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Market News

Issue 3 - May 7, 2010

Happy Mother's Day



In This Issue

Results from our April 2010 Survey are IN!

What's in season

Membership - the next level of commitment

Farmers Market Glossaries - available now!

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

Find us on Facebook 

We have a new Facebook group, dedicated to discussions about the City Market and Market Central. Join and stay in the loop.

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

Survey Says.....



In our last issue, we asked shoppers and vendors to participate in an online survey about the City Market, and the response was fabulous! Our community is passionate about our farmers market, and Market Central aims to galvanize this enthusiasm into an action plan to find a permanent location for the market. In this issue, Market Central Chairwoman Cecile Gorham summarizes survey responses, and reports on outcomes of the design workshop held on April 24. She also outlines a preliminary action plan for our community to locate and secure a permanent home for the market.

[Read the full article: Designing a Solution](#)

There were many common sentiments expressed throughout the survey responses, among them:

- o People LOVE the downtown, central location of our market
- o The market is too crowded to be thoroughly enjoyed, and sometimes the crowds discourage people from going.
- o Customers and vendors alike would welcome a level surface, shade, seating area, and real bathrooms
- o There is a serious love/hate relationship with strollers in this town!

If you'd like to see the full text responses from the survey, you can [download them here](#). It's a large file, but you'll see many passionate points of view represented!

What a sweet, sweet season it is!

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?](#)

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 next to the Market Manager's tent.)

[Join Our Mailing List!](#)

I think the arrival of strawberries at the City Market is like reading the first chapter of a really good book. Those ripe, juicy morsels provide a glimpse of what's ahead, and entice me to continue to the next chapter of what is seasonal, fresh and flavorful. When I pass a table loaded with beautiful, sweet berries, I'm compelled to stop.... inhale deeply.... take home a couple quarts and eat them like they're going out of style because, let's face it.... they are! (until next year, anyway).



Also in their prime right now -- tender asparagus, leafy greens, spring onions, radishes, flower and vegetable starts, tulips, lilacs and peonies.

Get 'em while they last!



Please put joining Market Central on your 'to do' list!



Market Central was formed as a membership organization to support, promote and preserve the City Market. As we've grown, we realize the importance of communicating with the entire market community, which is why our newsletter is distributed to everyone interested in reading it -- and not just our members. Our hope is that you'll read about our programs and philosophy, and decide to take the next step and join as a paid member. So, if you're reading this now, perhaps you're wondering "Am I a member, or not?". (Not sure? [email me](#) and I'll let you know if you're on our current membership list.)

If you've been inspired by Market Central's commitment to the well-being of the market, please consider taking that \$10 leap and join. A strong membership base can do wonders to help chart the future course of the market, and we want to hear from as many members of the market community as possible. Without a doubt, the strongest voices come from those who have made the commitment to support our effort to enrich the City Market, and ultimately, to secure its future.

Very soon, our members will receive information about our upcoming Board of Directors election. Along with voting privileges, members have the opportunity to get involved in work groups for specific programs. If you're unable to volunteer, you'll have the satisfaction of knowing that your membership dues and donations help defray the costs of bringing our programming to the community. Membership is just \$10 per year. What are you waiting for? [Click here to join today!](#) or look for us at the Market Central booth, next to the market manager, on Saturday mornings.

What's in a Name?

Farmers Market Glossaries available now!

If you're confused over the growing number of words used to describe our food supply, do we have a tool for you!

We just got in a supply of the *Farmers Market Glossary of Terms*, published by the Farmers Market Coalition. These brochures offer a quick reference guide to vegetable and livestock raising terms, and are meant to help customers navigate through the vast array of food choices. Stop by our booth at the City Market and pick one up - they're free for the asking!



Nearly every Saturday morning, bright and early, I see my friend [Jenny Gardiner](#) at the City Market . Recently, I asked if I could check out the contents of her loaded shopping bags. Those of you who know Jenny know that she never shies away from publicity, and since she's an accomplished writer, I asked her to write her own little bio for this newsletter:

Jenny Gardiner is the author of the award-winning novel SLEEPING WITH WARD CLEAVER; the memoir WINGING IT: A MEMOIR OF CARING FOR A VENGEFUL PARROT WHO'S DETERMINED TO KILL ME; and the novel SLIM TO NONE ([available on Kindle](#)). She is a passionate Buy Local advocate, will go out of her way to score farm fresh eggs in the dead of January, and kills absolutely anything she tries to grow, thus overbuys everything at the City Market to compensate.



Jenny Gardiner and Harry Landers show off a bountiful haul!

Jenny's May Day finds included:

- 3 pounds of asparagus from Double H Farm (yes -- three pounds, because..... hey, it's in season!)
- Fresh Strawberries - Mt. Olympus Farm
- Spinach Pesto - Planet Earth Diversified
- Italian and French Bread - from Bybee Country Bakers
- Lettuce - from Elena Day
- Gnocchi - from Cavanna
- Arugula and Mixed Greens - from Radical Roots
- Orchid Stems - from The Orchid Station
- Scallions and Radishes - from Rob Brown
- Fresh chicken - from Davis Creek Farm (Jenny noted that she's anxiously awaiting the arrival of some special order chicken feet from the same vendor. She swears they make the best homemade stock. Well, assuming you can get past the ewwww factor.)

While we were chatting, new Market Central member Harry Landers joined in the discussion about the future of our farmers market, and what our community can do to insist that we always have this treasure to enjoy. As our membership grows, so does our impact on the future of the City Market. Want to become a member? --[Please join today!](#)

Thanks for supporting the market, and for reading our newsletter. We welcome comments, suggestions, and article submissions from our readers - anytime! Please use the "forward email" link below to send to other market supporters.

Kathy Kildea, Secretary
Market Central, Inc.