



JANUARY 10, 2018

MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
COMMERCE, CULTURE AND COMMUNITY SINCE 1905

THE NEW INDOOR “B” SHED: WINTER ‘WARMING HUT’ EXTRAORDINAIRE AT YEAR-ROUND, INDOOR-OUTDOOR MARKET

The City of Rochester Public Market is a year-round venue, although that fact remains elusive for many! With Rochester being a wintry locale, and with the Market being largely outside, we are still often asked when the Market “opens for the season” or “closes for the season.”

The old fully enclosed Shed “B” at the Market (built in 1977, replaced in 2016) was not only a place to warm up in colder conditions, but also chock full of regular vendors. This building was known widely as the “Winter Shed,” as it not only provided relief from winter conditions—it was originally built to house farmer-vendors over the winter.



The spacious, state-of-the-art, heated new indoor “B” Shed provides a wide selection of products year-round—and a cheerful place to warm up during the winter months on the Market. *Photo: Carrie Matesosian Photography*

and variety of product is still excellent, outside and inside. So if you hear others talk about the Market being “closed for the winter,” or asking when it “opens for the season,” let them know that every season is an open season at the Market—and that both outdoors and indoors are options during the winter months!

Because the old “Winter Shed” evolved for use well beyond its original intent, its full replacement was the primary piece of our \$8.5 million improvement project. Leading up to the completion and opening of the state-of-the-art structure, Market and City staff began calling it the “Indoor B-Shed”—as opposed to the “Winter Shed”—because the old name for the old building implies the entire Market isn’t open during winter.

Quite the opposite is true, of course. The new “B” Shed is a spacious yet cozy, fully indoor venue in which to shop with a wide variety of regular vendors and also get a break from the icy rigors outside. The outdoor, covered sheds are also open and occupied by vendors throughout the winter as well. There are fewer vendors during the winter months, but the volume

STAY EXTRA-TUNED TO THE MARKET: GET ON OUR E-MAIL LIST

Almost 2,000 folks subscribe electronically to this newsletter, and we’ll continue to pitch this free subscription. We are now also offering a Market email list for those wishing to receive Market-related news and info more frequently than the newsletter, which is published every six weeks. Current newsletter subscribers will be given the choice to opt in to the new email list; if you’d like to join the new email list, send us a request to pmarket@cityofrochester.gov. Tell us whether you’d like to be on the Market email list, the newsletter subscription list if you’re not already on it, or both. And don’t worry—we won’t bombard you with emails if you sign up! (Unsubscribing is always possible with a simple email request to the address above.)

Note that following our active social media is another great way to stay tuned to all that’s new and notable at the Market: www.facebook.com/cityofrochesterpublicmarket, www.instagram.com/cityofrochesterpublicmarket.

MARKET FARMERS IN WINTER: GOING, GOING EVEN WHEN NOT GROWING

The Market strives to help its customers and devotees learn as much as possible about the workings of the Market, and about “food systems” as a whole. With this goal in mind, we asked some of our farmer-vendors to share details about their lesser-known winter work. As you might have suspected, the hard work on the farm doesn’t end when the “growing season” ends.

Below is the response to this request from Anita Amsler of Old Home Farm (Walworth, Wayne County). Anita and her son Chad, and partner farmer Louie Bell, are year-round lease-holding vendors in the west end of the outdoor “A” Shed:



Old Home’s farmers work hard over the winter too. Pictured her: Old Home’s Louie Bell, Chad Amsler, and Anita Amsler, along with two of Chad’s daughters/Anita’s granddaughters.

“We’re happy to share details of our winter routine. Oh, we can be a bit lazier but there is still much to do. Our produce that we store has to be monitored carefully to be sure nothing freezes. Chad has chicken chores and that is constantly checking to be sure they have extra food and water. They need food to stay warm so they can lay eggs.

Back to produce. We have to keep potatoes and cabbage just above freezing and squash likes to be snuggled and warm. All vegetables have to be carefully cleaned for Market.

