

- The Beet -

A Publication of Market Central, Inc.



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What's new with Market Central?

Summer is winding down around Charlottesville and with the transition into fall comes one of our favorite times of year - the annual [Meet Yer Eats Farm Tour](#). This year we have 19 amazing farms participating (all current or former vendors at the Charlottesville markets). Each participating farm opens up their property for tours, programs, sales, and simply good times. A \$15 car pass is all you need to join in on Labor Day so get your ticket today!

With the end of the summer season also comes the time for last minute preserving. The markets bring us tons of great canning produce this time of year including peaches, apples, pears, zucchini, carrots, and cucumbers. We hope you will join us for one of our [upcoming cooking classes](#), both focused on preservation - Jam Making and the Art of Fermentation.

Meanwhile, the end of summer isn't slowing us down at Market Central. We are currently teaming up with the Blue Ridge Area Food Bank to spread the word about our amazing [Double Voucher Coupon Program](#). Thanks to the non-profit Wholesome Wave, we are able to match a SNAP users money when they spend their SNAP dollars at our farmers markets. We are hoping to attract more participants and help everyone have access to healthy and fresh food. If you would like to get involved in our outreach efforts, please contact us at matt@marketcentralonline.org.

SNAP FOR YOUR FARMERS MARKETS

DOUBLE FOODSTAMP AT FARMERS DOLLARS

LOCALLY GROWN FARMERS MARKETS

EBT AT FARMERS MARKETS \$1 = \$2 FOR LOCAL PRODUCE

You can **double your SNAP dollars** when you shop at Charlottesville farmers markets!
Redeem \$10 SNAP dollars at either market and receive **\$20 in market tokens**.
Spend these tokens all season on **SNAP eligible food** from local farmers.
That's all there is to it.

To learn more, talk to us at the Market Central table at these local markets

Charlottesville City Market	Farmers in the Park
Saturday Mornings	Wednesday Afternoons
April - December	May - September
1st & Water Street	Meade Park

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2013 Meet Yer Eats Farm Tour is almost here! Buy your tickets now online or at City Market this weekend.

Upcoming Cooking Classes:

Jam Making

Partner Spotlight:

The Vinegar Hill Canning Cooperative

Written by Cile Gorham

Photos by Kathy Kildea

Within the array of educational programming, and farmers market advocacy, Market Central is proud to put the spotlight on another very worthwhile project at City Market: the Vinegar Hill Canning Cooperative, the brainchild of the Healthy Food Coalition's Executive Director Joanie Freeman.



Several years ago, Joanie and her partner Dave Redding arrived in town. Their arrival was very noticeable. Whether it was at a UVA Food Collaborative event, or at the City Market, wherever sustainable living skills or local food was the subject, one was bound to meet Joanie. Through Dave's activities in the gleaning project at City Market, and Joanie's concerns that lower income citizens have access to healthy food, an idea percolated. Although gleaning at the market is a noble endeavor to prevent waste and feed those in need, Joanie saw an opportunity to put "scratch and dent" produce to another use.

[Continue Reading...](#)

2013 Friends of the Market Campaign

Join today and help support Market Central! Learn more at marketcentralonline.org/friends

44,208 dollars brought to Charlottesville markets in 2012 through SNAP & Debit
3,500 Farm Tour participants over 4 years visiting 35 farms
Over 1,000 people receiving coupons, demos, and instructions about canning
Hands on preserving classes taught to 150 people
Nearly 2,000 subscribers to Market Central's bi-weekly newsletter
1 consistent advocate for a permanent home for City Market



by the numbers...

The Art of Fermentation

Learn more and sign up marketcentralonline.org/events

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 managers.](#)

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\$20 donation
and receive a reusable
Market Central grocery bag
as a token of our appreciation

\$20

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\$75



**Friends
of
the Market**

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