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# Market News

Issue 5 - June 17, 2010

News and views for and about the Charlottesville City Market, presented by



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## Ready to Join?



Click here to join!

Join Market Central today to become a part of the move to strengthen the City Market, and to help find it a permanent home. Membership is just \$10 annually, and is just a click away! (Or, visit our booth at the City Market, next to the Market Manager's tent.)

[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.

**Great News -**  
Previous issues of *Market News* are now archived! Missed something? Click the file drawer to read more

## Seeing Spots at the City Market

On June 5th, Market Central sponsored

### "Dots Day:

**Connecting the Dots in our Local Food System"** - a forum for

local organizations with an interest in promoting and preserving local

foods. We're thrilled to report that 23 area organizations and businesses participated in this free event, and by all accounts, it was a huge success. Exhibitors displayed their programs, products and services to encourage market shoppers to take their local foods support to the next level.



We'd like to thank everyone who helped make the event a success, and we encourage you to refer to our [website](#) for links to participating exhibitors. If you missed Dots Day, or want to follow up with one of these organizations, please check them out on line.

## First Dot Survey at the City Market



On Dots Day, Market Central conducted the market's first dot survey - a fun and interactive assessment tool that farmers markets around the country are using to take the pulse of their markets. Question boards were placed around the market, and shoppers were given colorful dots to 'cast their vote' at the various stations. We've tabulated the results -- and you can read them [here](#).

*Thanks to the Virginia Extension Service and to the City of Charlottesville Parks and Recreation Department for loaning equipment for this project!*

We invite you to





## EBT/SNAP has arrived at City Market!



In case you haven't heard, you can now use your SNAP or debit cards at the City Market!

SNAP users can even double their food dollars at the market by taking advantage of a special program implemented by JABA. Tokens can be redeemed at the City Market any time this summer, and we've heard of some people being lucky recipients of tokens as a City Market 'gift certificate'. How fun is that? Look for the token booth, next to the Market Manager's tent, on Saturday mornings.

[\(Read more\)](#)

There's been a lot of filming at the City Market recently, and here's your ticket to the show! Just click on the links below to check 'em out! -

### ["The City Market on Speed"](#)!

This is a time-lapse video of the market, filmed on April 17, 2010 courtesy of our friends at [York Place](#) who granted us rooftop access.



### ["Connecting the Local Food Dots"](#).

An entire episode of [Meet the Farmer TV](#), filmed on Dots Day, featuring many vendors and exhibitors, as well as a segment on the dot survey conducted that day.

### ["The View from Orchid Station"](#).

On June 12, another time-lapse -- this time from a vendor's table!

*If you've shot some cool pictures or videos at the market and want to share, please -- send them our way!*

[Join Our Mailing List!](#)

## "LOCAL": What is it, and why is it important?

*with contributions from Mark Reynolds, Grassland Naturals of Albemarle County, and excerpts from [sustainabletable.org](http://sustainabletable.org)*



Webster defines "local" as that which is native, original, or home-grown. Sounds simple enough, but what does it mean when it comes to the City Market? Some of our vendors come from as many as 120 miles away, but (thankfully) most are much closer. What constitutes "local", then, is subjective, but the sure-fire way to find out how far your produce has traveled is to ASK the vendor! Or, you can check out the display map at the manager's tent to see how far vendors and products travel to get to our market.

When you buy local products you are keeping resources in the community. Communities reap more economic benefits from the presence of small farms than they do from large ones. Studies have shown that small farms re-invest more money into local economies by purchasing feed, seed and other materials from local businesses, whereas large farms often order in bulk from distant companies. Large factory livestock farms also degrade local property values because of the intense odors they emit and other environmental problems they cause.

Small, local farms are run by farmers who live on their land and work hard to preserve it. They protect open spaces by keeping land in agricultural use and preserve natural habitats by maintaining forest and wetlands. By being good stewards of the land, seeking out local markets, minimizing packaging, and harvesting food only when it is ready to consume, farmers can significantly reduce their environmental impact. Farmers' markets enable farmers to keep 80 to 90 cents of each dollar spent

by the consumer. In addition to all these great reasons to buy locally, local foods simply taste better!

So the next time you purchase something at the City Market, ask the vendor, "Where's your farm?", and then you can decide for yourself if you consider it to be 'local'.

## What's in season:

When the weather warms and we're fully into the summer growing season, it's squash time! In the past couple weeks, I've seen lots of beautiful little squash showing up at the market. And we're not just talking about your common yellow 'crook neck' and zucchini, either. From "8-ball" to patty pan, you'll find incredible variety in colors, shapes and sizes. Simple to prepare, quick and nutritious, they're all winners! And now that I am seeing squash, I know that corn, tomatoes and peaches won't be far behind! I say -- **bring it on!**



*If you want some recipe inspiration, or just the basic 411 on summer squash, [click here!](#)*

***In our next issue: Exciting details of the 2010 Farm Tour!***

Thank you for supporting the City Market, and for supporting the work done by Market Central. Please forward our newsletter to friends using the 'forward email' link below. We'll see you at the City Market!

Kathy Kildea, Secretary  
Market Central, Inc.