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Market News

Issue 4 - May 23, 2010



On June 5th:



Wear some DOTS!

Wear 'em loud, and wear 'em proud -

show your support for the City Market and local foods!

[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.

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Vote with your Fork!
Making choices with your food dollar

June 5th is "Dots Day" at City Market



Market Central is proud to present **"Dots Day: Connecting the Dots in our Local Food System"** - a forum for local organizations with an interest in promoting and preserving local foods. During this event, market customers will learn about local efforts to eat and live sustainably. The event will take place on First Street, (adjacent to the City Market), from 8 a.m. to noon. See our [website](#) for a list of participating exhibitors.

Even though farmers markets play a vital role in the local food supply, it's not the only way members of the community can support local growers and enjoy fresh, nutritious foods. We have invited local organizations, businesses and service providers who have a local food focus to exhibit at our "Dots Day" event to show the community what's happening in our area, and to encourage greater participation in strengthening our local food system. Whether taking their first steps at sourcing local foods, or fine tuning their seasonal menu, shoppers and chefs will find resources to identify local growers, home gardening and poultry-raising tips, community garden information and volunteer opportunities, seasonal cooking demonstrations, food preserving tips, and much more.

Beyond the Farmers Market

Once upon a time, if you wanted farm fresh vegetables you had really only two choices: grow them yourself or get up early and head out to the local farmers' market. Then along came something called a CSA that allowed you to directly support one farmer for an entire season and share in their delicious bounty or sometimes in their misfortune. Today it seems that every time you turn on the TV or pick up a newspaper there is a new organization or business working to get fresh local produce onto our plates.

[Read the entire article](#)

by Wendy Harrison, *The Farm at Red Hill*

The City Market's first "Dot Survey"

With so much information and a variety of products at the market, (and at the supermarket!) how do you know which producers use the practices you support? You ASK them, of course! Sounds simple enough, but then, WHAT do you ask?

[Sustainable Table](#)'s website has very practical and useful guides to help consumers navigate their way through confusing issues and vocabulary. We'll have some of their ["Questions to Ask"](#) handouts available at Dots Day, but if you want to read more, (and save trees in the process) check them out online.

We also invite you to pick up a **"Farmers Market Glossary of Terms"**, published by the Farmers Market Coalition, and available at the Market Central table every Saturday at City Market.



One of Market Central's objectives is to gather information from the market community about our market, both to better understand what the community wants from the market, and to help implement improvements. A few weeks ago, we conducted an online survey about site features of our market. Thank you to all who participated, and we'd like to encourage everyone to participate in the upcoming 'dot survey' that will be conducted at the market on "Dots Day" - June 5th.

On "Dots Day", there will be poster boards around the market with questions about travel distances, shopping preferences, etc, and customers will be given adhesive "dots" upon entry to the market. You will be able to put your "dots" on the board to indicate your answers, and you'll see how your neighbors voted! We hope you'll take part.

A Call Out for Volunteers!

We're looking for a few volunteers to help with the Dot Survey. Volunteers will be asked to hand out the adhesive dots to market patrons, and help answer questions at the survey posters. We'll need people to work from 8 to 10, and from 10 to noon. Willing to give a little time? [Email me for details!](#)

EBT/SNAP has finally arrived at City Market!



After many months of waiting, May 22 marked the start of a new era at the City Market: shoppers can now use their SNAP or debit cards at the market! SNAP users can even double their food dollars at the market by taking advantage of a special program implemented by JABA. Look for the token booth, next to the Market Manager's tent, on Saturday mornings. [\(Read more\)](#)



We hope you'll join us for **Dots Day, June 5th at the City Market**. Please use the "forward email" link below to send this message along to friends you know who love farmers markets as much as we do! There's a lot going on with regard to local foods, and we'll help you Connect the Dots!

Kathy Kildea, Secretary
Market Central, Inc.