



MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

MARKET WEB PAGES AND SOCIAL MEDIA PROVIDE MARKET INFORMATION AND INSPIRATION, 24-7-365

The Public Market pages on the City of Rochester web site are chock full of Market information that can be accessed twenty four hours a day, seven days a week, 365 days a year!

The main Market web page on the City's web site is www.cityofrochester.gov/publicmarket. From this page, you can easily browse just about every imaginable Market-related topic, including:

- Days and Hours of Operation
- Location, Transportation and Parking
- Rules and Regulations
- Market Free-Admission Special Events
- Market Token Program for SNAP Recipients
- Vendor Applications, Instructions, Information
- Renovation/Addition Project
- Market History (Over a Century of Service)
- Market Matters Newsletters
- Friends of the Rochester Public Market
- Market-Branded Merchandise
- Bike Benefits Program
- Tips for Shopping for Fruits and Veggies

And much more! And as every good web site and web page should, our pages feature many engaging photographs and images—videos too!

While we are proud of our comprehensive web presence, all web sites and pages can always be improved. We welcome any and all suggestions—call 585-428-7282 or email pmarket@cityofrochester.gov.

What's more—our official Market Facebook page is another nonstop Market resource! Check out and join the Market Facebook family at www.facebook.com/cityofrochesterpublicmarket



WellVentions teens at the Market offer friendly faces and welcoming words in addition to their healthy food products (Photo: Jill Stolt, WellVentions)

WELLVENTIONS AND THE MARKET COMBINE TO EMBODY THE BEST KINDS OF “EXPERIENTIAL EDUCATION”

WellVentions started four years ago when a group of motivated city teens started designing, creating, and marketing specialty food products. Friendly WellVentions teen participants can be found vending every Saturday at the Market, and also at some of our special events.

Since its inception, WellVentions has provided on-the-job food business and entrepreneurship training for over 100 city students through their behind the scenes design and preparation work, and their sampling and selling at the Market and myriad community festivals and events.

Ninety-five percent of the high school participants in the program successfully secure jobs during or after their participation; in addition, program graduates often return from college to supervise the current group.

“WellVentions is wonderful proof of how a combination of motivation, dedication, and presence at the Public Market can create the best kind of ‘experiential education,’” said Evan

THINKING ABOUT THE BOX: ON-SITE CARDBOARD COMPACTOR DRAMATICALLY REDUCES MARKET LANDFILL LOADS



The Market operates its own onsite cardboard compactor and cardboard recycling program. Thanks to this unit, cooperative vendors, and our hardworking staff, the Market captured 52.38 tons, or 104,760 pounds, of cardboard for recycling in 2016!

For more on other green Market green initiatives, go to www.cityofrochester.gov/greenmarket

IMPORTANT REMINDER: WE'RE OPEN ALL REGULAR DAYS AND HOURS THROUGHOUT RENOVATION/ADDITION CONSTRUCTION

The Market has not and will not close at all during the renovation and expansion project! This means the Market will be open all its regular days and hours until the project is complete (likely in early summer). See the green box just to the right for the regular Market schedule. Stay tuned to project at www.cityofrochester.gov/marketimprovements

SPECIAL EVENTS SCHEDULE NOW ONLINE

Free-admission special events dates have been set for 2017, and can be seen at www.cityofrochester.gov/marketevents. Bookmark this page because new events will likely be added! Soon, print copies of the schedules will be around Market grounds and downloadable/printable from the Market Events web page!

WELLVENTIONS, *continued from front*

Lowenstein, Communications and Special Events/Projects Coordinator at the Market. "Every Saturday, WellVentions youth bring their quality pasta and sauce products to the Market along with their friendly faces, excellent customer service, and colorful, welcoming vending space."

The creativity, community commitment, and entrepreneurship of WellVentions youth extends far beyond the Market. They create "Produce With Attitude," a regular comic strip featured in Healthy Edge magazine, and organize an annual Edible Expo, an event that is part of the Home and Garden Show at the Floreano Rochester Riverside Convention Center (this year on March 25 and 26). Youth organizing the Expo have invited fellow Public Market vendors to join them to showcase fresh, healthy, local foods and eating!

To learn more about WellVentions, visit their stand any Market Saturday, or go to www.wellventions.org.

City of Rochester Public Market

280 North Union Street
Rochester, NY 14609
585.428.6907

pmarket@cityofrochester.gov
[www.cityofrochester.gov/
publicmarket](http://www.cityofrochester.gov/publicmarket)

[www.facebook.com/
cityofrochesterpublicmarket](https://www.facebook.com/cityofrochesterpublicmarket)

Tuesday, Thursday, 6 a.m.-1
p.m.; Saturday, 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez,
Commissioner, Department of
Recreation and Youth Services

Jim Farr, Market Director

Cindy DeCoste
Supervisor of Markets

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein,
Communications/Special
Events, Special Projects

Kham Vilaysak
Operations Worker

Chan Xomvimane
Grounds Equipment Operator

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pmarket@cityofrochester.gov