



NOVEMBER-DECEMBER 2016

# MARKETMATTERS

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

## MARKET IMPROVEMENT PROJECT AHEAD OF SCHEDULE; MARKET OPEN REGULAR DAYS/HOURS THROUGHOUT CONSTRUCTION



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



*The top photo shows the original "A" Shed about 1915, a covered outdoor shed that ran the length of the Market from 1905 to 1963. At bottom is the recently completed new covered outdoor "D" Shed, a beautiful replica of the original. The temporary enclosure seen on the new "D" Shed is for indoor shed vendors that are being housed in "D" while the indoor ("B") Shed is replaced.*

*See the top of page 2 for a rendering of the coming new indoor "B" Shed, currently under construction and slated for completion in early summer 2017.*

Thanks to many hardworking and talented contractors and cooperative vendors and customers, the improvement project at the Market is ahead of schedule. The new outdoor, covered "D" Shed is complete, and has been temporarily enclosed and heated to house indoor shed vendors while their shed is completely replaced. The new "D" Shed is a replica of an original shed that existed roughly on the same footprint from 1905 to 1963.

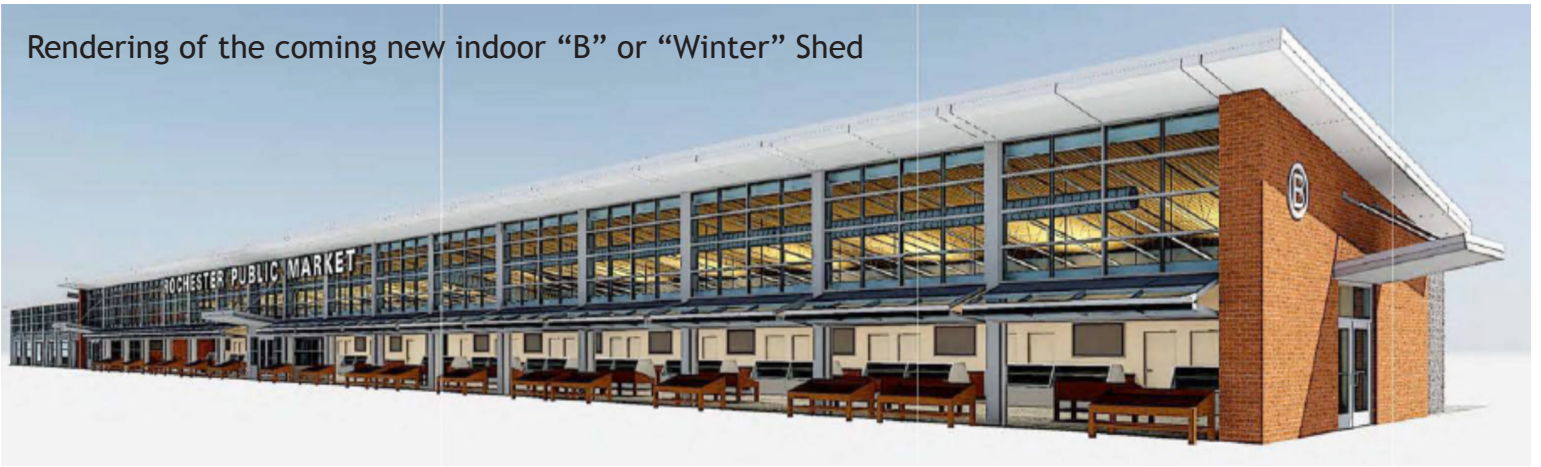
In early October, the existing indoor ("B", or "Winter") Shed was demolished to make way for a new structure that will provide much better amenities and comfort for vendors and customers (to include additional bathroom facilities). The new "B" Shed will also be in much closer harmony architecturally with the historical marketplace. At the time of this writing, underground and foundation work is well along, and the rear wall is going up. In early summer 2017, indoor vendors will move back from the temporarily enclosed "D" Shed into the new building, and the enclosure will be removed from "D," making space for 46 additional outdoor vendors.

The four stand-alone food stands on Market grounds (Cherry's, Juan and Maria's, Scott's and Zimmerman's) are also being replaced with modern new structures. These new structures will be located temporarily in the small lot near the North Union Street gateway entrance while the new indoor shed is built.

Stay tuned to [www.cityofrochester.gov/marketimprovements](http://www.cityofrochester.gov/marketimprovements) or [www.facebook.com/cityofrochesterpublicmarket](https://www.facebook.com/cityofrochesterpublicmarket) for project updates and information.



