



# MARKET MATTERS

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

## NATIONAL SNAP PROGRAM GLITCH SOLVED, PUBLIC MARKET TOKEN PROGRAM CONTINUES WITHOUT GAPS IN SERVICE

Across the nation, almost 8,000 farmers markets offer Supplemental Nutrition Assistance Program, or “food stamp”, recipients the opportunity to use their benefits at local markets. It just so happens that the City of Rochester Public Market boasts the country’s largest and most successful of these programs. In July, Novo Dia, the company that developed and manages the computer application used to process SNAP transactions at the Public Market and all other farmers markets around the nation, announced that they would be closing their business at the end of that very month. The Farmers Market Federation of New York State reacted quickly, working with the New York State Department of Agriculture and Markets and the Office of Temporary and Disability Assistance, the State agency which manages SNAP in New York, to find a solution to this sudden, unexpected turn of events.

In August, the State of New York announced an agreement between the State and Novo Dia that would allow the company to continue offering and managing their mobile SNAP processing service for New York State farmers markets through the end of February 2019. This short-term allows key organizations involved at state and federal levels to develop the long-term arrangement needed to continue processing of SNAP at farmers markets in New York and nationwide.

This agreement means there has been and will be no disruption in service to the Rochester Public Market customers that use SNAP benefits via the Market Token Program, nor to the farmers and vendors who accept SNAP.



The Market Token Program is run by the Friends of the Rochester Public Market, our non-profit partner. Learn more at [www.cityofrochester.gov/markettokenprogram](http://www.cityofrochester.gov/markettokenprogram). Questions? Call 585-428-7282 or email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## TUESDAY, THURSDAY SHOPPING FEEDBACK WANTED

Most locals know the Market is open year-round, and most know that we’re open Tuesdays and Thursdays (6 a.m. to 1 p.m.) and Saturdays (5 a.m. to 3 p.m.). It is also widely known that Saturdays are the busiest Market days, and that Tuesdays and Thursdays offer fewer vendors but also easier access.

Market management seeks information and feedback about your shopping habits and preferences as a key part of our quest to grow the volume and variety of vendors and shoppers on Tuesdays and Thursdays.

You can submit feedback, suggestions in several ways:

Online at <https://www.surveymonkey.com/r/CXJZLBV>

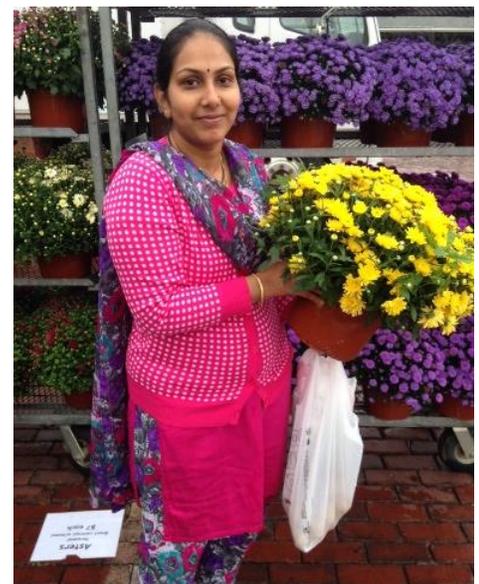


Email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov) (see survey questions on back page here)

Leave voice mail with your feedback, at 585-428-7282.

Fill the form on the back page of this newsletter and drop at the office, scan/ photograph or mail to 280 North Union Street, Rochester NY 14609.

Thank you for your time and consideration!



# MEET OUR MODEST BUT MIGHTY SHOPPING BAG DISPENSER

Maybe you don't think much about the ways you tote your Market purchases, but we all need to think about the overabundance of plastic bags in the environment, and the problems they cause: they litter, they harm wildlife, they cost vendors money to provide—costs that often get passed on to their customers.

