

# News from the Market....



A publication of Market Central, Inc.

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## New Market Hours for November & December!

Beginning  
Saturday, November 3  
City Market hours are  
8 am to 1 pm

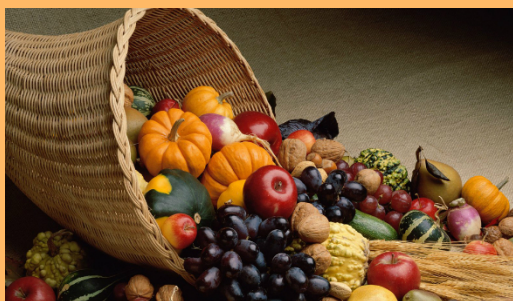
*Remember, the market runs  
through December 22 -  
make the City Market your  
source for local greenery,  
home decor, gifts, and foods!*



## Permanent Home Update

The City of Charlottesville has just hired farmers market experts Market Ventures Inc. and two local firms - Milestone Partners (Frank Stoner) and Land Planning and Design Associates - to develop a detailed plan for a downtown market district anchored by the City Market. The results will include at least one - perhaps more - fleshed-out options for a permanent downtown home for the City Market, and will present these options to Council at a later date. The study that is underway is an important step to bring carefully researched data to Council as they consider this proposal for Charlottesville.

A soon-to-be-created Steering Committee will guide the consultant and the process, expected to take about 5 months. The steering committee's makeup is not yet finalized, but the current proposal has been drafted by the City's Economic Development Office, with input from Market Central and CMDA. The proposal calls for the committee to include representatives of a diversity of relevant community stakeholders, including City Market vendors, City Council, Market Central, the Charlottesville Market District Alliance (CMDA), the



Ahhh.... peaches, asparagus and sweet corn are just a memory now. But that doesn't mean you won't find

any tasty, fresh produce at the market! Learning to eat seasonally means learning what IS in season, and enjoying it at its freshest and most bountiful. Look for plenty of local apples, cabbage, beets, radishes, turnips, an array of winter squashes ... and greens galore: collards, kale, spinach, lettuce, bok choy, and chard. A few market growers have finished for the season, but there are still plenty of veggies to be found!

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Chamber of Commerce, the Downtown Business Association of Charlottesville (DBAC), and a local real estate developer. The steering committee will also include two participants from the 2011 City Market Task Force.

City Council is scheduled to review the make-up of the screening committee at its November 5th meeting, and the group will begin meeting with the consultant shortly thereafter. There will also be opportunity for public input in the coming weeks – and we will keep you informed about these opportunities.

We are working to update our website with relevant background material about the process so far. It has been two years since Market Central led the charge to dedicate a permanent home for the City Market, and we will continue to be advocates and partners in seeing this dream become a reality. We invite you to review a packet of [background materials](#), assembled by the [Charlottesville Market District Alliance](#), including:

- Mission and purpose of CMDA, and communication with City Council
- July 2011 City Market Task Force recommendation to City Council
- Summary observations from David O'Neill's visit to Charlottesville in April, 2011

We will soon have the City's June 2012 request for proposals posted, along with the proposal submitted by the selected consultant, Market Ventures, Inc. In the meantime, if you have questions, please stop by the booth on Saturdays, or [email us](#).



## SNAP/Debit tokens on sale through November 17

The Market Central token booth will sell both SNAP and debit tokens at the market through November 17. Tokens will continue to be accepted through the end of the season (December 22), but you won't be able to purchase more after November 17th. And if you don't spend them by the end of the season, they will still be good in 2013!



The Market

# SINGS

in December!

Saturdays at  
Charlottesville City Market

To sign up your singing group, visit [marketcentralonline.org](http://marketcentralonline.org)

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Visit the archives for previous issues of our e-newsletter -- Just click the file drawer!



Don't forget to vote on November 6th!

We'd love to have your school, church, or community choir come to the Holiday Market and share some seasonal singing! Every Saturday in December, from 10 am to 1 pm – [sign up for a 30 minute slot here.](#)



**October 24, 2012 - Food Day:**

*a nationwide celebration, building awareness and a movement toward more healthy, affordable, and sustainable food. Individuals and organizations across the country have sponsored events all week that aim to strengthen and unify the food movement in order to improve our nation's food policies.*

Have you taken part in some of the local events during the [Foodie Fortnight](#), October 19 thru November 3? It's two weeks of food-centric festivals, activities, film screenings and good food pledges – and it isn't over yet! [UVA Food Collaborative](#) is sponsoring screenings of *Eating Alabama* and *In the Season - the Edna Lewis Story*, a double feature as part of the [Virginia Film Festival](#), followed by a panel discussion. (Last we looked, this November 1 showing was nearly sold out - [click here](#) to see if there are still tickets available.)



And on Saturday, November 3, head on down to North Garden for [Vintage Virginia Apples'](#) 12th annual Apple Harvest Festival. Music, cider, food, an apple pie contest, and much more!



**\* Healthy \* Affordable \* Sustainable \* Fair \***



**Make Plans to attend the 100 Mile Thanksgiving!**  
The challenge: make a dish in which all of the ingredients come from a 100 mile radius of Charlottesville. Bring it to the 100 Mile Thanksgiving: a pot luck meal, hosted by UVA School of Agriculture.



**Thursday, November 15 at 5:30 pm**  
**Westminster Presbyterian Church**  
**400 Rugby Road**

[\*Click here to email the coordinator\*](#)



## **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](#)