

- The Beet -

A Publication of Market Central, Inc.



Enriching the Charlottesville City Market since 2003



May 10, 2013



Updates! Updates! Updates!

Are we two weeks into May already? Time certainly flies when you've been as busy as we have been at Market Central. Here is a rundown of what has been happening since our last newsletter.

Matt and Cecile returned from the [Wholesome Wave](#) Convening with tons of great ideas about expanding SNAP outreach to more Charlottesville communities as well as ways to strengthen Market Central as an organization. See Cecile's article below for her summary of the convening and a SNAP program overview.

As you have hopefully seen, we received our new logo! Market Central participated in the Tom Tom Founders Festival Design Marathon a few weeks ago and have been working with our awesome designers to put the final touches on our new logo. Our logo (as seen above on the header) represents some of the many ways that Market Central adds value to the

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Calling All Cooks!

Market Central will be running cooking demonstrations at the City Market Saturday mornings. If you are interested in leading a demonstration (from canning to smoothie making to herb infused oils) please contact matt@marketcentralonline.org or talk to us on Saturday at our market table.

We'd love to work with you!

What's at the Market?

Asparagus

City Market. Our new slogan - Make Your Market More - encourages discussions about what local markets can do for communities. We hope you like the logo as much as we do. Get ready to be seeing it all around!

Our [new website](#) is (almost) complete. We are still working on fixing a few design kinks and adding updated information but check out and bookmark our new site now! We will be adding regular blog posts, recipes, news updates, vendor profiles, and much more on a weekly basis so be sure to check back often.

Finally, we began booking instructors for our summer cooking classes. Some of the classes include: Canning 101, Pie Making, Pickling, Pressure Canning, Jam Making, and Cheese Making. We will also be holding numerous demonstrations at the City Market including: Simple Salad Dressings, Kid Friendly Cooking, and Knife Skills. Be sure to keep an eye on [our website](#) and [Facebook page](#) for signup links for the classes and dates and times for the demonstrations.

There's a lot going on at Market Central so stay tuned for continual updates and let us know if you have any questions!

Learn about our City Market Vendors

Market Central will continue writing and publishing vendor profiles next newsletter. In the meantime, we wanted to highlight some of the great stories from various sources that already exist about some of our amazing Market vendors.

Market Central

Made by Mieka
Family Ties and Pies
Elena Day Pies and Produce
Poindexter Farm
Broadhead Mountain Farm

C-Ville Weekly

Planet Earth Diversified
Family Ties and Pies

Beyond the Flavor

The Rock Barn
Jam According to Daniel
Free Union Grass Farm
Caromont Farm
Bellair Farm and CSA



Spring Onions

Radishes

Kale

Mushrooms

Lettuce

Spinach

Brussel Sprouts

Strawberries

Eggs

Wheat, Flours, & Beans

Breads & Baked Goods

Meats, Fish, & Cheeses

Flowers & Plants

Jewelry & Arts

This Week's Recipe



Cream of Asparagus Soup

A rich and creamy spring time staple.

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](#).

Market Central Brings Service to the City Market

By Cecile Gorham, Market Central Chairwoman

Most market patrons have figured out by now that they can use tokens to buy goods at the market. This is the fourth year that the service has been offered, and it is more popular than ever.



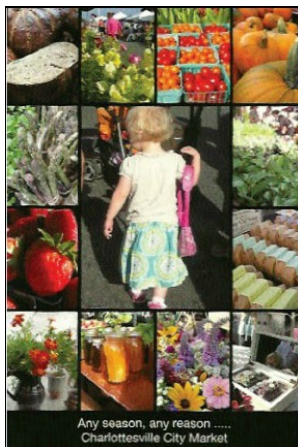
However, do you know the extent of the services and its connection to the USDA and the Wholesome Wave Foundation? Two Market Central members attended the Wholesome Wave Convening in Washington, DC in late April to find out more about the organization that sponsors the Double Value Coupon Program at City Market.

The token system was introduced at the City Market through JABA in 2009.

[Continue Reading...](#)

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Gift Certificates! Just in time for Mother's Day...



Did you know that you can buy gift certificates for the Charlottesville City Market?

Use your debit card to purchase at the Market Central table - just stop by!