So something as small in stature and cost as a reusable shopping bag can actually have big impacts. And we're pleased to have unveiled a new reusable Public Market shopping bag dispenser in the center of the new indoor "B" Shed! For just \$2.00 per bag, you can not only actualize all the economic and environmental benefits of these bags: you also will be supporting the Friends of the Rochester Public Market, a non-profit that does many things to make the Market more, including run the nation's most effective farmers/public market program for SNAP ("food stamp") recipients.

## SEPTEMBER-OCTOBER SPECIAL EVENTS SCHEDULE

- Sunday, September 9: Community Garage Sale, 8 a.m. to 2 p.m.
- Sunday, September 16: Artist Row, 10 a.m. - 4 p.m. ([www.artistrowrochester.com](http://www.artistrowrochester.com))
- Sunday, September 23: Community Garage Sale, 8 a.m. to 2 p.m.
- Wednesday, September 26: Food Truck Rodeo, 5 - 9 p.m. (last of the year)
- Sunday, September 30: Community Garage Sale, 8 a.m. to 2 p.m.
- Sunday, October 7: Community Garage Sale, 8 a.m. to 2 p.m.
- Sunday, October 14: Community Garage Sale, 8 a.m. to 2 p.m. (last of the year)
- Sunday, October 28: Halloween at the Market, 4:30- 7 p.m. (see below)

See the full 2018 special events schedule at [www.cityofrochester.gov/marketevents](http://www.cityofrochester.gov/marketevents).



Find this bag dispenser and \$2.00 reusable Market shopping bags in the center of the indoor shed.

## THIRD HALLOWEEN AT THE MARKET IS SUNDAY, OCTOBER 28

Once again the Market will be hosting a free pre-Halloween event that provides families a bonus dress-up and trick-or-treat opportunity—and a golden opportunity to meet and learn about dozens of community organizations!

On Sunday, October 28 from 4:30 to 7:00 p.m., the covered outdoor Market vendor sheds will be filled with about 70 community organizations that will host trick or treating—and also engage kids and families in some fun activities to learn more about the organizations and what they do. Other Halloween-y fun will include free hayrides, free pumpkins (while supplies last), and some seasonal snack and beverage options. In addition, *Rec on the Move* will have its mobile recreation center and activities ready to help kids work off some of the extra calories they might take on during the Halloween season!

And once again, the event will include a "Bat Appreciation Booth," to help folks truly understand and appreciate these important creatures that tend to get the worst of their bad rap around Halloween! For more information, go to the event web page: [www.cityofrochester.gov/markethalloween](http://www.cityofrochester.gov/markethalloween).



# EATON, MOLL FAMILY FARMS ARE THE LATEST SUMMIT FEDERAL CREDIT UNION VENDORS OF THE MONTH

The most recent Summit Federal Credit Union *Vendors of the Month* include a multi-generational presence on the Market, and a relatively brand new vendor. What they have in common: they cultivate high quality products, provide excellent customer service and overall are positive presences on the Market!

Eaton Family Farm earned August's *Vendor of the Month* award. The Eatons have been an enduring, reliable presence at the Market for fifty years, selling fresh produce, plants and flowers that draw Market-goers year-round. The Eatons can be found at their Market stall in the "A" Shed 52 weeks a year—and almost every available Market day, weekdays and weekends alike.

"We have something going all seasons," says Deana Eaton, daughter of the farm's matriarch and patriarch, Virginia and Gary. The farm's greenhouses allow for a full range of spring flowers and vegetable plants, and their summer offerings are extensive. "Broccoli, squash, peppers, cabbage..." Deana says, rattling off some of the farm's offerings. "Strawberries, apricots, peaches, pears, plums, apples..."

The Market is the farm's primary selling venue, and Deana herself has been helping her parents there since age eleven. "It brings so many people together in one place," she says. "It's great to meet new people, and it's been cool to watch the Market transform."

Moll Farms of Williamson took home the September *Vendor of the Month* distinction.

