



Greenmarket, a program of GrowNYC, was founded in 1976 with a two-fold mission: to promote regional agriculture by providing small family farms the opportunity to sell their locally grown products directly to consumers, and to ensure that all New Yorkers have access to the freshest, most nutritious locally grown food the region has to offer.

What began over three decades ago with 12 farmers in a parking lot on 59th Street and 2nd Avenue in Manhattan has now grown to become the largest and most diverse outdoor urban farmers market network in the country, now with 50+ markets, over 230 family farms and fishermen participating, and over 30,000 acres of farmland protected from development.

GrowNYC is a hands-on non-profit which improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations. It operates four programs: Greenmarket, the Office of Recycling Outreach and Education, Environmental Education and Open Space Greening. More information on these programs can be found at www.grownyc.org.

In addition to operating farmers markets, Greenmarket's programming includes:

Healthy Exchange: By accepting SNAP payments at Greenmarkets, GrowNYC aims to provide all shoppers with access to fresh, local, nutritious food from the farmers market. Thanks to continued funding from Speaker Melissa Mark-Viverito and the New York City Council, 47 Greenmarkets now accept EBT. EBT, along with the Federal Farmers Market Nutrition Program, WIC Vegetable and Fruit Checks, and the NYC Department of Health and Mental Hygiene's Health Buck Program, helps ensure that all New Yorkers have access to nutritious and fresh products grown on family farms in the New York region.

FARMroots: FARMroots provides both aspiring and established Greenmarket farmers with business technical assistance and training designed to ensure the long-term viability of participating farms and farmland. Technical assistance is provided through both in-house services and through the engagement of cost-shared consultants and includes support for: farm succession and land transfer, financial and business planning, legal assistance, strategic marketing, access to capital, food safety and risk management. FARMroots' Beginning Farmer Program (formally the New Farmer Development Project) identifies, educates, and supports aspiring farmers with agricultural experience to establish their own economically and environmentally sustainable small farm businesses in the NYC region.

Food Scrap Collection: Food comprises about 17% of NYC's waste stream. When this material is sent to a landfill it contributes to the City's disposal costs and can create greenhouse gas emissions. At 38 Greenmarkets, visitors can drop off their food scraps to be transported to one of several NYC compost sites. The scraps will then be transformed into a fertile soil amendment for use on local urban farming and gardening projects.



Textile Recycling: The average New Yorker tosses 46 pounds of clothing and other textiles in the trash each year. All told, NYC residents discard 193,000 tons of textiles every year, at a cost to taxpayers and our environment. But with your help, landfills are going on a diet. Textiles can be dropped off weekly at 29 Greenmarkets.

Fresh Food Box: This food access initiative allows underserved communities to purchase fresh, healthy, locally-grown produce in pre-packed bags containing the best of what's seasonally available on regional farms. Fresh Food Box customers can take advantage of the cost benefits of buying in a group, and enjoy the quality and variety of a Community Supported Agriculture (CSA) share with the flexibility to buy by the week rather than by the season.

Greenmarket Co.: This wholesale distribution service offered by GrowNYC is designed to bring the freshest, highest-quality farm products to New York City's wholesale buyers: we make locally produced foods available to more New Yorkers by delivering regionally produced foods to grocery stores, bodegas, restaurants, and other retail outlets throughout the city.

Greenmarket Youth Education Project: Thousands of New York City schoolchildren in grades K-12 connect with Greenmarkets and our farmers and chefs each year through this program. Fun, interactive learning experiences like School Tours at market and the Seed to Plate Curriculum classroom visits help children gain an understanding of how food choices impact their bodies, their environment and their communities.

Youthmarket: These are a network of urban farm stands operated by neighborhood youth, supplied by local farmers through Greenmarket Co., and designed to bring fresh fruits and vegetables to communities throughout New York City. Through Youthmarket, families in all five boroughs now have increased access to farm fresh food; youth in these areas have earned money and learned small-business skills; and farmers in the New York City region are achieving higher revenue through access to underserved markets.

Greenmarket Regional Grains Project: The Regional Grains Project works with producers to build the marketplace for grains grown and processed in the northeast. Through building crop supply and infrastructure, partnering with agronomic researchers, and educating bakers and chefs on the attributes of local grains, the Regional Grains Project is helping to create a vibrant regional grains economy.

