

- The Beet -

A Publication of Market Central, Inc.



March 24, 2015

The Charlottesville City Market Reopens on April 4!

We're excited to kick off the 2015 farmers market season downtown on April 4. City Market will be moving one parking lot to the east. Parking will be available in the Water Street Parking Garage.

Charlottesville City Market

Saturdays, April - October: 7am - 12 noon

Saturdays, November - December: 8am - 1pm

We will again be offering debit token and SNAP token services at the market. Come see us at the Market Central tent next to the Market Managers!

Have more questions or want to get started accepting tokens as a vendor? [Email Kelly, our SNAP-Debit Coordinator.](#)

Wonder where in VA our vendors are located?
[Click here for a map.](#)



City Market 2015 Layout

City Market is located at the corner of Water St. and Second St.
Physical address: 100 Water Street, Charlottesville, VA 22902

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Market Central, Inc. is a non-profit organization dedicated to engaging the Charlottesville City Market community.

[Contact us](#) for information about our programs.

For market operations and space assignments, please [contact the market managers.](#)

Attention: Vendors!

Food Entrepreneur Workshop

Friday, April 24, 2015



9:00 Registration
 9:25 Welcome
 9:30 Going to Market
 9:45 Business Planning
 10:15 Kitchen Spice: Renting, Owning and More
 10:30 Lunch
 10:45 Break
 11:00 Food Labeling
 11:30 Marketing Opportunities
 12:00 Buy Fresh, Buy Local & Farmer-Chef Express
 12:15 Distribute Lunch
 12:30 Recipe Development & Food Science
 12:45 Tour of Farmville County Courthouse & Commercial Kitchen

2015 FOOD ENTREPRENEUR WORKSHOP
 Friday, April 24th
 9:00-4:00

FARMVILLE, VA

Planning, Marketing, and Succeeding in Commercial Food Production
 \$15 Workshop Fee
 Event Date: April 24th
 Register By: April 17th
 Via www.virginiafoodworks.org

For More Information
 Email: info@virginiafoodworks.org
 Phone: (434) 960-8958

Virginia Cooperative Extension
 Virginia Tech • Virginia State University

Find out more & sign up at
www.virginiafoodworks.org

Market Central Small Business Program

Throughout the winter, Market Central conducted a program designed to encourage the start-up of small value-added products to our local market. As part of this program, we held a series of seminars designed to address the business side of running your own small business. These seminars were open both to those interested in starting their own business as well as current market vendors.

[View our list of classes and request more info online.](#)



Photo credit: Emily Sacco