

# - The Beet -

A Publication of Market Central, Inc.



Enriching the Charlottesville City Market since 2003



June 27, 2013

## Big Weekend for Market Central



Sampling some tasty treats at Market Central's cooking demonstrations.

What a busy few days it was for Market Central! This past weekend the City Market was hopping and Market Central was contributing to the excitement as we rolled out our 2013 Friends of the Market Campaign. We held numerous cooking demonstrations, ran raffles, gave away free goodies, and announced our expanded cooking class lineup. We were also telling people about our Friends of the Market Campaign and taking donations on the spot. We even had news stations come to report on the excitement! If you missed any of this read on to get caught up on all the Market Central news.

### Friends of the Market Campaign

At the June 22 City Market we launched our 2013 Friends of the Market fundraising campaign. All of the money raised will help support Market Central programs so we can continue improving and enhancing our local markets. Donors can choose from 4 different donation levels and will receive complementary thank you gifts for their donations. Learn more at [marketcentralonline.org/friends](http://marketcentralonline.org/friends)

### City Market Cooking Demos

Matt spent all morning this past Saturday cooking up tasty treats and handing out samples to almost 400 lucky City Market shoppers. The food received rave reviews and featured tons of produce that he picked up that morning at the market. If you missed those samples, don't worry, he will be demoing plenty more throughout the summer. For the recipes, see: [Japanese Vegetable Pancake](#) and [Zucchini "Pasta"](#).

### Stay in Touch

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### Upcoming Cooking Classes

Easy as Pie

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Cooking with a Whole Chicken

-

Canning 101

-

In a Pickle

-

Pressure Canning

-

Jam Making

-

Fermented Foods

-

Cheese Making

-

Cooking with Bacon

-

Cooking with Cheap Cuts of Meat

### Market Raffles

We held special raffles this weekend at City Market to promote our Friends of the Market campaign. One lucky winner won a gift bag filled with market goods and another won \$50 in tokens to spend at the market. Thank you to all who entered and be on the lookout for more raffles!



### Market Central in the News

Both CBS 19 and NBC29 were at the market this weekend filming stories about the use of SNAP benefits at City Market and how Market Central makes this possible. If you missed the broadcasts you can see them here: [CBS19](#) & [NBC29](#)

### Cooking Classes

Last but not least, we have a full set of cooking classes this summer and many are open for registration. See the list on the right sidebar and reserve your spot today.

Learn more and sign up at [marketcentralonline.org/events](http://marketcentralonline.org/events)

### This Week's Recipe



### Roasted Beets and Polenta Napolean

*Sweet, crunchy, creamy, and warm - a perfect weeknight summer meal.*

## 2013 Friends of the Market Campaign

*Join today and help support Market Central! Learn more at [marketcentralonline.org/friends](http://marketcentralonline.org/friends)*



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.](#)

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

**\$20**

Support Market Central with a  
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and receive a 100% cotton, made in  
USA Market Central tote bag and a  
2013 Farm Tour Pass  
as tokens of our appreciation

**\$100**

Friends  
of  
the Market

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### Congratulations to the 2013 "Now That's the Power of Produce" JPC Team!

This group of U.Va. students was awarded a grant from the Jefferson Public Citizens program to team with Market Central and study the City Market and how to expose kids to new fruits and vegetables via the market. This project was conducted over the course of three years and founded the Power of Produce (POP) Club. They recently won third place in a JPC competition. You can read more about their project on page 40 of the [2013 JPC Journal](#).

