



What's Happening at the Market?

YESSSSSSS! FINALLY, IT'S *FLOWER CITY DAYS* AT THE MARKET!

Regardless of how much we love Rochester overall, April can be a hard time here. It seems that everywhere else, spring is blooming, bursting out in the form of green, green grass, flowers, leaves on trees, sunshine and soothing warm temps. But here, April means a lot of cloudy skies, chill that makes us reach grumbling for the sweaters, coats and mittens...and even accumulating snow.

Yes, April can be exasperating, even depressing. This fact, coupled with the fact that we've just traversed another long Rochester winter, is why [Flower City Days](#) are so highly anticipated!

Flower City Days are the Market's legendary spring horticultural sales—one of our signature annual free-admission special event series. We're proud to say that this is Flower City Days' 30th year!

Horticultural vendors and products galore await you in the outdoor sheds, offerings a spectacular selection of garden goods and goodies. These events are for novice and experienced gardeners seeking ornamental and/or veggie plants. On several Sundays, Master Gardeners from Cornell Cooperative Extension will also be on hand, near the curve of the outdoor "A" Shed, to answer your questions about how to cultivate and care for the plants you purchase at the sales.

Note that cafes and coffee shops are open on the Market and in the surrounding Market District on Flower City Days too!

See the full Flower City Days schedule at right—you'll see there are seven sales, five Sundays and two more on the Friday and Monday of Memorial Day weekend.

Flower City Days
AT THE MARKET

With an impressive selection of flower and vegetable plants, cut flowers and garden decorations to choose from, get everything you need for your home and garden at the City of Rochester Public Market!

8 a.m. - 2 p.m.
Sundays, May 12, 19, 26, June 2 & 9
Memorial Day Weekend
Fri., May 24; Sun., May 26 & Mon., May 27
City of Rochester Public Market
280 N. Union St.

The Market is a great place to buy and sell!
Vendors welcome, call (585) 428-6907 to inquire about vending stall rentals.

cityofrochester.gov/flowercitydays

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

COMPOSTING AT THE MARKET: CLOSING THE LOOP

We love it when 'planets align' and loops close! Thanks to the presence and dedication of the [Flower City Pickers](#) and now [Impact Earth](#) at the Market, we now have an efficient way to get compostable food waste at the Market composted. Huge thanks to the Flower City Pickers for their dedication to food diversion/food waste prevention over four-plus years at the Market--*entirely* as volunteers--and to Impact Earth for helping us close our composting loop. Flower City Pickers collect donated and 'rescued' food at the Market every week and distribute what's edible to many community organizations; they work hard to make sure what's not edible is obtained by farmers for livestock feed, or composted. Impact Earth, also experts in food waste diversion, is now hauling the compostables that the Pickers collect each Market day to their network of receiving farms and digesters. Learn more about these key Market partners at www.flowercitypickers.org and www.impactearthroc.com.

FIND MARKET-BRANDED MERCHANDISE UNDER THE RED TENT

Beginning May 11, the Friends of the Rochester Public Market will again host a festive Welcome Center on busy-season Saturdays. The *Friends* is the Market's important nonprofit partner--most notably, they run the [Market Token Program](#) for SNAP recipients, the nation's biggest and most successful farmers/public market program for "food stamp" recipients. But the *Friends* also run the Market's [school tour program](#) , the annual [Artist Row event](#) , the Market-branded merchandise retail program, and the Welcome Center.



You can find *Friends* representatives at the Welcome Center red tent near the Union Street entrance on Saturdays starting on May 11; there, you can get Market information and questions answered, and you can browse and buy Market-branded merchandise such as tee shirts and caps, shopping totes, sweatshirts, cookbooks, aprons, one-sies for baby, and more. Know that all proceeds from this Market merch goes to support the *Friends* , and all the work they do for the Market and the community. What's more, you'll be helping to promote your Market!

Learn more about the Friends of the Rochester Public Market at www.marketfriends.org. Learn more about the Market-branded merchandise offerings at www.cityofrochester.gov/marketmerchandise.

ON THE FARM IN LATE APRIL/EARLY MAY



Thanks to Market farmer/vendors extraordinaire Phil and Sandi Munson of [Fisher Hill Farm](#) for their permission to reprint their below blog post, which provides a quick inside look at what's happening on local farms this time of year.

APRIL 29, 2019 Crop Report: Onions are in the Ground

We got our onions in the ground last week. It's a brutally slow process. If you follow us on social media you probably saw a post about driving 0.1 miles per hour in the tractor! Painfully slow but so necessary and actually kind of beautiful in a way. It gives you time to think—which with three kids and a business to run there isn't much time for that.

Onions are one of the first things to hit the soil every year and it marks the beginning of the growing season. It's a time for reflection on last year's crops and a time to look into the future of where the business is heading, what changes need to be made, what milestones to celebrate.

Onions might be the beginning of our soil crops but they are so much more than that. They are a staple of cooking around the world. They last through the year in cold storage. Onions were one of the very first cultivated crops because they grew in different soils and climates, were easily transported, and lasted a long time after coming out of the ground. Ancient Chinese, Roman, and Egyptian texts have shown that onions played an important role in diets and even cultural practices. It's amazing how far back they date and just how amazingly important they are! We're excited for the growing season and excited about these onions. We can't wait to share them with you.

CITY OF ROCHESTER PUBLIC MARKET / 280 N. UNION ST. ROCHESTER, NY 14609 / 585-428-6907

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