



Spring and Summer Means Sampling Heaven at the Market

Open your mind—and your mouth—to all kinds of culinary delights outside the Market Office throughout the spring and summer!

On Thursday and Saturday from 9 a.m. to 1 p.m., our friends from Foodlink offer ***Just Say Yes to Fruits and Vegetables*** show you how to prepare delicious, healthy recipes from fruits and veggies at the Market. These demonstrations include free samples of the featured recipe and giveaways to help you cook and eat healthy.

And on Saturdays, from 10 a.m. to 12 p.m. you can nibble some more freebies through our ***Flavors of Rochester at the Market*** series. A partnership with the Democrat and Chronicle and Friends of the Rochester Public Market (www.marketfriends.org), Flavors introduces you to a wide range of cuisines and cultures that make the Market and our community so colorful.

There's more! Each month, thanks to support from Summit Federal Credit Union, the Friends of the Market's Margaret O'Neill prepares a nutritious and tasty sample made with in-season Market bounty! And right outside the Market Office is the edible garden cultivated by ***Lots of Food***, a community organization promoting permaculture and community gardens around the City of Rochester—a little herb sample straight from this growing garden is as fresh as it gets.



Sample cuisine of many cultures at the Market this summer, such as this Turkish kisir salad



Special Guests at the Market Connect You to the Community

We are proud to host many dedicated community organizations at the Market through our Special Guests program. Nonprofits can reserve a table outside the Market Office for any regular Market day and connect with the full diversity of Market-goers to share info about their programs, services, resources, events, activities, issues, etc. Pictured above: Genesee Country Village braved a cold spring day earlier this year as our Special Guest, and introduced Market shoppers young and otherwise to the art and science of maple sugaring! If you'd like your organization to be a Special Guest, contact Market Communications and Special Events/Projects Coordinator Evan Lowenstein at 585-428-7282 or email lowenste@cityofrochester.gov.

Market Vendor of the Month: Old Home Farm

The City of Rochester Public Market and our essential non-profit partner Friends of the Rochester Public Market are partnering with the Summit Federal Credit Union to recognize and celebrate local growers at the Market. Over the next year, Summit will be working with the Market to bestow a “Market Vendor of the Month” award! Check this Market Matters newsletter, the Friends of the Rochester Public Market Facebook page, and Summit Federal Credit Union’s web site (www.summitfcu.org) to learn about the month’s awardees and their inspiring stories. We are giddy to announce that Old Home Farm is our inaugural Summit Market Vendor of the Month!

If you’re a Market-goer, you probably recognize the smiling faces of Anita Amsler and her son Chad, and partner-in-farming Louie Bell (pictured at right with two of Chad and Michelle Amsler’s children), who together run Old Home Farm in The Hamlet of Lincoln, Town of Walworth, Wayne County. For twenty-one years, Old Home has been providing local, affordable, quality produce year-round from their A-Shed spot at the Public Market. Even in the dead of winter, Old Home provides local goodness that’s been cultivated with care just fifteen miles away. The list of Old Home’s offerings is long--



you can get eggs, potatoes, garlic, corn, carrots, beets, tomatoes, zucchini, cucumbers and pickles, squash, green beans, herbs, and even more at the Market on Saturdays. And if you’re willing to take a short ride to Walworth in fall and late winter, you can pick your own pumpkins and score some delicious maple syrup too.

Old Home is a third generation farm, started 65 years ago as a dairy farm by Anita Amsler’s husband Richard’s family. Richard farmed full time for decades until he passed away in 2006; Anita remarkably logged countless days and hours on the farm with Richard in addition to working a full-time job for 34 years. This off-the-charts tirelessness runs in the family, as Anita’s son Chad not only farms full time and sells at Market: he and his wife Michelle are parents to ten children (seven of which are pictured at left)! This means also that Anita is grandmother to ten, on top of her full-time farming and vending!

