

June 26, 2019



# What's Happening at the Market?

## A HISTORIC MARKET ICON IS COMING BACK! HELP MAKE IT HAPPEN

When the City of Rochester Public Market opened on its North Union Street site in 1905, it was one of only 125 prominent public places around the country to receive a limited edition, six-ton granite fountain. Designed primarily to serve horses—the primary transportation mode of that time—these fountains also made fresh water available to people and even dogs. These fountains were gifted by the National Humane Alliance as practical expressions of their animal welfare mission.

The Market's fountain quickly became an icon, but by 1930, cars and trucks had replaced horses as the primary transport mode. That year, the fountain was deemed a traffic hazard, "in the way," and was unceremoniously hauled off the Market.



Photo from the Albert R. Stone Negative Collection, Rochester Museum & Science Center, Rochester, N.Y.

That fountain's whereabouts are still unknown today. But by a remarkable stroke of luck, in 2018, Market staff discovered that one of the original 125 fountains was sitting on private property not far away. The City was able to acquire this fountain, and is in the exciting process of renovating it and bringing it on the Market—it will be placed on the small lawn between the Market Office house and the indoor "B" Shed.

This fountain will not only be a tremendous historical acquisition—it will make the Market an even better public gathering place and space. You can support this project—and additional Market community programs—by ordering a custom-engraved brick to be included in a brick feature that will accompany the fountain. These are large, original Market bricks that were salvaged during the Market renovation-expansion project of 2016-17. Only 350 bricks are available! With a brick purchase, you/your family/your business will not only have a very visible, long-term presence in what is sure to become a very prominent place within an already prominent community place—you will also be supporting this wonderful historical and community project, and other key Market community initiatives. What's more, you will help achieve a \$7,500 "challenge grant" from Rochester Area Community Foundation! You can order bricks in the following ways:

- \* Pick up an order form at the Market Office; complete and submit the form back to the office with a check.
- \* Order online with credit card or via PayPal at [www.marketfriends.org/purchaseabrick](http://www.marketfriends.org/purchaseabrick).

This project wouldn't be as easy or exciting without the support of: the Friends of the Rochester Public Market, the Market's non-profit partner organization; the Gugel Family and Market District Business Association, for generous contributions; Roz Goldman, for an expert pro-bono appraisal of the fountain; Rochester Area Community Foundation, for a \$7,500 challenge grant, which directly supports the project and incentivizes additional needed support.

Stay tuned for the coming unveiling! Call 585-428-7282 for more info, or visit [www.cityofrochester.gov/marketfountain](http://www.cityofrochester.gov/marketfountain).

# THE MARKET TOKEN PROGRAM FOR SNAP RECIPIENTS AGAIN DELIVERS SUPERLATIVE RESULTS

Once again, the City of Rochester Public Market's program for SNAP ("food stamp") recipients is the best of its kind in the country. The Market Token Program, run by the Friends of the Rochester Public Market, makes it seamless for both vendors and benefit recipients to use SNAP benefits at the Market.

In 2018, \$751,169 in SNAP benefits were redeemed at the Market through the Token Program. This amount constituted an amazing 23.3% of all SNAP redemptions at all 396 participating New York State markets last year. And this huge share exists still even though participating markets and redemptions increased 63% and 74% respectively statewide since 2012.

In addition, this program accounted for 3.12% of all SNAP redemptions at all 7,206 participating markets *nationwide*. And this impressive percentage exists despite the number of participating markets and redemptions increasing 124% and 45% respectively nationwide since 2012. Last year, SNAP redemptions just at the Public Market exceeded:

All of Florida's 183 participating markets combined.  
All of Georgia's 263 participating markets combined.  
All of N. Carolina's 305 participating markets combined.  
All of Ohio's 206 participating markets combined.  
All of Texas's 147 participating markets combined.

Even more impressive—SNAP redemptions at the Public Market in 2018 exceeded all of North Carolina's, Ohio's, and Washington's 687 participating markets *combined*.

Overall, only six entire states' participating farmers markets exceeded \$751,000 in SNAP redemptions in 2018.

What's more, SNAP recipients that use their benefits at the Market can get a 40% bonus through the New York State *Fresh Connect* Program. This helps benefit holders stretch their benefits even further.



And SNAP recipients who use their benefits at the Market are eating healthier. In a recent survey, 90% of those who used SNAP at the Market say they are eating more healthy fruits and vegetables.

These are impressive results indeed, but we don't rest on our laurels—because over 90% of SNAP benefits used in Monroe County last year were not used at the Market! Your help to spread the word about this program is greatly appreciated—we've learned that "word of mouth" is the way most of our SNAP patrons learn about our program.

Might you qualify for SNAP? Income guidelines are adjusted frequently! If you'd like to see if you're eligible, you can start that process by calling Legal Assistance of Western New York's Nutrition Education Outreach Program at 585-295-5624.

The Market extends deep gratitude to the Friends of the Public Market, our non-profit partner. Their management of the Token Program, and the dedication of its volunteers and part-time manager, are what make this program so successful.



