



December 2015-January 2016

MARKETMATTERS

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

Friends of the Rochester Public Market Lands \$178,902 USDA Grant

Mayor Lovely Warren recently announced a \$178,902 grant from the United States Department of Agriculture (USDA) to support the work of the Public Market, Foodlink's Curbside Markets, and the South Wedge, Westside, and Brighton Farmers Markets to connect more low-income families to fresh, healthy food.

The grant was awarded to the nonprofit Friends of the Rochester Public Market, Inc. which partners with the City to run the Market Token Program for Supplemental Nutrition Assistance Program (SNAP), or "food stamp" benefits recipients. With this USDA funding, the Friends will work together with the three other markets and Foodlink through the Greater Rochester Farmers' Market SNAP Collaborative to increase SNAP benefit redemptions.

Mayor Warren said: "It's fitting to announce this grant Thanksgiving week, as this holiday is much about celebrating our agricultural bounty and access to fresh food. Our Public Market, the region's farmers markets and Foodlink provide our low-income neighbors access to nutritious food, and also connection to the community. This combination makes a real difference for the health of our citizens."

The grant will support extensive outreach, and a new SNAP Token Center at the Public Market that will improve SNAP recipients' experience obtaining the Market Tokens that serve as currency with market vendors.

In 2014, more than 7,000 SNAP recipients redeemed \$555,000 in SNAP benefits at the Public Market—this constituted (*continued, at right*)

East Main Arts and Market District Plan Focused on Transforming Main Street Corridor

An exciting year-long comprehensive planning process to dramatically improve the appearance, walkability, and vitality of the East Main Street corridor is wrapping up. The East Main Arts and Market District Initiative is focused on making Main Street and flanking areas look and work better for all. To learn more about the plan and learn about the developing ideas and designs, visit the project page online and subscribe to the project's social media:

www.cityofrochester.gov/eastmain
www.facebook.com/EastMainStreetRochester



Shopping at farmers markets can help SNAP benefits recipients stretch their food dollars--without compromising nutrition or freshness. Photo: E. Lowenstein

an amazing 3% of all SNAP benefits redeemed at all 5,000 participating farmers markets nationwide last year, and made this program the most successful of its kind in the country.

Yet only 6% of Monroe County's SNAP benefits were redeemed at its community farmers markets last year. The goal of this project: increase this percentage to benefit consumers as well as our farmers and growers.

This grant is one of four for New York State and the largest awarded outside New York City, and is part of \$8.1 million in grants from the USDA's Food and Nutrition Service for projects in 23 states to enhance and expand SNAP operations at farmers markets.



Moss Family Farm: Vendor of the Month

The Vendor of the Month initiative, spearheaded by Summit Federal Credit Union and Friends of the Rochester Public Market, highlights and celebrates local growers and producers that give our Market much of its quality and character.

The final **Vendor of the Month** for 2015: **Moss Family Farm** of Albion, Orleans County. For over thirty years, the Moss family has cultivated fresh, nutritious greens and more on their land about an hour west of Rochester--and for the same duration, has shared their agricultural prowess with the community as a well-known vendor in the "A" Shed at the Market. Specializing in vegetables such as collards and beans, the Moss Family Farm has provided tens of thousands of families with countless amounts of important vitamins and minerals! Reverend Wilfred Moss, a fixture at the Market, moved to the area from the Bahamas in the 1970s; he and his wife Betty and family members Tom, Will, Cheryl, and Ruth--between long hours on the farm and then at Market three days a week--embody the incredibly hard work done by the farmers and vendors that produce and deliver our food.

Important people, indeed.

Who are your favorite vendors, and why? Shoot us an email at pmarket@cityofrochester.gov or give a call to 585-428-7282.



Above: Reverend Wilfred Moss;
Below: Bounty from the farm
photos: Kurt Brownell



Above: In 1963, an original outdoor shed, built in 1904, was demolished. This shed was between the current curved "A" Shed and the "Commission Row" of Market businesses (coffee shops, restaurants, bakeries, etc.). The coming renovation/addition project will include rebuilding a replica of this original shed near its original location. For more on the project at the Market, now slated to break ground in early spring 2016, go to the City of Rochester's web site, www.cityofrochester.gov/marketimprovements.

Renovation/Addition Project Update

The bid package for the Market renovation and addition project was advertised in late August, and bids were received in September. The submissions were reviewed by the project team; unfortunately, the bids received were higher than our estimates and for this reason the team decided to make modifications to the bid documents and rebid the project.

