

- The Beet -

A Publication of Market Central, Inc.



January 17, 2014

City Market Arts is back for 2014!

February 15 & 16

March 15 & 16

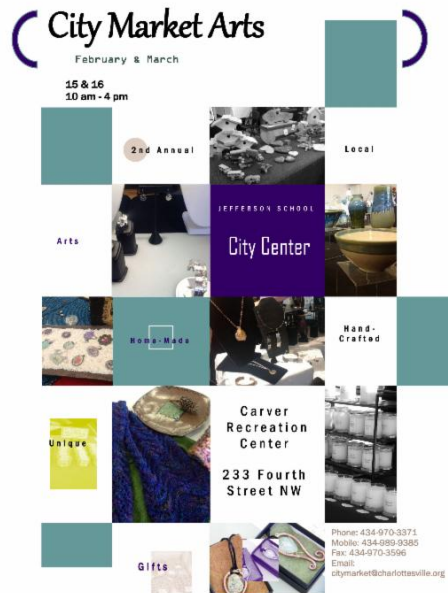
10 a.m. to 4 p.m.

[Carver Recreation Center](#)

233 Fourth Street NW

Jefferson School City Center

Last year's City Market Arts show was so successful, the market managers have added a second weekend to the event for 2014! Shop with your favorite artisans - indoors! Fabric arts, pottery, jewelry, and much more!



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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](#).

Richard Bean Tribute Week

January 18 thru 25, 2014

A week of featured foods, inspired by Double H Farm



Photo credit: Beyond the Flavor

As you've probably heard, Central Virginia's local food scene suffered a huge loss in November with the passing of Richard Bean, who along with his partner, Jean Rinaldi, founded Double H Farm in Wingina (Nelson County). Richard lost his battle with cancer the day before Thanksgiving, and a group of local eateries have come together to hold a week of Double H-inspired specials in honor of Richard. You will find a list of special menu items, and wonderful tributes from local chefs, here at charlottesville29.com, including this sweet note from Tomas Rahal, chef/owner of MAS Tapas -

"Richard was the purest form of 'terroir' we have in Central Virginia. Sweet and pugnacious, he and Jean brought so much energy to the local food scene as growers, mentors, and friends. It was a unique honor to have met him, worked with him, known him, fed him. He cannot be replaced. "

When Richard fell ill in 2009, they began leasing the farm to Ara and Gayane Avagyan - Armenian immigrants who started working for Double H in 2005 - in a rent-to-own agreement that's contingent on the final phases of immigration. For the past few years, Ara and Gayane have been the face of Double H at the City Market, and we love this Beyond the Flavor feature about them, complete with beautiful photos and mouth-watering farm-to-table recipes.

While Jean, Ara and Gayane continue to operate Double H Farm, they will do so in 2014 without Richard at the helm. A fund has been set up to bring some extra farm help on board for the season, and we'd like to invite you to make a contribution here.

[Albemarle Agribusiness Marketing Conference](#)

Market Central, Inc.
info@marketcentralonline.org
<http://www.marketcentralonline.org>
P.O. Box 201
Charlottesville, VA 22902

January 27 8 am to 2 pm
Albemarle County Office Building
401 McIntire Road

A conference that will bring together resources to assist Albemarle County-based farmers and foodies with marketing resources.



WHO SHOULD ATTEND?

- Albemarle Farmers - crop farms, livestock farms and vineyards
- Albemarle Foodies - Value-added food producers, food marketers/aggregators, restaurateurs & caterers serving locally-sourced food.

Panel discussion topics include:

- Lines of business to supplement farm income, risks & rewards
- Small farm marketing experiences
- Use of Social Media
- Where to Sell, Branding & Marketing Resources
- Prepared Food Regulations
- Buy Fresh, Buy Local guides

REGISTRATION:

\$15 early bird / \$25 after January 10

[Register online HERE](#)

Note: Registration limited to 85 attendees, so register early!

[\(Download, print, or share the conference flyer here\)](#)