



# MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:  
COMMERCE, CULTURE AND COMMUNITY SINCE 1905

## ANOTHER HUGE HARVEST: FRESH, IN-SEASON LOCAL PRODUCE FILLING THE MARKET



The soils of Western New York are among the best in the world for agriculture, and the growing season here is longer than you might think. This time of year, fresh local fruits and vegetables are filling the Market, on Tuesday, Thursdays and Saturdays. Be sure to get your share of yet another hefty harvest! Here's what's local and in season at the Market right now:

**Veggies:** Beans, Beets, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Collards, Corn, Cucumbers, Eggplant, Garlic, Herbs, Kale, Leeks, Lettuce, Onions, Peas, Peppers, Potatoes, Pumpkins, Radishes, Spinach, Squash, Swiss Chard, Tomatoes, Turnips, Zucchini.

**Fruits:** Apples, Blackberries, Blueberries, Cantaloupes, Grapes, Peaches, Pears, Plums, Raspberries, Watermelons.

## ONCE AGAIN, THE MARKET TOKEN PROGRAM IS THE NATIONAL GOLD STANDARD

Since 2010, the nonprofit Friends of the Rochester Public Market has run the Market Token Program for SNAP (Supplemental Nutrition Assistance Program), or “food stamp” recipients. With a simple but strong program design, extraordinary dedication by a legion of dedicated volunteers, and a supremely organized part time program manager, the Market Token Program continues to be the most effective farmers market food stamp program in the country—and by a wide margin.



The Market Token Program makes it easy for customers and vendors. SNAP recipients visit the Market Token Center, a repurposed, custom-fabricated shipping container structure right behind the Market Office. Friends of the Public Market volunteers swipe the benefit cards and give customers wooden tokens that function as cash with dozens upon dozens of vendors. This “one stop shop” design means that vendors need not deal with the time, logistics, expense and paperwork associated with having their own SNAP programs and terminals. And customers don't have to swipe their cards at each and every vendor stall. Token Program volunteers and participating vendors settle up seamlessly behind the scenes.

SNAP redemption figures for farmers markets in 2016 were recently released by the USDA, and revealed that the Market Token Program is still the national gold standard of its kind—despite rapid rises in the number of markets nationwide that accept SNAP, and the rapid rise in SNAP redemptions at those markets. Go to page 2 to see facts and figures that illustrate how the Market Token Program for SNAP recipients is truly lapping the field.

## MARKET TOKEN PROGRAM, CONTINUED FROM PAGE 1

\* In 2016, approximately \$880,000 in SNAP benefits were redeemed at the Public Market for healthy, affordable food, to over 7,000 different customers. With the New York State Department of Agriculture and Markets' *Fresh Connect* program putting in a 40% bonus for SNAP recipients using their benefits at New York State farmers markets, the 2016 total at the Market exceeded \$1 million.

\* 6,996 farmers markets accepted SNAP across the U.S. in 2016 (a huge increase over 2008). Those markets combined transacted \$20,235,869 in SNAP benefits. This means that with City of Rochester Public Market doing about \$880,000 in 2016, our one market did 4.3% of all the SNAP redemptions at ALL participating farmers markets nationwide. Making this even more amazing is that the national total in 2016 was a 638% increase over 2008 national totals of SNAP redemptions.

\* 432 farmers markets in New York State accepted SNAP benefits in 2016. Those markets combined transacted \$2,929,732 in SNAP benefits. This means that the City of Rochester Public Market was responsible for 30% of all SNAP benefits redeemed at all 432 participating New York markets, combined, last year.

\* Only five entire states' participating markets combined exceeded our Market's total for 2016.

\* Our 2016 total was twice the amount of Massachusetts' total--and Mass. has 246 participating markets.

\* Our 2016 total was four times the amount of North Carolina's total--and N.C. has 309 participating markets.

This list could go on and on with astonishing statistics.

Some have said that extreme poverty in Rochester is what makes the Market Token Program so successful. But it's the design of the program and the dedication of the staff, volunteers and vendors that is truly the key to its success. Keep in mind that Cleveland has a higher poverty rate than Rochester, but all of Ohio's 193 SNAP-accepting farmers markets combined did only one third the amount of SNAP redemptions that our one market did in 2016.

Despite this superlative success, we don't rest on these laurels because only 4% of all SNAP redemptions in Monroe County in 2016 took place at the Public Market. So there is much, much room for growth.

