

DECEMBER 2022

The Market Messenger



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A monthly newsletter from the CNY Regional Market

SHOPPING FRESH AT THE FARMERS MARKET

Open all year round!

Allllllll Things Market!

- **For those looking for holiday gifts, decor and treats...**turn to page 2 for more information on our special Black Friday & Holiday Markets!
- **For those who wish to keep their friends close and their farmers closer...**find a complete vendor list on our website where visitors can click through to view vendor profiles. These will continue to grow over the years as we collect more stories and photos of their entrepreneurial spirit and local products.
- **For our shoppers desiring an at-home transformation...**check out our Flea Market every Sunday from 7am-2pm for the most unique finishing touches to your home decor!
- **For our neighbors with a cause...**any non-profit organization is welcome to set up a booth once per season. Spread awareness about your mission to our valued customers.
- **For those who are ready to gather...**as a beloved staple in New York State for 80+ years, we host a variety of entertaining and educational events spanning across all industries, sounds, cultures, and missions. It's a convenient and memorable venue for your next private party, concert, film shoot, corporate party, etc. Contact us for more information at cnyrma@gmail.com.

A GLIMPSE OF WHAT'S INSIDE:
Featured Vendors & Events - 2
What's In Season - 3
Recipes - 4
Help The Market- 5
Market Info - 6



WINTER'S BOUNTY

Available Year Round

- Baked Goods
- Maple Syrup
- Fermented Goods
- Wine and Spirits
- Arts and Crafts
- Essential Oils
- Fried Dough
- Insurance Representatives
- Spices
- Honey
- Dairy Products
- Tea
- Kitchen Supplies
- Soap and Body Care
- Doughnuts
- Antiques
- Sauces
- Mushrooms
- Meat and Seafood
- Coffee
- Home Furnishings and Decor
- Clothing and Accessories
- Bagels and Breakfast Foods
- Electronics

In Season

- Apples
- Pears
- Beans
- Beets
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collard Greens
- Corn
- Herbs
- Kale
- Leeks
- Onions
- Parsnips
- Potatoes
- Winter Squash
- Turnips

"YOUR CARBON FOOTPRINT IS LOWER BECAUSE THE PRODUCT IS TRAVELING A SHORTER DISTANCE. IT'S FRESHER THAN A CORPORATE GROCERY STORE BECAUSE WE LITERALLY PICKED THE STUFF YESTERDAY AND BROUGHT IT HERE TODAY. SO IT'S BEEN LESS THAN A DAY SINCE WE PICKED IT FROM THE FIELD AND BROUGHT IT TO YOU GUYS." - MELISSA TURNER, FARMER

THE PRODUCE AT YOUR LOCAL FARMERS MARKET IS FRESHER THAN
WHAT YOU CAN FIND AT THE SUPERMARKET.

FEATURED VENDORS & EVENTS

Find a complete vendor list on our website where visitors can click through to view vendor profiles. Follow our social media to read about farm fresh products, customer recipes, and gain insight into the valuable expertise of our vendors.



Caltabiano Farms



Thousand Island Winery



Larry Phillips



Plumpton Farms

EVENTS

Blanket Over December

Tuesday, December 20th 11am-2pm

Blanket Over December will provide the gift of warmth to support individuals through the cold, hard CNY winter. Available for 350 individuals and/or families, Blanket Over December participants receive through the generosity of our sponsors in a drive-up style in between E & F-Shed.

Holiday Market

Thursday, December 22nd 7am-2pm

Grab your holiday feast ingredients and enjoy some last minute shopping in E & F-Shed. Find fresh local produce, holiday decor, and hand-crafted gifts.

RECIPES

Welcome winter with these two seasonal recipes below and make sure to visit our website for those that are tried and tested by our very own staff, valued customers, and/or served on the plates of our favorite local restaurants. Find a new recipe on our blog and social media weekly. Bon Appétit!

White Wine Coq Au Vin



Directions

1. Season the chicken with salt and pepper. In a large skillet, melt the butter over medium heat. Add the chicken to the skillet and cook until it's well browned, about 4 minutes per side.
2. Remove the chicken from the skillet and set aside. Add the bacon to the skillet and cook until the fat begins to render, about 3 minutes.
3. Add the onion and sauté until it becomes translucent, about 5 minutes. Add the garlic and mushrooms, and sauté until the mushrooms are tender, 5 to 6 minutes.
4. Add the browned chicken back to the skillet. Pour the wine into the skillet, stir in the mustard and bring the mixture to a simmer over medium-low heat.
5. Cover the skillet and simmer until the chicken is almost fully cooked, 15 to 20 minutes.
6. Uncover the skillet and add the cream. Simmer until the sauce thickens and the chicken is fully cooked, 8 to 10 minutes.
7. Garnish with parsley and serve immediately.