The New York Times

The Opinion Pages | Mark Bittman

Farmers' Market Values

AUG. 5, 2014



A commemorative postage stamp that will be introduced on Thursday. Credit U.S. Postal Service

For most of us, there's no better place to buy fruits and vegetables than at a farmers' market. Period. The talk about high prices isn't entirely unjustified, but it can be countered, and I'll get to that in a minute.

What's inarguable is that farmers' markets offer food of superior quality, help support smaller-scale farmers in an environment that's more and more difficult for anyone not doing industrial-scale agriculture, and increase the amount of local food available to shoppers. All of this despite still-inadequate recognition and lack of government support.

Then there's "know your farmer, know your food." When you buy directly from a farmer, you're pretty much guaranteed real freshness (we've all seen farmers' market produce last two or three times longer than supermarket produce). You're supporting a local business — even a neighbor! And you have the opportunity to ask, "How are you growing this food?" Every farmer I've spoken to says — not always in a thrilled tone — that the questions from shoppers never stop. But even if a vegetable isn't "certified organic," you can still begin to develop your own standards for what makes sense and what doesn't.

Farmers' markets are not just markets. They're educational systems that teach us how food is raised and why that matters.

"Producer-only" farmers' markets, as opposed to markets that sell food from anywhere, are really the ideal. The organizations that run these tend to be nonprofits, and often use volunteers to keep going. In many cases they are mission-driven: organizers want to make sure small farms remain viable and that we — nonfarmers — have access to good local food. At this stage of the game, there is no higher cause.

The quality of produce in producer-only markets — that is, places where people sell what they grow — is phenomenal, especially right now. If you're going to complain that tomatoes are \$6 a pound in some markets (they are; they're also sometimes 99 cents), you might also note that usually these are real tomatoes, sometimes explosive in flavor, whereas the \$4 per pound tomatoes I bought in the supermarket this week were grown in wa-

ter and were less tasty than your average canned tomato. To some extent, you get what you pay for.

Then again, there are often bargains on incredibly high-quality produce for anyone who is willing to shop. Last week, at a recently opened market near Washington, D.C.'s convention center, I bought tiny lavender "fairy tale" eggplants for less than \$3 a pound. The Saturday before last, at New York's Union Square Greenmarket, I found perfectly ripe, real apricots for \$5 a pound. (A chef strode up next to me and bought two cases; the farmer had only three total, which is why you want to go early.) That may sound expensive, but if you want a real apricot, this is the only way to get it.

At the 37-year-old market on 175th Street in Washington Heights, I found purslane — a salad green I've been foraging for 40 years, and that I adore — and bought a bunch as big as my head for \$2. I found papalo (also called Bolivian coriander), a delicious, strong-tasting green I've bought every time I've seen it since I first tasted it in Mexico a few years ago.

And at the tiny farmers' market in Truro, on Cape Cod, now in its second year, I bought lobsters for 40 percent less than they cost in local stores, pork jowls for \$2 a pound, and gorgeous half-yellow, half-green summer squash for a dollar each; they were worth it.

With more than 8,000 farmers' markets nationwide (representing something like 50,000 farmers, according to the Department of Agriculture), potentially millions of people are being affected by similar experiences. That's a great thing. And this week — National Farmers Market Week — a commemorative postage stamp is being introduced at a ceremony in Washington on Thursday. Present will be Bernadine Prince, co-executive director of FreshFarm Markets in Metro DC, which runs 13 producer-only markets, and president of the Farmers Market Coalition. Prince said to me, "Farmers' markets are an economic engine that keeps farmers going." Yes, that too.

That's good for everyone, but things could be better. It's clear to me — after visits

to farmers in New York, New Jersey, Massachusetts and California, to farmers' markets wherever I've traveled in the last few years, and recent conversations with Prince, Michael Hurwitz (director of New York's Greenmarket), Francie Randolph (who runs Sustainable CAPE and founded the Truro market last year), and others — that a few key improvements could make it easier for farmers and markets to thrive.

Near the top of many lists is municipal support, largely in the form of space, water, electricity and the like, and the reduction (or absence) of fees. "Each of our 13 markets requires a different negotiation and different set of fees," says Prince. "Some are a dollar a year and some are far more expensive." Since this money comes mostly from fees charged to farmers, the costs are usually passed on to consumers.