Now the fun part. Over the winter we spend time going through seed catalogs to purchase our seeds for the coming year. First though we take inventory to see what can be used again this year.

Louie and I have more time than Chad so we attend as many classes as we can. There’s always something to learn about growing better crops. We especially want to learn about new veggie varieties that are more resistant to disease.

Now for us we only have until February to accomplish all this because we must get ready to do maple syrup!”

Big thanks to Anita for taking the time to take us the behind-the-scenes of our Market food!

YES! LOCAL, FRESH PRODUCE WIDELY AVAILABLE AT MARKET IN WINTER



It’s hard to imagine local, fresh fruits and vegetables this time of year, especially during this frigid, ice and snow-covered early winter. Don’t despair though, because fresh, local produce absolutely is available at the Market! Here’s what you can get at the Market in January:

Veggies: Dried Beans and Legumes, Beets, Broccoli, Cabbage, Carrots, Onions, Parsnips, Potatoes, Sweet Potatoes, Winter Squash, Turnips. **Fruits:** Apples, Pears.

Remember that local produce isn’t the only kind available at the Market! You can find produce from all over the country and world too.

MARKET MANNERS: ACTS OF KINDNESS AROUND AT THE MARKET

The weather is cold, but the warmth of kindness flows freely at the Market throughout the year. Many people love the Market not just for the edible goodness but also for the camaraderie between and among vendors and customers. Many also note that the Market is endearing because it's one of the very few places where people co-exist civilly across the widest spectrums of difference—it's a place where diversity not only truly exists, but truly works too. Many people come to the market not just for food and merchandise, but also to be immersed in the community, and to give and receive fellowship and good will.

Over the past few weeks, we've been looking out for examples of the rapport and kindness that's so common at the Market. Here's just a sampling of what we witnessed just during the recent holiday season:

A cyclist who won a weekly drawing of Market Gift Tokens via the Market's Bike Incentive/Reward program gave his prize to a low-income customer at the Market Token Center for SNAP food benefit recipients. (Two other cyclists—who won the weekly drawing after riding in cold and snow—did the same thing just the next week.)

A *Friends of the Public Market* volunteer took a quick break during one of the slower times on a Saturday at the Token Center for SNAP recipients, and came back shortly after with a brand new winter coat for a fellow volunteer, a high school student in need of one.

On one of the coldest 2017 Saturdays at the Market, a man walking towards a Market exit saw a woman with a bundled-up baby in her arms trying to bend down and tie her untied boot. The man stopped, knelt down in the snow and tied the boot, making her day just a little easier (and safer)!

After one customer purchased Market-branded merchandise for Christmas presents, instead of putting the change in her pocket, she asked for it to be used to support the Public Market.

Another *Friends of the Public Market* volunteer at the Token Center bought and brought a pastrami breakfast sandwich to a vendor who said he hadn't ever tried one before!

Several vendors have been observed giving away product or selling it at deeply reduced prices to customers short on money.

Such gestures may seem little in size and scope but can be big in effect. With every meaningful gesture like these, the Market—and the community and world!—becomes better. We know there are hundreds and even thousands of similar acts like the ones above that have happened and been witnessed at the Market—if you see (or do!) one that inspires you, tell us about it at pmarket@cityofrochester.gov, or post about it to our Facebook page, www.facebook.com/cityofrochesterpublicmarket.

Thanks to Brittany Touris for contributing this piece to Market Matters! Brittany is a Flower City Ameri-Corps Member working at the Market this year for the Friends of the Rochester Public Market, our non-profit partner.



Over thirty Market customers bought holiday gifts for children in the pediatric ward at Rochester General Hospital as part of the 2017 Market Giving Tree. These kinds of anonymous acts of generosity are common at the Market! Pictured here is RGH's Teresa Schoell receiving this year's Giving Tree donations from Market Assistant Supervisor Rob Sharman.