The City remains committed to moving this project forward. The goal is to have the project back out to bid sometime in December 2015, which will delay groundbreaking until spring 2016. Over the winter, the project team will be meeting with the indoor/enclosed shed and food kiosk vendors to further develop specific designs for the new vending and kiosk spaces.

For more information about the project and answers to frequently asked questions, go to www.cityofrochester.gov/marketimprovements.

It's a Small World...at the Market

To call a coincidence that occurred at the Market at a recent Food Truck Rodeo “one in a million” wouldn’t really be doing it justice--one in a hundred million might be more like it.

Two women from Taiwan visiting their kids in Rochester crossed paths at Food Truck Rodeo and realized they were childhood neighbors and playmates on the same street in Hualien, Taiwan, over sixty years ago.

Charlene Pu moved to Rochester recently for work, and her visiting parents, Hsiu Hiu Chen and Chin Piao Pu, joined her at the Rodeo, where they decided to try some Korean beef tacos. While waiting for their dinners, they struck up a conversation with Kathy and Gregory Niu, who were visiting their daughter, Greta Niu, from Massachusetts. It didn’t take long for them all to realize the astounding coincidence.

Add this to the list of wacky and wonderful things that happen at the Rochester Public Market!

Have a memorable Market story you’d like to share? We’d love to hear it! Send your story by email to pmarket@cityofrochester.gov, or give us a call at 585-428-7282.



Right after the remarkable Market moment:
Kathy Niu, Hsiu Hiu Chen, Charlene Pu, Chin Piao Pu



**Sport an RPM
Bumpersticker,
Win a Market
Gift Token!**

Stick a trendy RPM bumpersticker on your ride, and if we see it around town you could win some Market Gift Tokens! It's just \$2.00 (sticker type) or \$3.00 (magnet type) for bumperstickers in the lobby of the Market Office. Proceeds support the wonderful work of our non-profit partner, the Friends of the Rochester Public Market.

Past Blast

In this undated Democrat & Chronicle photograph, a curious crowd convened at the Market to see the D&C's demonstration of a new technology: the radio.

For more great yesteryear photos of the Market, check out our “Over a Century of Service” Market history web page: www.cityofrochester.gov/markethistory. Also consider getting a copy of our history book: *The Hands That Feed Us: 100 Years at the Rochester Public Market*.



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What's in Season?

Yes, there is fresh local produce available even in Rochester winter! Did you know kale actually thrives in the ground through December and tastes sweeter after subjected to a frost? Yeah, it's winter, but that doesn't mean there aren't fresh local fruits and veggies to be had at the Market!

Here's local goodness that's still very fresh at Market in December, January:

Veggies: Beans, Beets, Cabbage, Carrots, Collard Greens, Herbs, Leeks, Onions, Parsnips, Potatoes, Winter Squash, Turnips. **Fruits:** Apples, Pears.

(More) Market Kudos

We're proud and flattered to have received several awards and other kudos in the past year!

Historic Landscape Award
from the Landmark Society of
Western New York

Best Food and Drink Festival
(Food Truck Rodeo), from CITY
Newspaper

Best Farmers Market
from 10NBC's Rochester ROCS

Best Places to Take Kids
from Rochester Kids Out and About

Certificate of Excellence
from Trip Advisor

"People Love Us on Yelp"
from Yelp.com!

And again in 2015, our **Market Token Program**, run by our non-profit partner Friends of the Rochester Public Market, was the best performing SNAP ("food stamp") redemption program of any farmers market in the country.



And speaking of kudos: reviews of the Market on line have been pretty solid--many thanks for your reviews, whether they be past or future:

4.5 of 5 on TripAdvisor.com
4.6 of 5 on Facebook.com
4.5 of 5 on Yelp.com

(We understand however that we still have room for improvement... Get in touch with your suggestions or ideas by emailing us at pmarket@cityofrochester.gov or calling 585-428-7282.)

Feed People...and Feed Your Soul at the Same Time with Flower City Pickers

Flower City Pickers is an volunteer organization dedicated to collecting good food at the Market that might otherwise get thrown away; its volunteers also donate and prepare the food for neighbors in need around the city. The Pickers especially need help through the winter. Contact Khoury Humphrey at (580) 574-3909 for more information and to lend a hand.

City of Rochester Public Market

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585.428.6907
pmarket@cityofrochester.gov
www.cityofrochester.gov/publicmarket

www.facebook.com/cityofrochesterpublicmarket

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

Lovely A. Warren
Mayor

Marisol O. Ramos-Lopez
Commissioner
Dept. of Recreation & Youth Services

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein
Communications, Events Coordinator

Kham Vilaysak
Grounds Manager

Friends of the Rochester Public Market
www.marketfriends.org; 585.325.5058

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