Rendering of the coming new indoor “B” or “Winter” Shed



## HOLIDAYS AT THE MARKET SUNDAYS: DECEMBER 4, 11, 18



The Market will host this annual family favorite holiday tradition again on three consecutive Sundays--this year's *Holidays at the Market* will be December 4, 11 and 18, each from 9 a.m. to 3 p.m. As always, we'll have dozens of vendors purveying a huge variety of fresh trees, garlands, wreaths, and the like; holiday foods and goodies galore; and a cornucopia of gifts produced by talented local artists and craftspeople!

We'll also be offering our highly anticipated and popular free carriage rides with Santa! (Note that this year we will stage the carriage rides from the temporarily enclosed new “D” Shed.) And if you wish to vie for our coveted annual Holiday Cookie Contest prizes and distinctions, drop off a dozen of your best holiday cookies at the Market Office with a copy of the recipe on Saturday, December 17 between 8 a.m. and 3 p.m. or Sunday, December 18 between 9 a.m. and 12 p.m.!

For more about Holidays at the Market and all the other free-admission Market special events: [www.cityofrochester.gov/marketevents](http://www.cityofrochester.gov/marketevents).

## SUMMIT FEDERAL CREDIT UNION HONORS VENDORS OF THE MONTH

Summit Federal Credit Union is an iconic local “home-grown” business, having served the community for 75 years. To highlight and celebrate local enterprise, Summit hosts the *Vendor of the Month* initiative.

From April through November, a deserving local vendor is selected for the *Vendor of the Month* distinction. On the last Saturday of the month, Summit representatives present the vendor with a certificate, a ribbon and a *Vendor of the Month* stall sign.

The most recently awarded *Vendors of the Month*: Kirby Cider Mill of Albion (October winner), and Case Farms of Irondequoit (November)!

John D. Kirby started the Kirby Cider Mill in the 1960s, but the Kirby family's farms have been cultivating for almost 140 years, since 1878. (continued on next page)



*Case Farms, one of the very few remaining farms in Irondequoit, has grown fresh vegetables for the community for over 75 years. Pictured from right to left: Betty Case, Gerry Case and their granddaughter Lauren Peterson. Photo provided by Margaret Miyake*

# 2016 MARKET YEAR IN REVIEW: METRICS AND MILESTONES

The Market will soon complete its 112th year on its North Union Street site. That's an impressive fact, for sure! Here's a few more marvelous Market metrics for you, for the year 2016:

- \* The Market was open 157 "regular Market" days (over all 12 months, and all 52 weeks).
- \* The Market offered 47 days with free-admission special events (Community Garage Sales, Flower City Days Horticultural Sales, Food Truck Rodeos, Bands on the Bricks, Gospel Jubilee, Bike-In Movie, Artist Row, Holidays at the Market)--meaning the Market was open to the community 204 days in 2016.
- \* The Market Token Program, which connects SNAP "food stamp" benefit recipients with fresh, healthy food at the Market, further grew its already superlative success as the flagship, leading program of its kind in the nation. The program will total about \$700,000 in SNAP redemptions for the year, which will surpass its amazing 2015 total of \$634,000. To put this success in perspective: Almost 6,500 farmers markets in the country accepted SNAP in 2015--and our Market alone transacted 3.3% of all the SNAP redemptions at all these participating markets combined. And the program accounted for 22% of SNAP benefits redeemed at all 395 participating farmers markets across New York State. The Friends of the Rochester Public Market, the City's essential non-profit partner, seamlessly manages the Market Token Program with the help of many dedicated volunteers.
- \* Three weddings were held at the Market--and the place looked fantastic, if we do say so ourselves...

## VENDORS OF THE MONTH (continued from page 2)

The Cider Mill's forte is apples and cider, but they also grow other produce such as eggplant and tomatoes.

Mitchell Kirby represents the fifth generation of family growers; he also manages Cider Mill sales to regional grocery chains and farm markets as well as retail sales at the Public Market. Kirby himself is spearheading a new venture for the Mill--custom pressing of sweet cider for the booming hard cider industry.

"Market shoppers look forward to the return of fresh pressed cider, a sure sign that the fall harvest has arrived," says Margaret O'Neill, Program Director for Friends of the Rochester Public Market. "Kirby Cider Mill is a Market favorite for both delicious apple cider, and a great selection of just-picked apples. Bite into one of their crisp sweet apples, or take home a basket for baking, and you know why New York State apples are the best!"

Case Farm is one of just a very few farm operations left in Rochester's most urbanized area. While not technically within the city limits, Case's fields and greenhouses are just across the border in Irondequoit, at the corner of Norton Street and Pardee Road. Case Farms has grown goodness on this site for over 75 years, and is currently run by Gerry and Betty Case. Their farm's specialties include leafy green vegetables, tomatoes, leeks, squash, and rarer vegetables such as kohlrabi, rutabaga and celery root.

"When market shoppers are looking for greens, the Case family's stall features some of the best," said Margaret O'Neill. "In the summer, you will discover a wide selection of lettuces in many hues for the makings of delicious salads. As the weather turns cooler in the fall, look for Case's chard and kale -- as beautiful as it is delicious."

The City of Rochester Public Market is grateful to Summit Federal Credit Union for the Vendor of the Month initiative--a program that gives an important form of credit where credit is due!



*The Summit Federal Credit Union's Cynthia Kolko celebrates on a sunny Market Saturday with Mitchell Kirby and Kate Crist of Albion's Kirby Cider Mill, winner of the October Vendor of the Month award.*



# WHAT'S IN SEASON

Western New York doesn't have as short a growing season as you might think! Hardy local fruits and veggies (and their hardy producers) grow and harvest fresh, local goodness right into the winter--and can even pick produce such as broccoli, kale and cabbage from under the snow! Here's what's local and in season at the Market in November and December:

**Vegetables:** Beans, Beets, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Collard Greens, Eggplant, Garlic, Herbs, Kale, Leeks, Mustard Greens, Onions, Parsnips, Potatoes, Pumpkins, Mustard Greens, Onions, Parsnips, Peas, Peppers, Potatoes, Squash, Turnips. **Fruits:** Apples, Pears.

## TAKE OUR SURVEY

Help us plan for the future of our beloved Market by taking a few minutes to complete our on line customer survey. Access the survey at this web address: <https://www.surveymonkey.com/r/5D2DGXJ>.

As the Market evolves--with a new outdoor shed and indoor shed--we want to know your preferences for products and vendors, open days and hours, access, special events, and more. Thanks for your time and feedback, and for your devotion to the Market!

## NOVEMBER, DECEMBER HOLIDAY HOURS

Take notice of our holiday period schedule! Note that we're offering a special open Thanksgiving Eve Wednesday for your Thanksgiving needs!

|   |                                   |
|---|-----------------------------------|
| Tues, Nov. 22 (6 a.m. - 1 p.m.)         | Tues., Dec. 20 (6 a.m. - 1 p.m.)  |
| Wed., Nov. 23 (6 a.m. - 1 p.m.)         | Thurs., Dec. 22 (6 a.m. - 1 p.m.) |
| Thursday, Nov. 24: <b>CLOSED</b>        | Sat., Dec. 24 (5 a.m. - 3 p.m.)   |
| Sat., Nov. 26: (5 a.m. - 3 p.m.)        | Tues., Dec. 27 (6 a.m. - 1 p.m.)  |
| <i>Holidays at the Market Sundays:</i>  | Thurs., Dec. 29 (6 a.m. - 1 p.m.) |
| <b>Dec. 4, 11, 18 (9 a.m. - 3 p.m.)</b> | Sat., Dec. 31 (5 a.m. - 3 p.m.)   |

## DID YOU KNOW/DON'T FORGET

**We're open year-round, Tuesdays/Thursdays/Saturdays--  
and throughout the construction project.**

Indoor shed vendors are in the temporarily enclosed new "D" Shed while the indoor shed is replaced.

Reduce parking and traffic frustrations on busy Saturdays--for yourself and for others!--by driving to the Market and into our largest parking lot from the access point on **Scio Street**.

Get every Market Matters issue electronically in your email! Subscribe at [www.cityofrochester.gov/marketmatters](http://www.cityofrochester.gov/marketmatters) or send request to [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## City of Rochester Public Market

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[www.facebook.com/  
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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, Department of  
Recreation & Youth Services

Jim Farr  
Market Director

Cindy DeCoste  
Market Supervisor

Rob Sharman  
Assistant Market Supervisor

Evan Lowenstein  
Communications and Special Events  
and Special Projects Coordinator

Kham Vilaysak  
Grounds Manager

Friends of the Public Market  
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