

## From the Market...

*A new look for the newsletter, to go with the new season.*

A publication of Market Central, Inc.

June 2012

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- Submit your new and old photos of Charlottesville City Market and win prizes!

### Vendor Spotlight: Kumiko Berryman



### Vendor Spotlight: Kumiko Berryman Blue Forest



Kumiko Berryman at City Market

Kumiko Berryman is on a mission. "I want to introduce people to what we traditionally eat at home in Japan," she says. A native of Aomori in Northern Japan (which literally translates to "Blue Forest," the name of her business), Kumiko has decided to educate the American public about authentic Japanese cuisine, its nuances, sophistication - - and its variety.

**Business:** Blue Forest (Authentic Asian Treats)

**Known for:** Incredible Japanese Curry Rice, Karage chicken, and SheepyPoo

**Years as a vendor:** 3

**Why sell at the market:** "I want to introduce people to what we traditionally eat at home, [real Japanese food]."

## Mid-Week Markets

### [The Market at Pen Park](#)

Penn Park on Rio Road

**Tuesdays, 3-7 pm**

### [Farmers in the Park\\*](#)

Meade Park

**Wednesdays, 3-7 pm**

*\*Market Central will be at Farmers in the Park for all your tokens and E.B.T. needs!*

For more information and for directions, click [here](#).



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*Kumiko with husband John  
Berryman*

"Sushi and tempura is not what we usually eat at home," she said. "Through my cooking, I can open people's eyes to real Japanese food."

[Continue reading Kumiko's story here.](#)

## City Council/RFP UPDATE



We'd like to extend our heartfelt thanks to everyone who responded to our call to action last month as City Council considered the next phase in the permanent home saga. Your comments, emails, and presence at the Council meeting supported the need to revise the Request for Proposals that had been drafted, and we're pleased to see the revisions that were made before the RFP was released.

The Market District development that has been recommended is a complex undertaking, and there are only a few experts in the country who are qualified to supply the information needed to move this initiative forward. If you wonder what kind of information is being considered, we invite you to [read the RFP](#), posted on the [Procurement page of the City's website](#). Deadline for submissions is June 28th.

Market Central and CMDA will continue to be involved in the process, and we look forward to sharing more information with you once the proposals have been received.

**In case you missed it, we put together a reference packet that contains many relevant findings in one document, including the Task Force recommendation, market consultant David O'Neil's observations, and CMDA's recent letters to council.**

[Download the packet here.](#)

[Questions? Just ask!](#)

## Enter the Market Central Photo Contest!

**Picture this:**

Charlottesville welcomes Look3 - Festival of the Photograph this week, making it the perfect time to start scouring your photo albums for pictures of the City Market for our **City Market Photo Contest**. We've seen some great shots over the years - isn't it high time you photogs



Pickling101



Can it Forward

## SAVE THE DATE

The Meet Yer Eats Farm Tour is just around the corner.



Mark your calendars for **Labor Day!**

## Markets: Under the Microscope



Did you notice the small army of students that descended on the City Market last Saturday? They were from [UVA's Morven Summer Institute](#), and they're studying

got a little reward?

With Charlottesville's 250th birthday celebration this year, there's burgeoning interest in our

City's history, and the City Market has been a lively part of Saturday mornings in town for the last 40 years. This history should be documented and celebrated, and we're reaching out to you for help to

do this!



While current, digital images are welcome, we're especially interested in older snapshots from the market's two prior locations. Quick -- do you know where it all started? Don't have a digital file to submit? No worries - we'll have it scanned for you and return the photo to you safely.

***We'll accept submissions through July 1, 2012. Email photos to [chiara@marketcentralonline.org](mailto:chiara@marketcentralonline.org), or drop them off at our booth on Saturday mornings!***



## Discover You Can!

What do you get when you cross an abundance of ripe tomatoes with glass jars, lids, and some boiling water? Locally-made salsa -- in February -- that's what!

Market Central was selected as one of 30 organizations across the country to bring the [Discover You Can](#) program to their market this summer. The program, sponsored by Jarden Home Brands (the [Ball canning jar](#) company) and the [Farmers Market Coalition](#), is designed to demonstrate methods of home food preservation, and teach customers how to enjoy more local produce -- year round!

We have oodles of giveaways, recipes, and coupons, courtesy of the Ball Company! If you have a church group or other organization that could use them, please stop by our booth and grab a bundle ~ we'd love to share them.



markets, food systems, and much more during a concentrated program that involves classroom discussions, as well as real-world applications. Market Central has been paying close attention, as UVA leads the effort to study and improve local food systems. Could Charlottesville and UVA become the center of the universe for local food systems study? Stay tuned!

We've got an exciting schedule of classes in the works, and we'll let you sign up for them soon -- we promise! We will have live market demos, as well as hands-on canning classes in local kitchens, to guide you through the process safely - and we'll have FUN while we're at it! To get you started, join us for our first market demo of the season:

**On Saturday, June 16**

**It's Fffffreeeezing in There!**

Get the best freezing tips around, and we'll make a few batches of no-cook freezer jam --- right at the market! Come and chill out with us for a while (which will be a great plan if it's 90 degrees, eh?) from 8 to 11:30 am.

*Look for a schedule of canning classes on our [website](#) soon, and check out one of the videos from last season in the left sidebar.*

*We're looking forward to more!*

*If you have any questions, email us at [info@marketcentralonline.org](mailto:info@marketcentralonline.org)*

## **Become a Friend of the Market!**

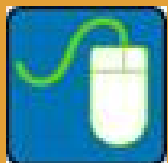
Being friends is a really good thing and now you can become a **Friend of the Market** and receive offers and special discounts while supporting the market on a larger scale. It's quick and easy, and your support means that Market Central can keep up the work we're doing to strengthen the bonds between customers, vendors and market management. [Click here to become a Friend now!](#)

With a donation of \$20 or more to Market Central, you join the growing roster of Market Friends whose generosity helps support a stronger market community. And if that warm, fuzzy feeling isn't enough, being a **Friend of the Market** is your ticket to special discounts on events, classes and merchandise offered by Market Central. You'll also be eligible for vendor specials offered throughout the season. To know what the specials are each week, come see our "Friends Specials" board at our booth on Saturday mornings.

If you already are a **Friend of the Market**, THANK YOU! Please come pick up your Friends card at the Market Central table. They're pretty snazzy looking: wear 'em loud and proud, Friends!

Vendors: if you have specials for "Friends of the Market," let us know! Send an email to [info@marketcentralonline.org](mailto:info@marketcentralonline.org) on the Friday before the market and come pick up a display sign on Saturday morning to advertise your special at your stand.

[Read more about our Friends of the Market program, and sign up now here](#)



## **Got Questions?**

Contact us via email using the links below, or stop by the Market Central table on Saturday mornings.

[Cecile Gorham, Chairwoman](#)

[Kathy Kildea, Program Coordinator](#)

[Chiara Canzi, Program Assistant](#)