



# MARKET MATTERS

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

## THE HOLIDAYS AT THE MARKET IS MORE THAN *HOLIDAYS AT THE MARKET!*

For a quarter century now, the *Holidays at the Market* free-admission special event series has been a Rochester family holiday tradition. Now running four consecutive Sundays beginning Thanksgiving weekend (November 25 this year, followed by December 2, 9, and 16), *Holidays at the Market* will again feature a combination of special holiday-themed vendors and many of your favorite regular Market vendors selling holiday-themed items and/or regular Market goods, such as produce. Products available will run a wide range, from trees and garlands and wreaths, to seasonal produce, specialty and prepared foods and beverages, and a variety of holiday general merchandise—clothes, toys, soaps, jewelry, arts and crafts, and many other items that would make terrific holiday gifts.

The events will again feature extra family holiday fun, including visits with Santa, cookie decorating, hay rides, a creativity station, holiday karaoke (also known as “caroling”), and more. Plus, the cozy enclosed “B” Shed will be open for warming up and for shopping, with many of your go-to indoor shed vendors on hand. The Market is grateful to MVP Health Care for their sponsorship and support of *Holidays at the Market* this year!



Keep in mind that these special events are not the only opportunities to get holiday-related and themed goods at the Market! Throughout the holiday season, regular Market shopping days and vendors will also offer go-to specialty holiday goods, including Christmas trees, along with your regular Market staples and favorites. Regular Market shopping days during the holiday season are Tuesdays and Thursdays (6 a.m.-1 p.m.) and Saturdays (5 a.m.-3 p.m.), with the exception of Christmas Day and New Year’s Day, which fall on Tuesdays this year.

We’re also rolling out two charitable efforts this year to help make the holiday season easier and better for our neighbors in need. Again we’ll have the *Giving Tree*, located inside the Market Office lobby, that will be hung with paper ornaments adorned with the name, age and holiday wish lists of children in the long term pediatric ward at Rochester General Hospital. Take an ornament or two, bring some of the suggested items (unwrapped) along with the ornament(s) back to the Market Office no later than Sunday, December 16 (the final *Holidays* event), and we’ll deliver the goods to the kids at RGH.

We’re also encouraging and collecting donations this holiday season for the *Flower City Pickers*, an entirely volunteer organization that collects and sorts surplus food at the Market and delivers it to dozens of community organizations. The Flower City Pickers are small in budget but mighty in impact for the Market and the community. Not only do they help get good food to neighbors in need, they keep edible and compostable food out of the landfill.

You can contribute to the Flower City Pickers at *Holidays at the Market* by taking a festive \$1 hay ride around Market grounds! You can also meet the Flower City Pickers and witness their work on any regular Market day, at their staging area near the Pennsylvania Avenue Market entrance. Look for their little blue bus! Learn more about the Flower City Pickers and also make a direct donation to support their work at their web site, [www.flowercitypickers.org](http://www.flowercitypickers.org). Thank you for your consideration...and see you at the Market!

## WHAT'S LOCAL AND IN SEASON

“Not much, this time of year,” you might be thinking. And that’s why we constantly remind folks that the western New York growing season is a lot longer than many think! Once the leaves drop and snow flies, there’s still plenty of fresh, local product available at the Market (and even still being cultivated and harvested from the fields—broccoli, kale, cabbage, root veggies and more can still grow well into the winter as long as it doesn’t get too frigid). Here are the local, seasonal, fresh fruits and veggies you can find at the Market in November and December: **Veggies**—Beans, Beets, Broccoli, Brussels Sprouts, Cabbage, Carrots, Cauliflower, Collards, Garlic, Herbs, Kale, Leeks, Onions, Potatoes, Pumpkins, Squash, Turnips. **Fruits**—Apples, Pears.