Another benefit of the Market Token Program—bringing over \$1 million in a single year to farmers and enterprises in our local economy. What's more, SNAP recipients using Market Tokens report eating healthier, at the same time they stretch their food dollars much further.

For more information about the Market Token Program, go to [www.cityofrochester.gov/markettokenprogram](http://www.cityofrochester.gov/markettokenprogram).

## 13TH ANNUAL ARTIST ROW HEADLINES SEPTEMBER SPECIAL EVENTS



The Friends of the Rochester Public Market, our nonprofit partner, will once again transform the Market into a hub of the community's creativity with their 13<sup>th</sup> annual *Artist Row*. This juried free art show and sale will fill the outdoor sheds with close to 200 community artists and upwards of 10,000 arts enthusiasts on Sunday, September 17 from 10 a.m. to 4 p.m. Artist Row exemplifies the ability of the Public Market to function as a versatile community space that brings people together from all walks of life. In addition to the colorful array of artists and art at the event, food trucks and live music will make the day a true feast for the senses! To learn more about Artist Row, go to [artistrowrochester.com](http://artistrowrochester.com). For more on the Friends of the Public Market, visit [marketfriends.org](http://marketfriends.org). And for the full slate of free admission Market events, go to [www.cityofrochester.gov/marketevents](http://www.cityofrochester.gov/marketevents).

# FISHER HILL and ABE DATTHYN FARMS: SUMMIT FEDERAL CREDIT UNION VENDORS OF THE MONTH

The Summit Federal Credit Union has been a generous sponsor of the nonprofit Friends of the Rochester Public Market and the Market as a whole. Summit has sponsored the annual Artist Row event, our Market Trolley, and more. A homegrown local business founded in 1941, Summit derived the *Vendor of the Month* award, bestowed five times a year to local Market farmers and producers who epitomize “homegrown.”

In addition, the *Flavors of Rochester at the Market* food samplings feature product of the winning vendor on the last Saturday of the month—the same day the winning vendor receives their award!

The last two Vendor of the Month distinctions went to Fisher Hill Farm of (Bristol, Ontario County) and Abe Datthyn Farms (Sodus, Wayne County). These family farm operations embody what’s best about the Market—quality products and quality people.

August winner Phil Munson runs Fisher Hill Farm, which produces an extraordinary cornucopia of fresh veggies, meats and eggs. His inviting stall in the main “A” Shed overflows with goodness and good cheer as well.

“Phil Munson is a terrific local farmer,” said Margaret O’Neill of the Friends of the Public Market. “Customers shop early at his stall for the freshest of the local harvest, whether for fresh greens, summer veggies or the best of the local sweet corn. In addition to his veggies, the fresh eggs and select meats are highly valued by Phil’s loyal customers.”



*Phil Munson of Fisher Hill Farm, Canandaigua, proudly displays his Summit Federal Credit Union Vendor of the Month ribbons.*



*Kevin and Carol Datthyn. Photo by Margaret Miyake.*

September’s VOM distinction goes to Abe Datthyn Farms of Sodus, Wayne County. Named for the late Abram Datthyn, this multi-generational mainstay at the Market is known for potatoes and onions, but marketgoers year-round will find a variety of produce fresh from the farm, including lettuce, cauliflower, kale and cabbage. Two of Abram Datthyn’s children, Kevin and Carol, run the Market stand and can be counted on for great products and friendly faces.

“White, red, fingerlings, salt potatoes—Datthyns offer them all,” said Margaret O’Neill. “And in late summer and early fall, you will find some of the largest cauliflower you can imagine - white, yellow and even purple. It’s all delicious!”

Both sets of the Datthyns’ grandparents came to the area from Holland in the early 1900s and almost immediately took up farming. Shortly thereafter, they began selling their home-grown offerings at the Market. Abram Datthyn started his own farm in 1940, now run by Kevin and his nephew, Mike Johnson. Abe Datthyn Farms has been providing produce to Market shoppers ever since, and now also sells to distributors as well as independent grocery stores.

Kevin notes that the operation has seen a renewed interest in customers seeking local “farm to table” products, purchased directly from the farmer or from grocery stores that notify customers where their produce is grown. And although “weather challenges are always a big issue,” Kevin says recent “bigger extremes” in weather are particularly challenging to local growers.

You’ll be sure to find Kevin, Carol, and their fabulous fresh produce at their main “A” Shed outdoor stand, stalls 43-45-47, on just about every Market day.

