



# MARKET MATTERS

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

## THE MARKET IN WINTER: STILL A GO-TO FOR SHOPPING AND COMMUNITY

The Market works hard to correct myths that persist about it—that this is a ‘seasonal’ Market (like almost all others) that opens in the spring and closes in the fall for the winter; and that fresh, local produce has a short growing season and limited availability in our wintry locale.



*Market shoppers can find a wide selection of fresh produce year-round—that means throughout the winter too.*

such items at the Market even in January. And the growth in the greenhouse industry in western New York and Ontario/Quebec gives Market shoppers a broader choice of produce that’s both fresh and local during the winter! Meats and seafood, eggs and dairy, baked goods, specialty foods, prepared foods, and general merchandise are also all available at the Market, outside and inside, year-round.

While we’re proud that we run a mostly outdoor Market throughout the winter (thanks to our tough, dedicated outdoor vendors and shoppers), there are always easy options for getting out of the cold at the Market. Our state-of-the-art indoor “B” Shed is a source of heat and of course a vast variety of vendors; plus, there are a growing number of food and retail businesses in the “Commission Row” of buildings on the Market’s north end, and in the surrounding Market District (e.g. Railroad Street) that offer cozy digs and prized products.

The word “market” implies commerce—buying and selling—but the Public Market also is a stellar community gathering place. It’s a popular and we think perfect place to meet up and spend quality time with family, friends and colleagues—in all four seasons—and also the best place in the region to experience and participate in its extraordinary diversity.

We’ll see you at the Market—year round!

The truth: the Market is a year-round venue, with both outdoor and indoor vendors. And while the selection of fresh, local fruits and vegetables is surely less voluminous and diverse than in the peak of the summer/fall harvest season, several hearty and hardy local veggies can grow and be harvested fresh and brought to Market even in the early winter (broccoli, cabbage, kale). Plus, many local fruits and veggies keep and store very well through the winter, making favorites such as apples, potatoes, carrots, and onions available at the Market and fresh even into the dark depths of a western New York winter.

As much as we adore and recommend our local produce, we are also proud to offer a wide array of produce from around the country and world as well, year-round. Blueberries for example are local favorites but surely not available locally in winter—yet you can always find



*Private businesses in the Market’s “Commission Row”, and in the wider Market District, provide plenty of additional opportunities for shopping, dining, and “hanging out” throughout winter.*

# MAKE UP YOUR OWN “MEAL KITS”—AT THE MARKET! USE OUR COOKBOOK AS YOUR GUIDE

Mail-order “meal kits” are trendy these days. You’ve most likely witnessed advertisements for them in your preferred media. These “meal kits” are marketed for their convenience, but also for the culinary skills that can be developed and family time that can be enjoyed when the “meal kit” ingredients are cooked up at home.

We have no quarrel with this concept—in fact, we love and endorse cooking and eating together. But we highly recommend the extra creativity, skill-building, satisfaction, value, and support of the local economy that can come from putting together your own “meal kits” at the Public Market!

In other words, we think you should shop regularly at the Market, stock up on great ingredients, put `em all in a reusable Market shopping bag, take `em home, and prepare them at home with and for your family!

It is common for Market shoppers to be unsure of products and how to prepare them. Vendors themselves can be very helpful with answers to questions about the products and their preparation, but the Public Market’s cookbook, [Bringing the Market Home: Savoring the Seasons at the Rochester Public Market](#), is a tremendous resource. Produced by the Friends of the Rochester Public Market, the Market’s non-profit partner, the cookbook is organized by season and features recipes by Market vendors, shoppers, volunteers, local chefs, and others that incorporate both local and other foods available at Market. The book even includes a “for kids, by kids” recipe section!

For example, the cookbook includes a “Discovering Winter” section, with recipes featuring products available fresh and local even in the depths of December-March, such as: Grandma’s Greens, French Onion Soup, Potato Chowder, Winter Squash and Black Bean Chili, Roasted Vegetables with Kielbasa, Hoppel Poppel (a traditional German recipe designed to creatively utilize leftovers), Laura’s Mac and Cheese, Apple-Sausage Ring, Baked Apple French Toast, New York State of Mind Muffins, and more!



In addition to using this Market cookbook as information and inspiration for your own Market meals\*, you can count on many opportunities year-round to participate in free cooking (and sampling!) sessions right at the Market. Our good friends from Foodlink offer *Just Say Yes to Fruits and Vegetables* demos at the Market on Thursdays and Saturdays year-round—although these demos are on a brief hiatus right now while the state-of-the-art education/demonstration kitchen in the indoor “B” Shed is under construction. These *Just Say Yes* sessions will resume immediately after the kitchen is complete in March. Stay tuned also for new cooking and nutrition education programming to come to this new kitchen facility in 2019!

As for the cookbooks—you can get them now for just \$15 each at the Market Token Center (the white boxcar-like building behind the Market Office) on any regular Market day, on Tuesday or Thursday between the hours of 8 a.m. and 1 p.m., and Saturdays between 8 a.m. and 3 p.m. You can also buy online at [marketfriends.org/Cookbook/Order.html](http://marketfriends.org/Cookbook/Order.html). Keep in mind that all the proceeds from the cookbook sales go directly to the Friends of the Public Market to support their essential work, such as their management of the Market Token Program, the nation’s leading farmers/public market program for SNAP (“food stamp”) recipients.