## YEAR IN REVIEW: MORE MARVELOUS MARKET METRICS FOR 2018

The 113<sup>th</sup> year of the Market at its 280 North Union Street site has drawn to a close, and once again we reflect with pride on another year of intensive, diverse service to the community. In 2018, the Market hosted 155 regular Market days, 46 free admission special event days, and four ticketed events, putting us over 200 open days for the year (205 to be precise). And with the addition of more and more permanent private businesses on the Market and in the surrounding Market District, we’re surely becoming more a “24-7” destination!

We estimate that attendance combined for regular Market days and special events in 2018 was over 2,700,000. We’ve had over 1,000 different regular Market and special events vendors sell their wares here in 2018 as well.



friends of the  
rochester  
public market

In 2018 the Market also hosted over 100 community organizations (for free!) to conduct education and outreach on regular Market days through our Special Guests program for nonprofits—which includes over 20 different health-focused organizations for our inaugural *Wellness at the Market* series and a dozen for our *Nature at the Market* environmental education series. We even had a wedding at the Market in 2018 as well.

It’s also important in any *Market Year in Review* feature to highlight the remarkable contributions and accomplishments of our non-profit partner, the Friends of the Rochester Public Market. For over a decade now the Friends, comprised almost entirely volunteer Market devotees, have made the Market more in many ways.

The final figures are still pending for 2018, but we’re confident that our Market Token Program for SNAP (“food stamp”) recipients, run seamlessly by the Friends, will again exceed over \$1,000,000 in redemptions for the year, making it again the largest and most successful program of its kind in the nation. To put this figure in perspective: the 7,500-plus farmers/public markets in the country that accepted SNAP benefits together transacted about \$23 million in SNAP benefits in 2017. That means that our Market, just one of 7,500 in the nation that accept SNAP, did over 4% of the national total of farmers/public market SNAP redemptions. The program was responsible also for 28% of New York State farmers/public market SNAP redemption totals in 2017.

Friends volunteers also led almost 100 school tours for 2,000 kids, and in other unmeasured but important ways assisted with Market operations, including support of special events and management of the Market-branded merchandise program. If you love the Market and want to get more immersed in its life and work, volunteer positions with the *Friends* are always available! Learn more about the organization at [www.marketfriends.org](http://www.marketfriends.org).

## **BONUS! JUST SAY YES TO FRUITS AND VEGETABLES SESSIONS TO BE OFFERED THROUGH WINTER AND SPRING**

The Market is grateful for its long-term partnership with Foodlink to bring nutrition and cooking education to the Market via the *Just Say Yes to Fruits and Vegetables* program. In past years, Foodlink nutrition experts have offered several free hourly workshops on Thursdays and Saturdays from June through October, providing Market-goers with not only lessons on how to prepare nutritious dishes with fresh, local Market produce, but also a sample of the featured recipe! Nutrition information always is interspersed throughout the demonstrations.



*Just Say Yes* to Fruits and Vegetables



We're thrilled to report that Foodlink will be extending their season at the Market throughout winter and spring, to include two hourly sessions at 9 and 10 a.m. on every Market Thursday, and four hourly sessions from 9 a.m. to 12 p.m. on the first Saturday of each month, December through May. This means an additional 33 Market days with *Just Say Yes* demos, and another 90 free sessions! All sessions will be held in the indoor "B" Shed—and at some point in early 2019, they will be held in the full demonstration/education kitchen that will soon be ready to roll in stalls 25 and 27 in the "B" Shed! To learn more about *Just Say Yes to Fruits and Vegetables* and Foodlink, and to see the coming schedule for the Market, go to [foodlinkny.org/fight\\_hunger/just-say-yes-to-fruits-and-vegetables](http://foodlinkny.org/fight_hunger/just-say-yes-to-fruits-and-vegetables). You can also track the coming featured recipes for the Market sessions at Foodlink's Facebook and Instagram platforms.