By increasing foot traffic, bringing shoppers into otherwise-ignored spaces, providing space for farmers to sell their goods at retail prices (80 percent of the farmers in New York's markets, says Hurwitz, could not survive on wholesale alone), these markets benefit everyone. Markets need infrastructure — either permanent space or, at least, water and electricity.

Farmers who come to market may be working 18-hour days, or even longer, depending on the length of their drive. On top of this, to handle retail sales they've got to process a variety of forms of payment in addition to cash, from SNAP (food stamps) to credit cards to tokens (you actually do not want to know how convoluted these payments get). When there's a unified, wireless form of payment, this will become less of a burden. That's in the works — Hurwitz estimates it'll be here no later than the end of the decade — but undoubtedly it could be hurried along.

At least a few hundred markets are taking advantage of programs like Wholesome Wave that double the value of food stamps at farmers' markets, and that number will soar when the Agriculture Department's Food Insecurity Nutrition Incentive program kicks in, contributing as much as \$20 million to the cause. That's real progress, but more is needed.

In short, says the Southern Maine congresswoman Chellie Pingree, a staunch supporter of local food systems, "We've had some success in passing policies that support farmers' markets, but really the numbers are pretty small compared to the huge support that flows to big commodity crops. Policy makers are slowly catching up with the public on the benefits of supporting local agriculture, but we have a long way to go before the playing field is really leveled."

Truth.

The New York Times

Front Burner

By FLORENCE FABRICANT



Patricia Wall/The New York Times

have also been included: "[The New Greenmarket Cookbook](#)" by Gabrielle Langholtz (DaCapo Press, \$24.99).

To Cook: Asparagus Blends With the Seasons JUNE 3, 2014

As spring lingers, then segues into summer, you might consider preparing Mario Batali's asparagus Milanese with Parmesan and duck eggs, or David Waltuck's fresh fettuccine with spring greens. The recipes for these and about 100 other seasonal temptations are included in a new cookbook celebrating the Greenmarket. There is also Martha Stewart's Pavlova with strawberries and basil, and then for the fall, perhaps April Bloomfield's fennel salad with goat cheese and hazelnuts. Chefs and food writers, not just from New York, have contributed recipes, grouped by season and enlivened with great photos. Profiles of 20 of the stalwart purveyors

To Brighten: Purple Snow Peas at the Greenmarket JULY 15, 2014

The Greenmarket is awash in purple, even in some unexpected produce. You'll find regal cloaking on heirloom tomatoes, lettuces, carrots, bok choy, string beans and plums. New this year are purple snow peas. At one stand, they are sold in a beautiful mixture: deep violet pods that look hand-painted, along with regular green and delicate pale ivory ones. They keep their purple color when you sauté or blanch them quickly, unlike purple string beans, which tend to turn a dull, dark green when boiled: *Snow peas, \$7 a pound, Tamarack Hollow Farm, Burlington, Vt., Union Square Greenmarket on Wednesdays.*



Fred R. Conrad/The New York Times

To Beware: New York Hot Sauce May Inspire Tears NOV. 24, 2014

Serrano peppers grown in some of the city's community gardens and at a farm upstate have been turned into a new hot sauce, an Army-green condiment with serious firepower. A Bronx company called Small Axe Peppers worked with GrowNYC, which runs the Greenmarket program, to develop and bottle the sauce: *Bronx Greenmarket Hot Sauce, \$8 for five ounces, at Union Square.*

The New York Times

Dining

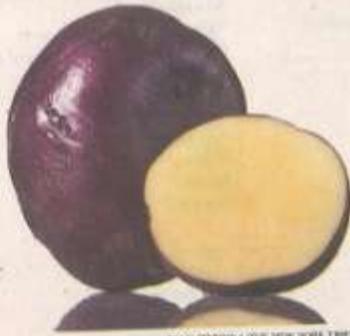
WEDNESDAY, AUGUST 10, 2011

The New York Times

New Spud on the Block

The new Peter Wilcox is a potato for New York Fashion Week, coated in deep purple and lined in gold. It's as appealing to the palate as it is on the plate, beautifully textured, firm but not waxy, whether roasted, boiled or sliced into wedges and fried, with a full, earthy flavor that hints of hazelnuts. It was developed by researchers in Maryland and Maine and named for a professor at Loyola University in Baltimore. Cooking fades the inside color a bit. For best effect, use these potatoes with the skin on.

Healthway Farms in Highland, N.Y., sells Peter Wilcox potatoes for \$5 a pound in the Greenmarkets at Union Square (Mondays) and Greenpoint, Brooklyn (Saturdays).



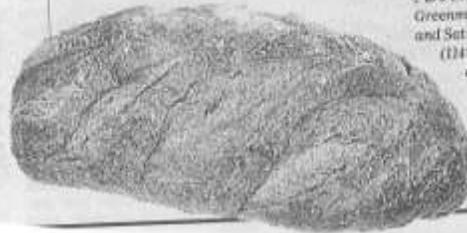
TONY COZZO/THE NEW YORK TIMES

Otis Stout Bread Makes Its Debut

Cayuga Pure Organics near Ithaca, N.Y., has been one of the leaders of the local grain movement. They are also selling breads made with their grains that are baked by Orwasher's bakery on the Upper East Side. A round whole-grain bread was the first, and they have added a longer loaf, with a braided pattern on top, called Otis Stout Bread.

It is made from three kinds of starters, including one using spent grains from Sixpoint Craft Ales in Brooklyn. This bread has a richly earthy flavor with a nice sour hint and is excellent, toasted or not, for sandwiches. The crust is fairly soft, but 10 minutes in the oven will give it some crackle.

Otis Stout Bread is \$5 a loaf at Cayuga Pure Organics in the Union Square Greenmarket on Wednesdays, Fridays and Saturdays; at Columbia University (114th Street) on Sundays; in Jerwood and in Brooklyn, at Grand Army Plaza and Greenpoint, on Saturdays; and at 77th Street and Columbus Avenue, and in Brooklyn, at Carroll Gardens, on Sundays.



MILLAR E. COOPER/THE NEW YORK TIMES

Spoonfuls of Summer

At the Central Valley Farm stand in the Union Square Greenmarket, big jars of tomato soup are tempting on a frigid morning. Ed Huff, the owner, is justifiably proud of the soup, a straightforward rendition made with the New Jersey tomatoes he grows, and has cooked and canned in season. "The other important ingredient is Parme-

san cheese," he said. "It's the expensive kind from Italy, Reggiano." Consider a few quarts of the soup to fill mugs for your Super Bowl party. And in summer, try it chilled.

Central Valley Farm, Asbury, N.J., is in the Greenmarket on Mondays. The soup, \$8 a quart, is sold all year.



LUIGIO BIGNARDI/THE NEW YORK TIMES

THE NEW YORK TIMES, WEDNESDAY, APRIL 3, 2013

Front Burner

FLORENCE FABRICANT



TO NIBBLE

From the Farm, Far From the Ordinary

◀ Rick Bishop is using the exotic potatoes he grows at his Mountain Sweet Berry Farm in the Hudson Valley to make crisp and addictive chips in the farm's new kitchen. (Last year's inaugural batch was made elsewhere.) The chips, which are fried in rice oil, come in four varieties: brown butter (using the German butterball potato), Ozette, an Andean mix and La Ratte. He is also picking those odd little tubers called crosnes (pronounced "crones"), below left, which make for a crunchy, piquant change of pace from cornichons. Serve them with a slab of pâté: Chips are \$4 a bag or three for \$10, and pickled crosnes are \$20 a pint (about a pound) at the farm's stand at the Union Square Greenmarket on Wednesdays and Saturdays.

FOOD STUFF
Florence Fabricant



Radicchio Is Wearing Its Pale Summer Look

The small, tight heads of what look like lettuce at the Pifferoth Gardens stand in the Union Square Greenmarket, pale green and white with an occasional streak of burgundy, are radicchio wearing a warm-weather wardrobe. "Radicchio needs cold to set the color, and the flavor also gets sharper and more bitter," said Alex Pifferoth, the owner. The radicchio, grown from Italian seeds, should last into the fall.

Pifferoth Gardens, at Union Square Greenmarket on Wednesdays and Saturdays, sells radicchio for \$2 a head.

The New York Times



ON THE STREET

Bill Cunningham

In Season

At the close of the vacation season, the palette of the Union Square Grocemarket evolves to its Labor Day splendor. The aromas of late-summer herbs, the piles of sweet corn, a rainbow of carrot colors, the hidden colors of melons split open by sellers are part of the treats of an early Saturday morning visit after the pressures of the business week. One surprise was the number of shoppers in black; others reflected the new crop of delphiniums and lilies. One often spots the food critic Missi Sheraton in her straw hat, above right, or chefs filling carts with fresh produce.

The New York Times

CITY KITCHEN

The Trip From Bountiful

Take Advantage of August's Abundance With a Greenmarket Dinner Party



Tomatoes Niçoise.

By DAVID TANIS Published: August 9, 2013

We are led to believe that summer produce is available all summer long, but in truth it arrives piecemeal. Yes, there are early ripening fruits and jump-started zucchini, new garlic and the first green beans that are **in the market in June**. But it's really not until mid-August, at least in this part of the country, that simply everything appears in magnificent abundance.

Now is the time, people, and it is glorious. Only now do we see incredibly colorful eggplants and long-awaited tomatoes that actually taste like something. Greenmarket stands are piled high with okra, pole beans, cucumbers. There are fresh-picked berries, tree-ripened peaches and baskets of plums in every hue. At last, sweet peppers grown outdoors! Corn! Melons! The mere sight can make a cook giddy.

And it's more than just good looks — these babies are undeniably tasty after so many weeks of soaking up sunshine. After all (for those of you who don't know much about gardening), many summer vegetables take 70 to 90 long days to reach maturity and to achieve the maximum vim and vigor that translates into sweet, deep, genuine flavor. It doesn't get much better than this, at least until this time next year. If you get to the market early, it's almost like picking vegetables straight from the field.

I wanted to celebrate that freshness with a little dinner party, or maybe a big one. And I was inclined to **banish meat altogether. With this kind of summer produce, it won't be missed. For these vegetables, a cook's duty is to let the flavor shine with uncomplicated cooking.**

So, here is the menu: four savory vegetable dishes and a fruity dessert. I designed the recipes for six, but they can easily be scaled up for a larger crowd. You can prepare this as a summer buffet or as snacks for a cocktail-type affair, but it works equally well for a sit-down meal.

As an hors d'oeuvre, it's sweet corn blini, little dollar-size pancakes made with cornmeal and fresh corn. You prepare the batter ahead and griddle them at the last minute. (For that matter, even if you cook them **in advance, they won't suffer much when reheated.**) **To finish them off, spoon tiny kernels of butter-stewed corn over them and dab them with crème fraîche.** It feels every bit as luxurious as caviar-topped blini.

I am a fan of eggplant soup, and this one is a winner, creamy-textured and bright tasting. Charring the eggplant gives it a smoky flavor, but as opposed to some rustic versions, the soup has a smooth texture and a lovely pale color. It gets a good squeeze of lemon juice, a drizzle of olive oil and a sprinkling of the **Middle Eastern spice mixture za'atar, made with wild thyme and sesame, now widely available.** Make sure to choose small, firm eggplants. Serve the soup chilled or hot, in small portions.

A salad of stellar tomatoes is essential, and this one has a distinctly niçoise profile. Thick slices are arranged on a platter, then topped with a garlicky chopped olive vinaigrette and colorful halved cherry tomatoes. A flourish of anchovy plays against the sweet ripeness, and scattered basil leaves are decorative as well as edible.

For something with a bit more heft and a satisfying main-course feeling, I stuffed extra-small bell peppers with a mild feta cheese and baked them with a generous handful of herbaceous bread crumbs. It is a very simple dish, but surprisingly complex-tasting, good warm or at room temperature.

As for dessert, custardy chilled panna cotta satisfies like ice cream, but doesn't melt, and so is easier to serve. The addition of coconut milk and cardamom is a nice twist, and juicy berries and nectarines, with a hint of ginger, a delicious accompaniment.

The great thing about this menu (or a couple of great things): absolutely everything can be prepared in **advance. And every dish is colorful and seasonal. You'll want to remember it in a few months when the weather is frightful.**

edible

MANHATTAN

Today, For the First Time Ever, Union Square Greenmarket Welcomes a Distillery

By Claire Brown October 17, 2014

Orange County Distillery is the first distillery ever permitted in a Greenmarket farmers market.



Credit: Facebook/Orange County Distillery

Today at Union Square Greenmarket, Orange County Distillery is selling their spirits in the market for the first time. They've brought local whiskey and vodka today, but the two guys behind the operation are already familiar faces to many Greenmarket shoppers.

John Glebocki is the co-owner and a fifth generation farmer in the Black Dirt region, and his business partner Bryan Ensall owns a lawn care franchise. These two are solely responsible for every aspect of the production process; John grows the sugar beets and corn on the farm, and the distillery consists of a garage-sized building that overlooks acres and acres of farmland.

Their website features a maps plugin that lets visitors explore Glebocki's farm and see the specific plots where they grow the rye, corn, beets and botanicals. Their lineup will soon expand to include bourbon and gin. Right now you can only find them at market and at the distillery by appointment only, but visiting the farm is worth the trip — you can smell the beets as they cook down and see them pulled fresh from the ground, still caked with that famous black dirt, and begin to understand the huge transformation they undergo in the week between the harvest and the bottle.

GRUB STREET



Greenmarket Ramps Are Here

By Alan Sytsma

April 10, 2014



Hype-backlash aside, Grub will state for the record that we enjoy ramps quite a bit (they are especially good when they're chopped, sautéed in butter, and mixed into scrambled eggs), but we also appreciate the fact that they mean it's thankfully, finally, spring. And so, it is good news that the Greenmarket's Twitter account sent out a message this morning indicating that the season's first local ramps go on sale today.

Head over to 114th and Broadway if you want them, or wait like three days, when they're sure to be available from every other Greenmarket vendor.

STRATEGIST

BEST BETS: FIVE
FIRST-GRADE

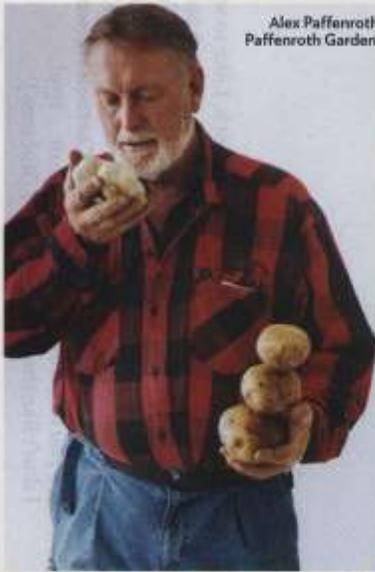
LOOK BOOK: THE ENERGETIC
FOOD: A LOCAL THANKSGIVING

THE BEST BET

If a normal turkey is good, then a grass-fed, broad-breasted white turkey from Snowdance Farm in upstate Livingston Manor is better. That's the idea, anyway, behind "Local Thanksgiving" (page 62). In keeping with the current culinary rage, we've assembled a Thanksgiving feast of ten dishes created entirely by local-ingredients-obsessed chefs using raw materials supplied solely by area purveyors. Sure, locavoryism as secular religion can be a bit tedious. But fresh, free-range roast turkey? We think we've made our point.

FOOD STYLING BY ALISON ATTENBOROUGH. PROP STYLING BY STELLA YOON. ASTER DE VELLETTE PORCELAIN FROM JOHN DEBRIAN COMPANY. LINED TABLECLOTH, CARAFE AND DECANTERS FROM MOON RIVER. CHATEL, IRISH-IRE SILVER PLATWARE & TRAY FROM JAMES ROBINSON. GLASS CLOCHE BASES FROM SUR LA TABLE. WHITE FABRIC CANDLES FROM FISHS BODY.

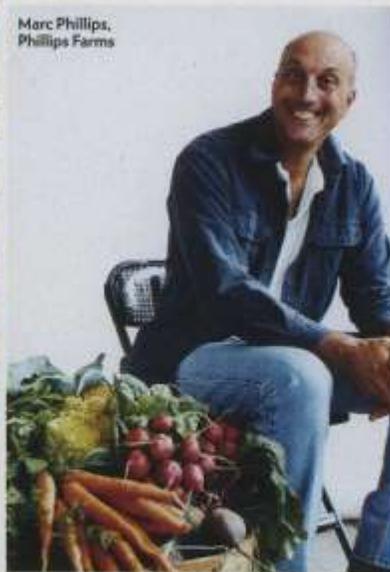
HOLIDAY FOOD 2008



Alex Paffenroth,
Paffenroth Gardens



Marc Phillips,
Phillips Farms



A Local Thanksgiving

A soup-to-nuts plan for a homegrown holiday meal.

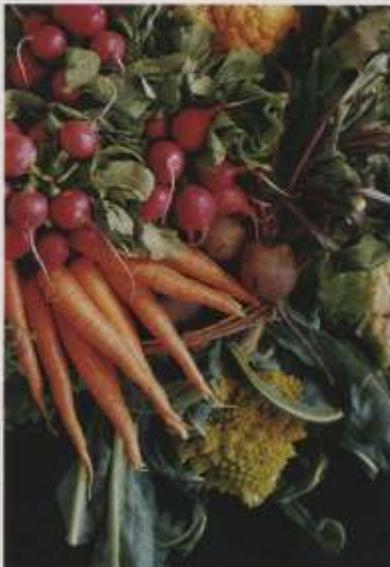
BY GILLIAN DUFFY



Michael Yezzi and
Jennifer Small,
Flying Pigs Farm



Marc Jaffe,
Snowdance Farm



Susie Darr,
Cherry Lane Farm



FOOD STYLING BY ALISON AT HICKBOOTH



Ted Blew,
Oak Grove
Plantation



Chris Quartuccio,
Blue Island
Oyster Farm



Ken Migliorelli,
Migliorelli Farm



Jim Kent Jr.,
Locust Grove
Fruit Farm



The Pilgrims, of course, were locavores, and now, after decades of factory farming and MSG, we've come full circle. Eating minimally processed food from nearby sources has become a New York, and national, obsession. In that spirit, we've assembled "A Local Thanksgiving"—a complete holiday feast, created by the most ingredients-driven New York chefs and sourced from area farmers (pictured). Yes, you may pay a bit more, but what you lose in parsimony you gain in ecological correctness and, most important, deliciousness. Besides, here's something else the Pilgrims understood: Even in a world of tight resources, there are occasions when a small splurge is exactly what one needs.



Chris Kaplan-
Walbrecht,
Garden of Eve

FOOD

Butternut's Just the Beginning

GUIDE

Hurricane Irene took its toll on the local crop, but soup-makers and pumpkin-carvers still have plenty to work with. Below, the haul from one recent trapse through Union Square Greenmarket—and some buyer's tips for the cucurbita connoisseur.
BY ROB PATRONITE AND ROBIN RAISFELD



1. ORANGE HOKKAIDO
Super-squash-tasters detect notes of chestnut in this teardrop-shaped Hubbard relative, which resembles a ridgless pumpkin and also goes by the name rei kuri.

2. BUTTERCUP
Essentially a sweet potato trapped in the body of a winter squash, with a fine-grained, bright-orange flesh and an exceptionally sweet flavor. Halve it, bake it, add butter, and you may never look at another squash again.

3. SUGAR PUMPKIN
Save those giant field specimens for the front porch or the state fair; this is the pumpkin you want for pumpkin pie.

4. HUBBARD
Get out the wheelbarrow—this toothsome behemoth can weigh over twenty pounds, but proves that in the world of winter squash, bigger is sometimes better.

5. DELICATA
Among the tastiest of all winter squashes, with sweet and starchy, non-stringy flesh. It's great steamed or roasted, even better sliced into rings and deep-fried the way Dan Kluger has done at ABC Kitchen.

6. CARNIVAL
Like Acorn, a good single-serving-size squash with dense texture and pleasingly sweet meat.

7. KABOCHA
If you've had tempura, you've likely had Kabocha, a word which generically means "squash" in Japanese, but specifically refers to a Butternut-like variety that's rich, sweet, and densely textured.

NEW YORK



8. ROUGE VIF D'ETAMPES

The model for Cinderella's coach, they say, and an heirloom variety long loved by the French more for its chic style than its stringy substance.

9. TURK'S TURBAN

A close relative of the Buttercup, but not as sweet or tasty. It makes a fine centerpiece, though, or a first-rate paperweight, provided you have a gigantic desk.

10. ACORN

Size-wise, it's the anti-Hubbard. The deep-green-black variety pictured is called Table Queen, and it lives up to its name in its dominance over the domestic squash market.

11. CHEESE PUMPKIN

A real looker but a poor performer in the taste and texture department, this tropical variety's named for its resemblance to a wheel of fromage.

12. SWEET LIGHTNING

Not just a pretty face, these Delicata cousins are high in sugar and have smooth, creamy flesh. Poke some holes in one and toss it into the office microwave for lunch.