GET MORE INTO, AND MORE OUT OF, THE MARKET: BECOME A FRIEND

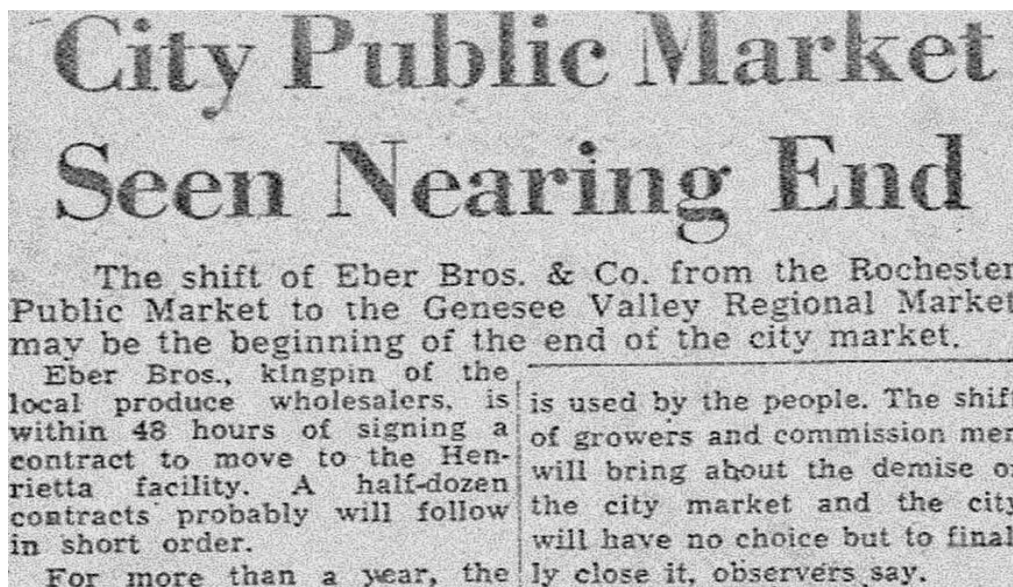
friends^{of the} Rochester Public Market



If you love the Market and want to get more immersed in the life of this Rochester icon and institution, then consider volunteering with our non-profit partner organization, the *Friends of the Rochester Public Market!* The *Friends'* flagship program is the nation-leading Market Token Program for SNAP “food stamp” recipients, but they do many, many other things to support and enhance the Market: run nutrition education programs, manage the Market-branded merchandise program, organize the popular annual Artist Row event, support other Market special events, lead school group tours of the Market, and much more. The Friends are a diverse and dedicated group that add great value to the Market, and also enjoy an array of rewarding Market-related experiences!

Learn more about the *Friends of the Public Market* and its volunteer opportunities at www.marketfriends.org, and by reaching out to marketfriends@rochester.rr.com or 585-428-7292. You can also keep connected to the Friends at their Facebook page: www.facebook.com/friendsoftherochesterpublicmarket.

PAST BLAST: APRIL 28, 1958



Sixty years ago, the *Rochester Times-Union* reported that the days of the City of Rochester Public Market were surely numbered. With the rapid suburbanization of the region and the opening of the Genesee Valley Regional Market on a large swath of land in the Town of Henrietta, many believed that the Public Market would and could not survive the seismic geographic and demographic shifts that were rapidly changing the nation.

Thanks to the heroic efforts of many community leaders, vendors, and customers—efforts that mostly have been long forgotten—the Market did indeed survive the many threats it faced during the mid twentieth century.

When the City cut the ribbon in July 2017 to mark the completion of the fifteen-month, \$8.5 million improvement project at the Market, it was the latest triumphant moment in the resurgence of our urban public market, and a key moment in the overall renaissance of the Flower City.

Want to learn more about the Market's marvelous history? Pick up a copy of our 2005 book, The Hands that Feed Us: 100 Years at the Rochester Public Market. Copies are for sale at the Market Token Center (behind the Market Office) on Tuesday, Thursday, and Saturday mornings.

City of Rochester Public Market

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Open All Year:
Tuesday, Thursday, 6 a.m.-1 p.m.;
Saturday, 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Jim Farr, Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein,
Assistant Market Supervisor
Communications/Special Events

Kham Vilaysak, Willie Wynn
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