## **HALLOWEEN AT THE MARKET A SPOOKTACULAR SUCCESS (AGAIN) FOR FAMILIES AND COMMUNITY NON-PROFITS**

The third annual *Halloween at the Market* event is in the rearview mirror now, but the event was such a success that we were inspired to report on it here in *Market Matters*. This newest Market free-admission special event was born in 2016 with the vision of a community organization fair extraordinaire disguised as a free family bonus Halloween dress-up and trick-or-treat event! None of the first three *Halloween at the Market* events, held the



Sunday before Halloween itself, were graced with anywhere close to decent weather. But the events were graced with dozens of community non-profit organizations that committed a Sunday and braved tough conditions to dispense treats and also information about their organization's mission and issues, programs and services. The first year we had 50 community groups sign on and participate; the second year the total went up to 70; and this year we had an astonishing 89 community organizations sign on! Their commitment to their causes and work shone brightly at these events. The events were also graced by a vast volume and variety of families and children in a creative, colorful spectrum of costumes—this year the crowd of attendees exceeded 5,000.

While the non-profits again reported being "slammed" throughout, they also reported that the event was loaded with fun and cuteness—and was a phenomenal outreach opportunity for their organizations. We're certain that this event is now the largest single community non-profit 'fair' in Rochester.

*Halloween at the Market* showed that a great and fitting gathering place, a simple design, and dedicated and enthusiastic hosts and attendees can make for a huge special event success. (Food Truck Rodeo, anyone?)

# LIVONIA'S BEAN FAMILY FARM IS THE FINAL SUMMIT FEDERAL CREDIT UNION *VENDOR OF THE MONTH* FOR 2018

The Summit Federal Credit Union is a generous sponsor of the Friends of the Rochester Market, the non-profit partner organization that almost entirely with volunteers makes the Market more in multiple ways. The Summit contributes funding to support the Friends' work, but also rolls up its sleeves and gets directly involved at the Market through several initiatives and events at 280 North Union Street. Summit staff is a presence at the annual Artist Row event with their engaging, participatory "Community Canvas", and at the *Halloween at the Market* event with their popular Prize Wheel! For three years now Summit has also run the *Vendor of the Month* program. Inspired by "home grown" local businesses like itself (Summit was born in Rochester in 1941), Summit designed a recognition program for Market vendors. Each month from June through September, Summit selects and bestows the *Vendor of the Month* distinction, which includes a presentation at the Market, certificate, a media release, and coverage in the Market and Summit's social media as well as this newsletter!



Livonia's Bean Farm was selected as October 2018's *Vendor of the Month*. For over fifty years, William Bean III and family have been growing and selling a variety of produce, including turnips, carrots, peppers, squash and potatoes. The farm's main crops are beets and, of course, beans. The humble Beans asked that we not broadcast their award with too much fanfare, but it's farmer-vendors like the Beans that are so much the heart and soul of the Market!

*Vendor of the Month* award recognizes those Market vendors who, like The Summit, are locally grown, locally committed, and offer quality products that serve our community. Thanks to the Summit's Cynthia Kolko for contributing to this article!

*Pictured left to right: Cynthia Kolko of The Summit Federal Credit Union, David Silver of the Friends of the Rochester Public Market, and awardee Bill Bean.*

## SHOW ON THE ROAD: INVITE OUR MARKET PRESENTATION TO YOUR WORKPLACE, ORGANIZATION, CLUB, CLASS

Market staff and Friends of the Rochester Public Market volunteers stand ready to take the Market show on the road to inform and inspire folks about the past, present, and future of this Rochester institution. Entitled *Commerce, Culture and Community Since 1905: The City of Rochester Public Market*, this lively presentation features dozens of fabulous photos and the full story of the Market. The presentation can be customized to any group and length of time, and is delivered cheerfully free of charge!

If you'd like to learn more about our road show, and schedule a presentation, get in touch with us at 585-428-7282 or by email to [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## 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)

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

[www.instagram.com/  
cityofrochesterpublicmarket](https://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

Get all future *Market Matters* newsletters by email: send request to [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov)