

# Market News

Issue 1 - March 28, 2010



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[Visit our website for more about Market Central](#)



**Market Central** is a non-profit organization dedicated to preserving and promoting the Charlottesville City Market. For membership information, feedback or suggestions, please contact us at [marketcentral@bnsi.net](mailto:marketcentral@bnsi.net)

### *Haven't joined yet?*

Membership is \$10 annually, and ensures that you have an opportunity to be involved in decisions that affect the future of the Charlottesville City Market. Dues and donations are tax deductible as allowed by law.

[Ready to join?](#)

## Greetings!

Along with a new year, there's a new look for Market Central's newsletter. This new format provides an effective and inexpensive way for us to stay in touch with our members and supporters of the Charlottesville City Market. We hope you'll like it, and if you know someone who might also enjoy it, please forward to a friend using the "forward to a friend" link below. As always, comments and submissions are welcomed!



## City Market opens April 3! What's in season?



After a long, snowy winter, I'm sure the vibrancy of the City Market will be especially welcome on opening day - April 3. What flowers and veggies can you expect to find this early? Look for lots of fresh greens, such as spinach, lettuce, kale, sorrel and collards, as well as

some fresh herbs. A little later in April, several growers will have fresh asparagus. Springtime usually brings a good assortment of bedding plants, some of which like cool Spring weather and are not bothered by threat of frost, which in our area is likely until April 15. (If in doubt, check with the grower!) Chickens are back in laying mode, so fresh eggs should be in good supply. Look for cut narcissus and pussy willows to brighten your home, followed soon by tulips, lilacs and bleeding heart blooms.

You'll also find more vendors at the City Market this year. First Street will be closed to vehicle traffic to accommodate thirteen new vendors - make sure to check them out!

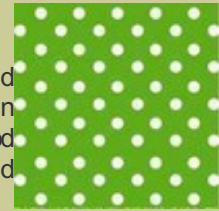
[Join Our Mailing List!](#)

Look for the Market Central booth at City Market on Saturday mornings, and please stop by and introduce yourself - we enjoy knowing our market neighbors by name! (We're located next to the Market Manager's tent.)

## 2010 Events - Plans Underway!

Market Central has already begun planning events for 2010:

- On "[Dots Day](#)", (June 5) Market Central is sponsoring an information and exhibit area at the market. The theme for the event is "Connecting the Dots in our Local Food System", and features many area organizations with a local food focus. This promises to be a great resource fair for people who are interested in doing more to eat healthier foods while they support the local food economy.
  - Also on "Dots Day", we will be conducting a *dot survey* of market customers to learn about shopping habits, travel distances and more. This fun, visual, and interactive survey method can be a valuable tool to shape the future of our farmers market.
  - We'll be encouraging everyone who comes to market that day to wear (what else?) - DOTS! as a sign of support for Charlottesville's City Market.
- Our plans for [Farm Tour 2010](#) are underway, with an expanded line-up of host farms. The 2010 Farm Tour is scheduled for Monday, September 6 (Labor Day). Look for more information in upcoming issues, and on our website.



## New Markets added in 2010

This season, the City has added another mid-week market! The Market at Pen Park will be held on Tuesday afternoons, beginning May 4. Farmers in the Park will be held on Wednesday afternoons at Meade Park. So if you just can't face the idea of getting up early on Saturday mornings, you now have TWO options for your fresh produce shopping needs. Check out the [City Market website](#) for more information.



## City Market to begin SNAP/EBT processing



Thanks to the efforts of JABA, the City Market will begin using an EBT transfer system in 2010. This means that SNAP (formerly Food Stamp) beneficiaries can use their benefits to purchase fresh, local foods at the market. This innovation is taking place all over the country, and Market Central is happy to see it arrive in Charlottesville! If you're not a SNAP beneficiary, but would like to use your debit card at the market, you're in luck -- because the same machinery will allow you to swipe your debit card and access funds in your checking account for use at the market. It's a win-win -- we'll be happy to show you how it's done!

We hope you'll enjoy finding our smaller, more frequent, newsletters in your email inbox. Look for quicklinks to more content if you'd like to read more in-depth articles, and easy reference links to other sites of interest.

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