Ingredients

- 1 large loaf crusty Italian bread
- 5 eggs
- 1¼ cups whole milk
- ½ cup sugar
- 2 tablespoons cinnamon
- 1 teaspoon pure vanilla extract
- 4 tablespoons butter, melted
- Confectioners' sugar, for serving
- Maple syrup, for serving

Ingredients

- 3 pounds chicken (8 pieces total—thighs, breasts and drumsticks)
- Kosher salt and freshly ground black pepper
- 2 tablespoons unsalted butter
- 4 strips bacon, diced
- 1 large sweet onion, diced
- 3 garlic cloves, minced
- 1 pint cremini mushrooms, sliced
- 2 cups dry white wine
- 1 tablespoon whole-grain mustard
- ½ cup heavy cream
- ¼ cup chopped fresh parsley

Sunday Morning French Toast



Directions

1. Preheat the oven to 350°F. Lightly grease a 9-by-13-inch casserole dish with nonstick spray.
2. Cut the loaf of bread into ½-inch-thick slices, but don't cut all the way to the bottom (this way, the slices stay attached to each other). Cut the loaf in half and place the halves side by side in the prepared baking dish.
3. In a large bowl, whisk the eggs with the milk to combine. Whisk the sugar and cinnamon together, then add to the eggs. Stir in the vanilla extract.
4. Slowly pour the custard over the bread, taking care to pour in between the slices to fully coat the bread. (If you find large spots uncovered, pour the excess custard out of the casserole and try a second time.)
5. Brush the butter over the top of the bread, then transfer the casserole to the oven. Bake until the top is golden and crisp, 25 to 30 minutes.
6. Let the French toast cool slightly, then finish with a sprinkle of confectioners' sugar. Serve with maple syrup.



Our valued
**MARKET
SUPPORTERS,**

As you may or may not be aware, despite being a New York State Authority, the Central New York Regional Market Authority (CNYRMA) has received no public funding since the restoration project that was completed prior to 2001. With that being said, we strive to keep rates low for farmers and small businesses to promote opportunities for agriculture and commerce here in Central New York. Keeping our vendors at an affordable rate, in combination with an aging facility, originally constructed in the 1930's, we have been facing many challenges in recent years. Not only due to the challenges brought on by the COVID-19 pandemic, but also due to failing and aging infrastructure on our premises. In order to keep our Market thriving and viable, it is dire that large investments are made on infrastructure repair and facility improvements. The Management and Board of Directors for the CNYRMA have great vision for the future of our Market, but aim to accomplish these goals and improvements without hurting or increasing the rates for the businesses that we serve, and while continuing to serve as an incubation site for new and small businesses. So, for the first time in over 20 years, we will be seeking out public funding. Recent funding has been distributed to rebuild and improve the Hunts Point Wholesale Produce Market in the Bronx, receiving funding from the City of New York in a total of \$100 million for the Market and \$50 million for the surrounding areas. Governor Kathy Hochul also recently announced a \$37 million investment by the State of New York in Buffalo's Broadway Market. **We ask that you please support us as we seek similar opportunities, by responding to this survey to help us evaluate and determine our Market's reach and impact on the communities that we serve, and on our local food systems.**

INFORMATION OBTAINED THROUGH THIS SURVEY WILL NOT BE USED IN ANY KIND OF REPORTING - ONLY FOR COMPILATION OF CNYRMA DEMOGRAPHICS AS A WHOLE

HOW CAN YOU HELP NOW??

Tell us a little more about the impact our market has made on you and your family, on your community, and on your business. You can talk to one of our team members about it so they can record your story, send it to us through DM on our social media, submit it in writing to our office, or email it to us at: cnyrma@gmail.com.

CNY REGIONAL MARKET AUTHORITY

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MARKET DAYS

Thursday Farmers Market
(May-November 17th) 7am-2pm

Saturday Farmers Market
(Year-round) 7am-2pm

Sunday Flea Market
(Year-round) 7am-2pm

Welcome Center

The main office during the retail market hours. A small brick building located between A Shed and the Administration building. This is where EBT and Debit/Credit tokens are dispensed.

Services:

Lost & Found

Tokens

Daily payments & license signing

General inquiries

Market Staff

EBT Silver Tokens

- \$1.00 each
- Never expire
- Can be returned with receipt
- No change can be given
- We accept EBT cards from all states

Gold Tokens

- Debit/Credit
- Given in \$5 increments
- Never expire
- No additional/ ATM fees
- Can be returned with receipt
- Vendors only give you cash change
- We accept Visa, MasterCard and Discover

Find us Online

Follow us on Facebook, LinkedIn, Instagram, YouTube and TikTok to keep up to date with our markets and vendors! Submit Market photos & recipes to be featured on our social platforms!



@cnyregionalmarket



@cnyregionalmarketauthority

Become a Vendor

You will need the following as a daily & licensed vendor:

- General Liability Insurance worth \$1,000,000 each occurrence, with CNY RMA listed as an additional insured, Certificate Holder.
- New York State Tax ID Certificate (if selling taxable items) **Depending on items sold, other paperwork may also be required, call our office for any clarifications**
- Send all documents via email or mail.

Daily Vendors:

- Once we have all the required paperwork, you can reserve a spot by calling our office weekly between Monday and Thursday 8 am to 4:30 pm.
- Vendors will be notified with their stall locations on Friday.
- Payments are to be made before you set up on the morning of the market at the Welcome Center.
- Prices vary depending on season, what is being sold and location. Email us at cnyrma@gmail.com for pricing details or about becoming a licensed vendor.