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## Issue 7 - September 16, 2010

# Market News

### In This Issue

Showtime at the Market

Farm Tour Recap

Our online drawing winner!

More chances to visit local farms and gardens

2nd chance: Smoking Survey

Welcome to Inspiration Corner

### 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 page -- Hope you'll "LIKE" it! :-)

Follow us on twitter

**Great News -**  
Previous issues of **Market News** are now archived! Missed

## Meet Yer Eats! Farm Tour brings 1,000 visitors out to City Market Farms!



*Hello, donkey! at Brightwood Farm*

Labor Day weekend brought cool, delightful temperatures to Central Virginia, and area families came out of the woodwork to visit the farms on Market Central's 2010 Meet Yer Eats! Farm Tour. Nearly 1,000 people participated this year, covering a lot of territory as 18 farms across 8 counties opened their gates to visitors on

our 2nd annual tour.

You'll find recaps on our blog page, and plenty of pictures on our [facebook page](#). If you haven't posted your pictures to our facebook page yet, we'd be thrilled if you would!

If you went on the tour and haven't yet completed our online tour survey, please let us know how you liked it! We'll be starting to plan the 2011 tour soon, and your input is important! [Click here to take the survey](#). We've got a few wrinkles to iron out, but we're thrilled with how the community has embraced this event!

Our thanks to the growers who welcomed visitors so graciously, leading tours until their voices gave out! And to our team of volunteer greeters at each farm -- great job! Thank you!

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! Our event partners ROCK!

### Congratulations!



*Woohoo! We just won \$50 in market tokens!*

To Rebekah Dennison - when she registered for Meet Yer Eats online, she was automatically entered in a drawing for \$50 in City Market tokens. Guess what? She won! Rebekah and her family had a giddy shopping spree on September 11 after picking up her prize!

### More Farms and Gardens to see!

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!



[A glimpse at 3 farms on Meet Yer Eats!](#)

[Conversations in our Community Living Room](#)  
(City Market on 9/11/10)

[Farm Tour Slideshow](#)

*If you've shot some cool pictures or videos at the market and want to share, please -- send them our way! or post them to our [Facebook Page!](#)*

In case you just didn't get enough garden visiting and farm tromping on Labor Day, there's lots more to see in the coming weeks:



## Rappahannock County Farm Tour Weekend

**September 25-26**

Two days of tours of 20 different farms and wineries, (including Waterpenny Farm!), plus a dinner & barn dance!

[click here for details!](#)

## Charlottesville Community Garden Bike Tour Sunday, October 3

Tired of spending all that time in the car? How about a self-propelled Sunday afternoon, touring some close-in community gardens right in our backyard? Sponsored by several local organizations, the tour is a leisurely bike ride featuring five amazing gardens and their gardeners.

[click here for details!](#)

## Liberty Mills Farm through October 31

Go get lost in the 20-acre corn maze at Liberty Mills Farm in Somerset, Virginia. Pumpkin picking and more.

[click here for details!](#)

## Did you miss our market smoking survey?

A few weeks ago, we published a survey about smoking at the City Market. By request, we've re-opened the online survey until September 23. So if you missed the first invitation and would like to participate, here's your chance: [click here to take the survey.](#)

## Dream a Little Dream with us

Welcome to a new section of our newsletter: "Dreamers' Corner". We envision a permanent home for the City Market, and want you to become inspired to think of the future of the market in a different light. Until recently, any discussion about a future location for the market seems to involve one tiny little word: "put". That little word, offensive to me in this context, implies that our treasured market is an afterthought (as in "where did you PUT the car keys?").

What if we re-frame the discussion, starting with a change in vocabulary? What if, instead of another makeshift parking lot existence, we DEDICATE a PERMANENT home for the market? What if our City Market were on a level surface, with some shelter from the elements, running water, electricity and seating? Sounds great, doesn't it? Why not Charlottesville?

We've talked with many, many vendors and customers about how nice it would be if our beloved City Market had a permanent home after 38 years of parking lots. To help envision what could be, we'll invite you to look at different markets around the country: thriving markets with modest structures that welcome visitors and vendors alike, and that stand as testament to their commitment to bringing fresh,

local foods to the community. Examples of communities who have figured this out are all around the country. Why not Charlottesville?

Here's one of our favorites - the Downtown Farmers Market in Eau Claire, Wisconsin. (Take a look at construction photos [here](#).) The market pavilion was built in 2006 after a group of vendors and customers rallied together to figure out a way to make it happen. They dreamed a dream -- and made it a reality. Why not Charlottesville?



**Eau Claire Downtown Market**

### **What can YOU do?**

If you share our dream, please support our vision by becoming a member of Market Central. Membership is just \$10 annually, and you can join at our booth at City Market on Saturdays, or just [click here](#). You can also check out our [blog page](#), where we'll be posting more "dreamy" examples of markets around the country! Please share your favorites with us -- stop by our booth to chat us up about the possibilities. Together, we can make this community dream a reality!

### **We'll continue to DREAM BIG! Are you with us?**

**See how other markets have made their dreams come true on our [blog page](#), and keep up with us on our [facebook page](#). Let's hear your voices!**

Did you know....

The City of Charlottesville Parks and Recreation Department operates the City Market, and the two mid-week markets at Pen and Meade Parks. As administrators of the market, the Market Managers assign spaces, collect fees, and oversee the day to day operation of the market.

So, what's left, you ask? *Plenty!*

Market Central's mission is to preserve and support the market, and to secure a permanent home. That means having a larger vision for the future of the market, beyond managing its logistical needs on Saturday mornings. That's where we fit in - and we're happy to be the missing link between vendors, shoppers, and City administrators. We bring programs like this newsletter and the farm tour to the market community as learning tools to illustrate the important role the City Market plays in our local economy and our local food system.

Thank you 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.

