



# What's Happening at the Market?

## WELCOME TO THE FIRST EDITION OF WH @ RPM, THE RESULT OF OUR NEW NEWSLETTER AND E-BULLETIN APPROACH

Thanks for checking out this first edition of WH @ RPM, the result of our rethinking and re-strategizing of our electronic and print newsletters. We had been publishing four-page [Market Matters](#) newsletters electronically and in print every eight weeks, and had been periodically sending shorter e-mails more frequently to members of our main e-mail list. We've decided that a more responsive method is to put out shorter, more frequent correspondences, electronically and in print. This way, Marketeers receive more timely information, briefly! That to us seems like the right match for modern, busy lives!

So enjoy this first edition of the new WH @ RPM (What's Happening @ Rochester Public Market) e-bulletin! As always, we're open to any and all feedback and suggestions—call us at 585-428-7282 or email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## HANG ON! 2019 SPECIAL EVENTS COMING SOON, SCHEDULE AVAILABLE

Our famous free-admission special events slate is set for 2019 and the first events of the year--the first [Community Garage Sale](#) (Sunday, April 28) and the first [Food Truck Rodeo](#) (Wednesday, April 24) are just a few weeks away! You can see and stay tuned to the full schedule at [www.cityofrochester.gov/marketevents](http://www.cityofrochester.gov/marketevents). Download the printable schedule from this web page, and stick it to your fridge with your favorite magnet. We look forward to seeing you at special events!



## WHAT'S FRESH AT THE MARKET

You're probably thinking, "nothing's fresh and in season, it's March!" Well, it's definitely not the busiest growing season in Western New York, but even this time of year there are still plenty of local fruits and veggies available that store well over the winter. (One of our farmer/vendors told us today that he harvested yesterday and sold today some turnips that have survived in the ground through the winter, along with some native wild edibles that also survive over winter! Note that you can also find fresh product from all over the nation and world, including greenhouse grown fruits and veggies, here year-round too.

# THE MARKET TOKEN PROGRAM EXCEEDS \$1 MILLION—AGAIN



The Market Token Program for SNAP (Supplemental Nutrition Assistance Program, or "food stamp") recipients was again the biggest and most successful of its kind nationwide in 2018, with over \$1 million in SNAP benefits and [New York State Fresh Connect](#) coupons transacted at the Market! Thanks to the excellent program design, dedication of the [Friends of the Rochester Public Market](#) (our non-profit partner that runs the program) and ease of use for both customers and vendors, the Market Token Program is once again the gold standard for farmers/ public market SNAP programs nationwide. Learn more the Market Token Program and SNAP on the City web site at [www.cityofrochester.gov/markettokenprogram](http://www.cityofrochester.gov/markettokenprogram).

## REUSABLE MARKET \$2 TOTES ARE TOPS

The modest but mighty self-serve Market tote bag dispenser in the center hall of the indoor "B" Shed is where you can find handy, trendy \$2 reusable shopping bags on any regular Market day! Not only are these blue bags a great way to be green--all proceeds from their sale go to the Friends of the Public Market, our non-profit partner organization, to support their operation of the Market Token Program for SNAP ("food stamp") recipients.



## DO YOU KNOW ABOUT MARKET GIFT TOKENS?

By golly, you should! Market Gift Tokens are our version of the "gift certificate," and are available year round. These Tokens make fabulous and well-received gifts, whether the recipient is 5 or 95! Give the Market lovers in your life a real Token of your appreciation! And yes, it's okay to get Gift Tokens for yourself. Learn more about the Market Gift Tokens and how to get `em at the Market Office or at [www.cityofrochester.gov/marketgifttokens](http://www.cityofrochester.gov/marketgifttokens).



**PAST BLAST.** This awesome photo from around 1960 shows a teacher and her students on a field trip to the Market. Such school tours are still a popular offering of the Market, and are run by the [Friends of the Rochester Public Market](#), our non-profit partner! School tour slots fill up fast each year but there are still dates available from June-October! Learn more at [www.cityofrochester.gov/marketstours](http://www.cityofrochester.gov/marketstours); you can also learn more about the Market's marvelous history at [cityofrochester.gov/markethistory](http://cityofrochester.gov/markethistory).



CITY OF ROCHESTER PUBLIC MARKET  
280 N. UNION ST. ROCHESTER, NY 14609  
585-428-6907 [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov)  
[www.cityofrochester.gov/publicmarket](http://www.cityofrochester.gov/publicmarket)