It's an understatement to say that growing produce is a challenging line of work; to achieve success, it almost seems you'd need to be rocket scientist. Luckily for Abram Moll, he is one. In 2015, Abram and Angela Moll lived in L.A., working for SpaceX, Elon Musk's rocket company, where Abram was an engineer and Angela a recruiter. Seeking something more down-to-earth, the couple trekked east and bought the Wayne County land that is now Moll Farms.

That decision to farm in Williamson didn't come out of the blue. Although Moll Farms is new, the Moll family's farming roots go deep. Moll ancestors farmed in the Netherlands for hundreds of years before a more recent generation

established a farm in Williamson in 1893. That farm sold in 2014, just before Abram and Angela decided to pick up the family trade.

Forty two of the farm's acres yield a wide selection of produce, including radishes, squash, broccoli, cabbage, tomatoes, peppers, cauliflower, zucchini, spinach, beans, lettuce, beets, as well as apples, sold locally to make hard cider. The entire Moll Farms operation relies on the toil of Abram and Angela, with occasional support from Abram's parents, Chris and Linda. At the Market, Abram enjoys interacting with customers, who give him first-hand feedback as well as insight into where demand is headed.

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. Their Vendor of the Month award honors those Market vendors who, like The Summit, offer locally-grown products and demonstrate a commitment to the Rochester community.



The Eatons have been familiar faces at the west end of the "A" Shed for over a half century. From left to right: Deana Eaton, Summit Federal Credit Union's Cynthia Kolko, Gary Eaton, and David Silver of the Friends of the Rochester Public Market.



Angela and Abram Moll, and their helper Amelia, bring gorgeous produce and good cheer to the Market.

Many thanks to the Summit's Cynthia Kolko for penning these pieces!

# DO THE TUESDAY/THURSDAY SHOPPING SURVEY

See front page for full explanation of this survey. You can complete it one of several ways: [1] Fill this form and return it to the Market Office, or mail to 280 N. Union St. Rochester 14609. [2] Scan and send, or directly email, your responses to [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov). [3] Do it entirely online at <https://www.surveymonkey.com/r/CXJZLBV>

1. If you shop at the Market on Tuesdays and/or Thursdays, why do you? \_\_\_\_\_

\_\_\_\_\_

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2. If you don't shop at the Market on Tuesdays and/or Thursdays, why don't you? \_\_\_\_\_

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3. What would make you more likely to shop on Tuesdays and/or Thursdays?

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4. Share additional opinions, suggestions about Tuesday-Thursday shopping here:

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## IN SEASON: ANOTHER HUMONGOUS FALL HARVEST FILLS THE MARKET



Yes, it's hard to see summer go, but once September arrives, many of our favorite seasonal local goodies are just arriving at Market: apples, grapes, pumpkins, winter squash, eggplant, leeks, turnips, and more. And many of your summer faves are still abundant in autumn! Here's what fresh and in season this time of year at the Market:

**Veggies:** beans, beets, broccoli, Brussel sprouts, cabbage, carrots, cauliflower, celery, collard greens, corn, cucumbers, eggplants, herbs, kale, leeks, lettuce, onions, parsnips, peas, potatoes, pumpkins, radishes, squash, tomatoes, turnips, zucchini. **Fruits:** Apples, blackberries, blueberries, cantaloupes, grapes, peaches, pears, plums, raspberries, watermelons.

## City of Rochester Public Market

280 North Union Street  
Rochester, NY 14609  
585.428.6907

[pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov)

[www.cityofrochester.gov/publicmarket](http://www.cityofrochester.gov/publicmarket)

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[www.instagram.com/cityofrochesterpublicmarket](http://www.instagram.com/cityofrochesterpublicmarket)

Tues. & Thurs. 6 a.m.- 1 p.m.  
Saturday, 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Daniele Lyman-Torres  
Commissioner, Department of  
Recreation and Youth Services

Jim Farr, Market Director

Cindy DeCoste, Supervisor

Rob Sharman  
Assistant Market Supervisor

Evan Lowenstein,  
Assistant Market Supervisor

Kham Vilaysak, Willie Wynn  
Operations Workers

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