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# Market News

Issue 6 - August 20, 2010

## Want to help us out with the Farm Tour?

We still need volunteers for the farm tour! 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 morning or afternoon shift, and then have the rest of the day to visit other farms nearby! Teams of two work best, so how about recruiting your significant other or best friend to work with you?

[Email](#) for details!

## In This Issue

Showtime at the Market

FARM TOUR 2010

Pictures and videos wanted!

Dear Phlowerlady

## 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

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



Farm Tour Poster

Register online by September 3 and be automatically entered in a drawing for \$50 in City Market tokens!

[www.marketcentralonline.org](http://www.marketcentralonline.org)

- Special tour day programs
- Host farms and directions
- Quick Tips for tour day
- 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.*

## Hey, hey shutterbugs!!!



We've got an assignment for you! Our friends at Meet the Farmer TV will be putting together a full length episode on the farm tour. Since they can't be in eighteen places at once to film this event, they're looking for help! If you're visiting farms on tour day, and want to share some photos or videos, send them to us to be included! [Email for details!](#)

## And now, a word from the Phlower Lady -

We have a new Facebook page --  
Hope you'll "LIKE" it! :-)

Follow us on [twitter](#)

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



Join Our Mailing List!

## Have a look!

"MarketCam" gets  
around!  
See some of our  
favorites at City  
Market!



[On the Slope at Stony  
Mountain 8/7/10](#)

[Five Foot Two, Eyes of Blue  
8/14/10](#)

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

Dear Phlower Lady,  
I have trouble with hydrangeas. When  
I pick them they often droop, especially  
at the top. I know many people pick  
them, and they last just about forever.  
What am I doing  
wrong?  
- *Wilted*



Dear Wilted,

Oh dear, appearances are deceiving. It is important to wait until  
the hydrangea "head" has completely bloomed. That is where you  
have been tricked. The flowers are not the showy parts that look  
like petals. Instead the flowers are really the small bead-shaped  
parts about the size of a large pin-head. Look closely to see that  
these have opened to form a tiny flower and finished with their  
pollen production. Now you can pick with confidence for a fresh  
flower. If you want to dry the heads, you can leave them on the  
bush until they turn to a soft green. They are drying on the bush  
and will last all winter in your vase. Keep in mind that we are  
talking about the kind of hydrangeas that are blooming now, in  
August.  
- *PL*

Dear Phlower Lady,

Some gardeners have sunflowers all summer. Mine bloom all at  
once. Why is that?  
- *Boom and Bust*

Dear B&B,

In the seed catalog or on the seed packet, look for "Days to  
bloom." Sunflower varieties vary from about 50 to 120 days - quite  
a range. There are two ways to extend the season: plant several  
types, e.g. 50, 70, 90 and 120 day varieties all at once; or make  
successive plantings. If you plant a few "60 day"s eeds in mid-  
April, and a few more three weeks later and more three weeks  
after that until mid-August, you will have blooms until frost. It's OK  
to fool Mother Nature, but you have to stay on your  
toes.  
- *PL*

*Eileen Stephens (aka: The Phlowerlady) is the owner of Green  
and Gold in Earlysville, and has been selling cut flowers at the  
City Market for 20 years. Stop by her booth and smell the  
flowers!*

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.