The Amslers and Louie put in 14 to 16 hours a day, but it’s safe to say that the trio sees their livelihood as a true labor of love. “I love to be outside on the farm,” says Anita. “It’s surely hard work but also very peaceful. It’s a blessing to be one with nature as often as I get to.” But while Anita loves the elbow room and open space of rural Old Home Farm, she also loves the bustle of Saturdays at the Market in the heart of the city.

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Special Events Galore! Summer at the Market Goes WAY Beyond Regular Tuesdays-Thursdays-Saturdays

The weather is wonderful and the Rochester Public Market again will make the most of it. In addition to our regular Market days, we have a stupendous slate of special events to share with you this summer. Below are upcoming summer events; for the full 2015 slate, visit www.cityofrochester.gov/marketevents!



FOOD TRUCK RODEOS: A Celebration of Street Food!

Dozens of colorful food trucks featuring a wide variety of cuisine convene at the Market the last Wednesday of each month, 5:00-9:00 p.m.: June 24, July 29, August 26, September 30, October 28
www.cityofrochester.gov/foodtruckrodeo



COMMUNITY GARAGE SALES AND SUPER FLEAS

Dozens and dozens of garage sales--in one place, at one time! Sundays: June 14, June 21, June 28, July 5, July 12, July 19, July 26, August 2, August 9, August 16, August 23, August 30 (and September 13, September 27, October 4, October 11, October 18).
All sales 8:00 a.m.-2:00 p.m. www.cityofrochester.gov/foodtruckrodeo



BANDS ON THE BRICKS: A Rochester summer tradition! Fridays: July 10, July 17, July 24, July 31, August 7. 6:00-10:00 p.m. www.cityofrochester.gov/bandsnbricks

GOSPEL JUBILEE: Inspirational music groups share their spectacular voices.
Sunday, July 26; 4:00-7:00 p.m. www.cityofrochester.gov/gospeljubilee

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“Ninety-nine percent of the people are really very very nice,” Anita says. “We’ve made close friends among other vendors and customers. It’s a privilege to get to know and serve so many different kinds of people.” She adds: “We love our place in the country, but we adore our Market family too.”

Anita, Chad, and Louie together embody what the Public Market is all about: good food and good people! They are the kind of folks--and theirs is the kind of fresh, local produce--that make the Market a favorite place and experience for tens of thousands of Market devotees today.

Old Home Farm vends from stalls 22-24 in the curved, covered “A” Shed every Saturday, year-round.



Score Some Market Merchandise

Show your love for the Market—sport some Market merchandise! The Friends of the Rochester Public Market have opened their red merchandise tent for the season—it’s near the Union Street entrance. You can get tee shirts, sweatshirts (hopefully not needed for awhile), historical prints, caps, beautiful Market cookbooks, books on Market history, an array of reusable Market shopping bags (included insulated ones), Market Gift Tokens, and much more. Market merch makes great gifts—for friends, family, and for yourself! The red tent is open Saturdays—on other Market days, you can get merchandise in the lobby of the Market Office.

Market Improvements/Additions Project; East Main Arts and Market District Plan

You can keep up to date on the coming Market improvements and additions by going to www.cityofrochester.gov/marketimprovements. Right now, ground will likely be broken for the project in September. You can also pick up a detailed fact sheet about the coming project in the Market Office.

The City is also working on improvements for the entire East Main Street corridor, to include the Public Market District, through its East Main Arts and Market District Plan. This plan will result in major improvements to the Main Street corridor to make it more friendly for pedestrians and cyclists, and more attractive and welcoming to residents and visitors alike. To learn more about this plan, go to www.cityofrochester.gov/eastmain/.

So What’s In Season?

June begins the seasonal flood of outstanding local fruits and veggies into the marketplace! Here’s what you can get fresh and local this month:

asparagus	herbs	strawberries
beet greens	lettuce	summer squash
beets	mustard greens	swiss chard
broccoli	onions	tomato
cabbage	peas	turnip greens
cherries	potatoes	zucchini
garlic	radishes	and more!

City of Rochester Public Market

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www.cityofrochester.gov/publicmarket

Market Hours: Tuesday and Thursday,
6 a.m.-1 p.m.; Saturday 5 a.m.-3 p.m.

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