## ON THE FARM / WHAT'S IN SEASON

Be extra kind to your farmer-vendors this year—the cool, wet weather has created significant challenges for planting and growing this season. Yet these farmers are producing fresh, local goodness for you. What's local and in season this time of year at the Market:

Veggies: Asparagus, beets, broccoli, cabbage, garlic, lettuce, peas, radishes, rhubarb, spinach, summer squash, swiss chard, zucchini.  
Fruits: Strawberries, cherries.



# BANDS ON THE BRICKS WILL ROCK THE MARKET AGAIN ON FIVE CONSECUTIVE FREE FRIDAYS IN JULY AND AUGUST

A signature piece of the Market's annual free admission special event series for many years, Bands on the Bricks brings five straight free Friday summer nights of live music every summer to 280 North Union Street. Food trucks and food and beverage vendors will of course accompany the tunes. Bands on the Bricks proves that the Market isn't just for morning people! See the series poster right here for the full lineup.

Extra special thanks to YourCare Health Plan for their generous sponsorship of the 2019 series!

Make Bands on the Bricks part of your Rochester summer social schedule! Learn more at [www.cityofrochester.gov/bandsnbricks](http://www.cityofrochester.gov/bandsnbricks).

## GOSPEL JUBILEE AGAIN BRINGS INSPIRATIONAL MUSIC SHOWCASE TO THE MARKET, JULY 28

**Jasen Monroe & ESC Present**

**the 2019 GOSPEL JUBILEE**  
at the City of Rochester Public Market

**FEATURING**  
The New Gospel Times  
Lashanda McCadney  
Pastor Johnny Harris  
The Gospel Pearls  
and a surprise nationally known recording artist!

**Sunday July 28 from 4pm - 7:30pm**  
Bring your own chair!

**280 North Union Street**

Thank you to our 2019 sponsors!



Sponsored by **YourCare**

**BANDS ON THE BRICKS**

**FREE ADMISSION & PARKING!**

**CITY OF ROCHESTER PUBLIC MARKET**  
280 N. UNION ST.  
**FRIDAYS, 6-10 PM**

**7/12: SOMETHING ELSE | JUNKYARDFIELDTRIP**  
**7/19: LATINO NIGHT** with Banda Light | Sonidos Unidos | Geland y Los Alegres  
Alicia "La Flautista" | DJ Johnny Mambo  
**7/26: INTO THE NOW** 25th Ann. | **DINNER AND A MOVIE** A Phish Tribute  
**8/2: American RUSH Tribute LOTUS LAND | BONFIRE** A Tribute to AC/DC  
**8/9: DONNA THE BUFFALO**

WWW.CITYOFROCHESTER.GOV/BANDSONBRICKS

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

Don't think gospel music is for you? Think again! When you come to the seventh annual Gospel Jubilee at the Public Market on Sunday, July 28, we know you'll be moved.

Organized again by Jasen and Walida Monroe in partnership with the Market, the Jubilee will also include food and drink offerings, community organization exhibits, fun stuff for the kids, and more.

Special thanks to United Health Care, City of Rochester, Wegmans, and the many others that make this special event happen each year at the Market. Free admission! Learn more at [www.cityofrochester.gov/gospeljubilee](http://www.cityofrochester.gov/gospeljubilee).



# MARKET SEAFOOD IS SUMMIT FEDERAL CREDIT UNION VENDOR OF THE MONTH

Market Seafood LLC, owned by husband-and-wife team Zach and Jessica Feldman, is the recipient of 2019's first Summit Vendor of the Month award at the City of Rochester Public Market.

Located near the main entrance to the indoor "B" shed, Market Seafood beckons shoppers with colorful displays and cases of ready-to-cook offerings from shrimp and scallops to a variety of fish. Items like clams casino and salmon burgers--also available!

Zach, a third-generation fishmonger, knows the industry well. In 1958, Zach's grandparents Jack and Sally Feldman, having survived the Holocaust, started a fish business on Joseph Avenue, passing knowledge on to Zach's father as well as to Zach. And yet, Market Seafood is an enterprise distinct from its predecessors, one which takes advantage of modern methods and knowledge in order to give market-goers in both Rochester and Syracuse a variety of healthy options.

"Express and overnight shipping on fresh seafood allows us to provide fresh, never-frozen west coast, South American, and European seafood on a weekly basis," says Zach. "Having Jessica as our marketing genius has truly helped us expand at a steady pace."

The Summit Vendor of the Month Award, presented by The Summit Federal Credit Union and the Friends of the Rochester Public Market, recognizes those vendors who provide the community with local, high-quality

products and exemplary service. Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With approximately \$900 million in assets, The Summit has over 230 employees and provides a full range of affordable financial products and services to approximately 85,000 active members in Central and Western New York. For more information, visit [summitfcu.org](http://summitfcu.org).

*We extend our extra big thanks to Cynthia Kolko, Public Relations Specialist for Summit Federal Credit Union, for this article!*



## DON'T FORGET "D"!

We understand that Market shoppers are creatures of habit, and that for many years there was no "D" Shed on the north end of the Market.

This new outdoor shed, completed in 2017, is a beautiful replica of an original Market shed and has brought new life to an area that had been vacant since 1963. "D" Shed has added 46 more vending stalls to the Market, meaning even more variety and delights! So be sure to make browsing this "D" Shed part of your Saturday Market routine!