**\* Have a marvelous “Market Meal Kit” or Market recipe that you’re willing to share with the Market family of customers, vendors, volunteers and staff? Tell/show us about it! Email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov)— you and your recipe could be featured in Market media (newsletter, web site, social media)!**

# NATION-LEADING MARKET TOKEN PROGRAM FOR SNAP RECIPIENTS STRIVES TO GET EVEN BIGGER, BETTER

Our Market Token Program for Supplemental Nutrition Assistance (SNAP, or “food stamp”) recipients has been the largest and most effective program of its kind in the nation for several years running. Run by the non-profit Friends of the Rochester Public Market, the Market Token Program makes using SNAP benefits at the Market easy for both customers and vendors. With New York State adding a 40% bonus through the Fresh Connect Program for those using SNAP benefits at New York farmers markets, the value of the Market Token Program for fresher, healthier, more affordable eating is arguably unparalleled at any other market in America. In 2018, the Market Token Program again transacted over \$1 million in SNAP and FreshConnect benefits.

These are extraordinary successes, but there’s much room for growth and improvement. Presently, about 15% of SNAP benefits used in Monroe County are used at the Market. That’s not bad at all, but there are many, many more out there who could enjoy the ease and value of the Market Token Program. In 2019, the Market and the Friends will ramp up efforts to reach more SNAP recipients region wide—and also promote SNAP eligibility investigations among those who may qualify for the programs but not know it!

We also strive to make the program easier to access and use in a community whose diversity is growing in leaps and bounds. As Greater Rochester further diversifies across race and ethnicity, country of origin, and native language, the Market Token Program is making its promotional and instructional materials not only easier to discover, but easier to understand. We’ve done our best in the past to make the Market Token Program materials available in other languages, but there are literally over three dozen languages that can be heard at the Market each week. So we have designed a new program flyer and poster (at right) that leads with pictures, and fewer, simpler words to explain the program and how to use it.

## How to use your SNAP / EBT Card at the City of Rochester Public Market



**1. GO**

to the City of Rochester Public Market at 280 N. Union St. on Tuesdays, Thursdays and Saturdays, all year-round.



**2. STOP**

at the Market Token Center located behind the main office. Open Tuesdays & Thursdays, 8 am-1 pm and Saturdays, 6:30 am-3 pm



**3. SHOW**

your Supplemental Nutrition Assistance program (SNAP / EBT) Card to the token program representative.



**4. GET**

wooden \$1 Tokens, \$5 Tokens and FREE \$2 New York Fresh Connects coupons.



**5. BUY**

fruits and vegetables; breads and baked goods; meats, eggs, seafood and cheeses; honey and plants that grow food using your wooden tokens and coupons.



Phone: 585-428-7292  
www.cityofrochester.gov/publicmarket





City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

If you or your organization can help spread the word about the Market Token Program to family, friends, colleagues, call 585-428-7282 or email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov)—we’ll provide whatever we can to help you help us reach more SNAP recipients and SNAP eligible residents throughout the region!

For more information about the Market Token Program, go to [www.cityofrochester.gov/markettokenprogram](http://www.cityofrochester.gov/markettokenprogram).

# MARKET-BRANDED HOODED SWEATSHIRTS, TRAVEL MUGS MAKE WINTER MARKETEEING WARMER



Market-branded hooded sweatshirts (\$24) and travel mugs (\$15) are available year-round as part of our overall Market merch offerings, but winter is a particularly practical time to procure these for yourself and the other Market-lovers in your life! The hooded sweatshirts come in a variety of styles and sizes, and are available on any Market day at the white Token Center (behind the two-story brick Market Office)—Tuesdays and Thursdays between the hours of 8 a.m. and 1 p.m., and on Saturdays from 8 a.m. to 3 p.m.

Many Market hot drink purveyors (and others in town) give discounts for folks with their own reusable mugs, so win some deals while you stay warm all winter long! And remember: All proceeds from the sale of Market-branded merchandise goes to the Friends of the Public Market, our essential non-profit partner.

## BONANZA TWO-DOLLAR MARKET TOTE DAY INSPIRES ‘AHA!’ MOMENT

In December, the University of Rochester swim teams asked if they could volunteer at the Market on a single Saturday before the holidays. At first we were stumped—what to do with 38 volunteers on a single Market day?

We decided to have them fan out around the Market with blue \$2 Market reusable shopping totes... and asked them to be as extroverted as they could muster. Between 9 a.m. and 1 p.m. on December 17, in three shifts, the U of R swimmers sold **202** bags—resulting in **\$404** in proceeds for the Friends of the Public Market, and the Flower City Pickers food rescue organization—two non-profits deeply dedicated to serving the Market and community.

We decided quickly after this unexpected success that we should encourage more volunteer groups to come out and do this very thing in 2019—help us get more reusable bags out there, and generate funds for our Market-dedicated non-profits! If we can accomplish 202 bags and \$404 on a cold, relatively slow December day, imagine what we can accomplish on a warm,

busy-season day—and if we did this every Saturday instead of just once a year!

So. If your organization, company, club, etc. wants to have an especially fun and rewarding day at the Market, and aid our environmental and community endeavors, we’ve got an idea for you! Be our bag brigade for a day—or more! Get in touch.

And don’t forget: Our \$2 tote dispenser is always at your service in the center hall of the indoor “B” Shed.



## 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](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)