs complete replacement.

The move of the current indoor shed vendors into the “D” Shed is slated for early October—so be sure to make this adjustment in your Market routine and visit your favorite indoor shed vendors in their temporary space!

Demolition of the “B” Shed will make way for the construction of a new indoor structure that will provide much better amenities and comfort for vendors and shoppers. The new “B” Shed will invite in natural light year-round through large banks of windows; stalls that open to the outdoors for a more open-air feel in nice weather; and will feature a handsome brick exterior in harmony with the history and character of the Market grounds. What’s more, a new restroom facility will be built as part of the new “B” Shed, tripling the number of restroom stalls at the Market!

At the same time the new indoor shed construction commences, our famous and favorite food stands—Cherry’s

European, Juan and Maria’s Empanada Stand, Scott’s and Zimmerman’s will be moved temporarily to the lot near the Union Street gateway entrance. Each of these businesses will also be receiving new structures that will provide better space and amenities for our beloved prepared food vendors and their customers!

We expect the new indoor “B” Shed to be complete by early summer 2017. Indoor vendors temporarily housed in the new “D” Shed will move into the new building, and the temporary enclosure removed from “D” will allow four dozen new vendors to add even more choice and diversity to the marketplace!



The new outdoor, covered “D” Shed is temporarily enclosed to house current indoor “B” Shed vendors while the indoor shed is replaced

The new food stand structures will also be moved back to their original footprints once the construction of the new indoor shed wraps up.

Because the Market will remain open its regular days and hours throughout the project, there has been some unavoidable inconvenience and disruption for all who rely on and enjoy the Market. We greatly appreciate your patience as we make our beloved Market even better. The Market has been intensively used for well over a century now and this “TLC” is essential to peak functioning and the best experience for our vendors, customers and businesses.

Visit www.cityofrochester.gov/marketimprovements and stay tuned to our Facebook page for updates: www.facebook.com/cityofrochesterpublicmarket.

HALLOWEEN EVE AT THE MARKET: COSTUMES, CANDY, CONNECTIONS BONUS MARKET EVENT! SUNDAY, OCTOBER 30

We are pleased to offer a new, “bonus” free-admission Market special event this year: a “Halloween Eve” opportunity for children and families to test out their costumes, get an extra trick or treating opportunity, AND connect with dozens of community organizations and agencies that exist to improve your quality of life.



On Sunday, October 30 from 5:00-7:30 p.m., visitors to the Halloween Eve celebration at the Market will find vendor stalls occupied with a wide array of community organizations and agencies that will have not only some treats for the trick or treaters, but also friendly faces ready to share a cornucopia of information about community programs and services that exist for you.

We are thrilled to open the Market for some good old fashioned Halloween fun and tradition—and also to connect community members with our outstanding community organizations.

In addition to the trick or treating, we’ll have other Halloween and harvest happenings for families, such as pumpkin decorating, hayrides, a “Bat Appreciation Booth” as part of our Nature @ the Market program (bats are unfortunately badly misunderstood and maligned, largely as a result of Halloween), and more!

This new event is still being designed so stay up to date on the details at: www.cityofrochester.gov/halloweeneve.

SUMMIT FEDERAL CREDIT UNION HONORS VENDORS OF THE MONTH

The Summit Federal Credit Union is a iconic local “homegrown” business, having served the community for 75 years. To highlight and celebrate home grown enterprise, Summit hosts the *Vendor of the Month* initiative.

Each month from spring through fall, a deserving local vendor is selected for the *Vendor of the Month* distinction. On the last Saturday of the month, Summit representatives, along with the Friends of the Rochester Public Market board members, present the vendor with a certificate, a ribbon and a *Vendor of the Month* sign to display at their stall.

The most recently awarded *Vendors of the Month* are true legacy vendors at the Public Market: Bushart Farms and Hammann Farms.

Bushart Farms was established in 1936 in Marion, Wayne County, by emigrants from Holland. Brent Bushart and his son Bryan are the third and fourth generation of family growers at the 300-acre farm.

