

-The Beet-

A Publication of Market Central, Inc.

Market Central



Supporting the Charlottesville City Market Since 2003

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Diving into a great season!

Market season is in full bloom in Charlottesville and Market Central is kicking into high gear. We are busy working on tons of great programs for the summer and can't help but share some of our plans with you. Our canning classes were big hits last year and we have expanded our class offerings to include more ways to make the most of your market purchases. Be on the lookout for signups because they filled up fast last year.

We are also working on bringing a variety of local chefs to the Market for live demonstrations and tastings of seasonal (and delicious) dishes. Plans are underway for our 5th annual *Meet Yer Eats Farm tour*, so save the date: Monday, September 2 (always on Labor Day).

Plus, we will soon be launching a brand new *Friends of the Market* program - you won't want to miss joining in!

We are also sending two Market Central folks to D.C. next week for the [Wholesome Wave conference](#) to learn how to expand our SNAP program to reach more Charlottesville

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Calling all Photographers!

If you enjoy taking pictures of the City Market



please join our [Google Community](#) to upload and share your pictures. We are always looking for great shots of the Market and will give credit to

communities.

Stay tuned via our [website](#) (under construction), [Facebook](#), and [Twitter](#) for updates on all of our programs.

We can't wait to see you all at the Market on Saturday morning from 7-12!

Say No to GMO!

If you are like most food enthusiasts then you have probably heard the term "GMO" time and again but don't entirely understand what it means. GMO, or Genetically Modified Organism, crops have DNA from one organism (i.e., a bacteria) inserted into the genome of a host organism (i.e., corn) to produce a crop with desired traits (i.e., resistance to an herbicide).

These foods are prevalent throughout our national food system (88% of corn and 93% of soy in 2012 per USDA) and we at Market Central think that it's important for you to understand this strange new world and encourage you to attend *The UVA Food Collaborative's GMO FORUM* on genetically modified foods next **Tuesday, April 23 at 6:00 pm** in NAU 101 auditorium. Hear a panel of experts representing all sides and learn the science, the risks vs. benefits to our health and the environment, and the issues around labeling. Some stores, including Whole Foods, are committed to not buy GE salmon and to require labeling of all products within 5 years. If you don't know their specific reasons, here's your chance to learn the balanced facts and then make your own informed choice.

Healthy snacks will be provided by Whole Foods and free close Parking right next to Nau Hall (take Brandon Ave. off of JPA, across JPA from the back of Cabell) is available. Call 434-978-4805 if you have questions. Hope to see you there!



photographers!

What's at the Market?

- Sorrel
- Kale
- Mushrooms
- Lettuce
- Spinach
- Brussel Sprouts
- Asparagus
- Eggs
- Wheat, Flours, & Beans
- Breads & Baked Goods
- Meats, Fish, & Cheeses
- Flowers & Plants
- Jewelry & Arts

This Week's Recipe



Sorrel Pesto
Bright, clean, and lemony - a perfect weeknight dinner

What to Do About the Market Site

By Cecile Gorham, Market Central Chairwoman

Ted Spitzer with Market Ventures and a local landscape architect team have presented two plans to the public as a solution to the dilemma of a permanent home for City Market, and as an answer to the question of the market being part of a market district. One plan is to upgrade the current site, Water St., with physical improvements in landscaping and



Market Central, Inc. is a non-profit organization dedicated to engaging the Charlottesville City Market community. [Contact Market Central](#) for information about our programs.

For market operations and space assignments, please [contact the market](#)

the addition of a public plaza. Market stalls would be enlarged by making use of sidewalks. Amenities such as restrooms, water, electricity, and canopies are part of the plan.

The second option is to move the market a block south onto Garrett Street, renting the triangle of land bordering the railroad tracks, and spreading onto the sidewalks on both sides of the street. The second plan also includes a seating area, performance space, restrooms, and landscaping.

Both designs have attractive features and would be an improvement to the market as it exists today.

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Market Patrons and Vendors:

We have seen some **2012** Wholesome Wave SNAP coupons around the Market. These will no longer be valid in coming weeks so please turn them in to us for **2013** coupons at our table at the Market.



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