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# Market News

Issue 6 - July 20, 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

## "Meet Yer Eats!" Farm Tour September 6 (Labor Day Monday) 10 am - 4 pm



### Market

Central, and our friends at Whole Foods Market, invite you to come out and visit some of the 18 farms participating in the 2010 Farm Tour! This year's theme is "Meet Yer Eats!", and the tour will be held on Monday, September 6, 2010 (Labor Day). Purchase a car pass for \$10, (\$15 on tour day), look at the map to decide which farms you'd like to visit, and get out to the countryside to see some amazing small farms! There's lots to see and do, and many farms will be featuring special programs and guided tours, along with on-farm sales that day.

C'mon -- Meet Yer Eats!

Check out [www.marketcentralonline.org](http://www.marketcentralonline.org) for:

- Full list of participating farms and directions
- Special programs on tour day
- Quick Tips for taking the tour
- Downloadable brochure
- Tour map
- Online ticket purchase!

[- Watch a short video for more tour information -](#)

Our thanks to [Whole Foods](#) for their help in bringing this event to the Charlottesville Community, and to [The Ivy Group](#) for the boundless enthusiasm their design and marketing team has poured into this project!

*Know of someone who might want to take the tour?  
Please forward this email to those people and groups  
who might be interested.*

## Farm Tour Volunteers Needed!

Want to get an in-depth look at your favorite farm, and earn a free car pass (for yourself and your family/friends) in the process? Sign up to volunteer at one of our greeter tents, where you'll work a

drawer to read more



## Up in Smoke?

(submitted by Audrey Dannenberg)



Smoking in public: grocery stores banned it years ago. So what is the difference between smoking in food stores and smoking around fresh produce and food that is being prepared in an open air market? Second-hand smoke is still hazardous to our health no matter where it occurs. Smoking is currently permitted at the Market for customers and vendors; right now no legal action can be taken to stop it, according to City officials. But for those of us allergic to the smoke, being exposed to the odor from just one cigarette at the City Market diminishes the pleasant experience of shopping there. The issue may be minor in the overall scheme of city/state/national problems, but it is an issue. Please take a minute to complete the survey below so we can collect data about people's opinions and formulate possible solutions to resolve the problem. Thank you.

[Take the smoking survey here](#)

Join Our Mailing List!

morning or afternoon shift, and then have the rest of your day to visit other farms nearby! We recommend teams of two, so how about recruiting your significant other or best friend to work with you?

[Email](#) for details!

## Reduce, Re-use, Recycle



Looking for a way to become a market shopper of a slightly darker shade of 'green'? Here are some ideas:

- Bring your own coffee or cold drink cups to the market to minimize the use of disposables.
- Bring your own shopping bags
- Save produce containers, egg cartons and flowerpots to return to vendors for reuse. (Please make sure they're clean!)
- Jelly jars/canning jars are easily re-used, and many vendors will give you a discount on your next purchase when you return the "empties"!

If in doubt where to return a re-usable item, please check with us at the Market Central table. If it's reusable, we'll get it back to a vendor who will use it again, and it will stay out of the landfill!

## Have a look!

"MarketCam" has been moving around the City Market in recent weeks, capturing time lapse videos from different perspectives at the market. In case you haven't seen them, check 'em out:

[Waterpenny Farm 6/19/10](#)

[Bake 'Em Bagels 6/26/10](#)

[Green and Gold 7/3/10](#)

[Banjo Bud 7/10/10](#)

[Appalachia Star Farm 7/17/10](#)



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

## Hot Weather = tomatoes, peaches, corn, melons, peppers.....

While many of us retreat to the air-conditioned comfort of our homes, this is prime time for many of our favorite seasonal foods at the City Market. Tomatoes, peaches, corn, melons, peppers -- they're all soaking up the sun, and ripening to their juicy best. This growing season has been unusual in many ways -- strike up a conversation with just about any grower at the market, and you'll hear lots of 'firsts' reported, even among the most seasoned growers! You'll find lots of unusual heirloom variety vegetables at the market: varieties that are grown more for flavor than your common grocery store varieties. And most produce is picked the day before market, ensuring that you get the freshest, most nutritious produce!

Thank you for supporting the Charlottesville 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.