The signature product at Bushart Farms’ signature product is potatoes, but their versatility and variety includes other vegetables, apples, and flowers. Bushart Farms sells most of its produce wholesale to supermarkets, distributors and manufacturers such as Mott’s; they also provide produce to smaller local producers like Hometown Brew, a local distillery

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Brent and Kelly Bushart receive the *Vendor of the Month* award and a special stall sign at a Saturday presentation by sponsor Summit Federal Credit Union.

BEST PARKING AT THE MARKET: A 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.

* Receive your official **Best Parking at the Market** bike helmet sticker and program brochure.

* Each week you ride your bike to a regular Market day or special event, you can enter a drawing to win up to \$25 in Market Gift Tokens. 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, the 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.



VENDORS OF THE MONTH, continued from page 2

that turns Bushart potatoes into their Holy Water spirits!

Bushart Farms has been vending at the Public Market since the 1930s, perhaps even since the farm's inception.

"The Market has been very good to us," says Brent, who praised the SNAP Token Program at the Market, explaining that it has brought in a steady stream of new and appreciative customers.

"Bushart Farms is a wonderful example of a local farm that brings amazing fresh produce to the Market," says Margaret O'Neill of the Friends of the Public Market. "Market shoppers love the year-round supply of delicious potatoes that Bushart Farms is known for. Summer brings fresh lettuce and sunflowers, plus apples in the fall."

Richard "Dick" Hammann of Hammann Farms (Penfield, Monroe County) is September's Vendor of the Month. His family established a farm in Penfield in 1905, the same year the Market opened--his grandfather sold meats and produce at Market that very first year. Today, Hammann grows and sells a variety of produce, including green beans, cauliflower, onions, garlic and tomatoes.

"Dick Hammann provides a great selection of fresh, local produce, and is known for his delicious potatoes and greens like collards and kale," said Margaret O'Neill. "He is very supportive of our Market customers who purchase foods with SNAP Market Tokens, and loves to share recipe ideas with his customers."

The Vendor of the Month Award honors those vendors who are, like The Summit Federal Credit Union, locally grown and committed, and that contribute significantly to the community.



Penfield farmer Dick Hammann's family has been vending at the Public Market since 1905--the year it opened on North Union Street. Dick is the Summit Federal Credit Union Vendor of the Month for September. This award highlights and celebrates local, homegrown businesses and all they contribute to the community.



**SLOOOOW DOWN...
FOR APPLE CURVE**

WHAT'S IN SEASON

Western New York farmers have heroically produced food despite the worst drought in over forty years. Their hard work means another fabulous fall harvest for you! Here's what's in season in the fall in our region, and at Market:

Vegetables: Beans, Beets, Beet Greens, Broccoli, 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, More Apples, Blackberries, Blueberries, Cantaloupe, Grapes, Peaches, Pears, Plums, | Raspberries, Watermelon.

SOLAR PANELS PUMPING OUT CLEAN GREEN ENERGY TO THE MARKET--AND BEYOND

The 66 solar panels atop the "A" Shed at the Market (the below photo shows them being installed in 2012) have quietly converted the power of our star into clean, green energy for the Market and the community beyond. When the Market isn't operating the panels keep producing solar energy--the surplus power is sent out to the grid when it's not needed at the Market. Since the panels were installed, our solar array has prevented almost 100,000 pounds of



"greenhouse gas" carbon dioxide from entering the atmosphere.

For more on the Market's many green initiatives, go to www.cityofrochester.gov/greeningthemarket.

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.)

You can get every Market Matters issue electronically in your email! Subscribe at www.cityofrochester.gov/marketmatters or send request to pmarket@cityofrochester.gov.

City of Rochester Public Market

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www.cityofrochester.gov/publicmarket

[www.facebook.com/
cityofrochesterpublicmarket](http://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 Public Market
www.marketfriends.org
585.325.5058

See you at the Market!