13. BUTTERNUT

There is little you can't do with this multipurpose squash: Bake it, simmer it, steam it, or make soup. Beneath the distinctive bell-shaped, beige-hued shell, the deeper orange the color, the sweeter the flesh.

Photograph by Danny Kim



Last Chance Foods: Miracle or Just Moringa?

Friday, August 23, 2013

By Joy Y. Wang : WNYC Producer



Moringa at Conuco Farm in New Paltz, NY (GrowNYC)

The phrase “miracle food” smacks of low-budget internet ads that promise easy solutions to diabetes and belly fat. Recently, though, it’s been used to describe *moringa oleifera*, a tropical plant that native to the Himalayas.

While individual definitions of “miracle” may vary, one thing is for certain: Moringa is now available at the Fort Greene farmers market thanks to farmer Hector Tejada of Conuco Farm in New Paltz, N.Y. The reason Tejada and many other hold moringa in such high esteem is because it is nutrient-dense and easy to grow.

Moringa is high in vitamin A, C, and B, says Christopher Wayne, the beginning farmer coordinator for GrowNYC’s FARMroots program. It has a sharp earthy flavor reminiscent of radishes or arugula. He added that doctors throughout the world are recommending the iron-rich plant for patients suffering from anemia and investigating its benefits for nursing mothers.

“It has a higher nutrient value in certain cases than things like spinach and carrots, and has incredible usage as a potential poverty aversion nutrient piece,” Wayne said. “It grows in marginal soils, in very arid, dry, sandy soils. So in places like Africa and other developing countries, it’s really valuable and important to... anti-poverty and nutrition-based exercises going on there.”

The moringa growing in upstate New York is notably different than the stuff that grows wild in places like the Dominican Republic. Since the growing season for the plant is much shorter here, it must be replanted every year and only produces small leaves. Tejada says he’s going to try and move some plants indoors this year during the colder months, but isn’t sure whether they will survive.

“[In New York,] it’ll never produce the kind of large seed pod that it’s most famous for,” Wayne explained. “[It’s] a long spindly kind of horror movie finger-looking seed pod that’s really popular in soups.” Instead, he said that Tejada decided to adapt and just grow the leaves. It’s been well-received among Fort Greene residents, and Tejada often sells out fairly early in the day.

The leaves can be used fresh or dried. The dried leaves are used in tea or ground up and put in capsules. “The fresh leaf itself, which you guys still have a chance to go out and get right now... is really nice,” Wayne said. “It’s confetti-sized, so it can kind of be sprinkled on top of a salad. It can be added to a fresh soup as a garnish. We mix it up in a raw fava bean recipe and mixed in some... cilantro with it.”

Tejada says he adds some of the leaves to his morning smoothies. Another idea he shared is to use the leaves with sautéed corn. Get the recipe for that below.



THE TALK OF THE TOWN

'Oh, near the Barclays Center.' Not 'near the Brooklyn Bridge' or 'near the Navy Yard.' The Barclays Center is the new heart of Brooklyn. My business will get something even from the vapors of it all.'

—Ian Frazier

DEPT. OF AGRICULTURE INDIGENOUS



One of the only farmers in New York City raising crops that are native to central Mexico is Gudelio García. His plot, called El Poblano Farm, occupies about an acre on Staten Island, in New Springville. It is part of Decker Farm, which has been cultivated since the early eighteen-hundreds. The herbs and vegetables that García grows he sells at farmers' markets and to restaurants such as Bear Restaurant and Bar, in Long Island City. Lonestar Taco, a stand at the New Amsterdam Market, near the Brooklyn Bridge, also used his produce at its pop-up restaurant in Williamsburg last month.

García grows papalo; pepicha; flor de calabaza, or squash blossom; quelites; jicama; chayote; epazote, a spicy herb that smells like gasoline; ejote; and three kinds of Mexican peppers—jalapeño, serrano, and poblano. Papalo and pepicha are similar-tasting herbs. They are used fresh, mainly in soups and tacos. Flor de calabaza is a yellow-orange flower used in quesadillas. Quelites are edible greens, and jicama is a root, something like a turnip. Chayote is a pear-shaped squash, epazote is an herb often cooked with beans, and ejote is a string bean. All of these plants are common in Puebla, where García comes from, and many would prefer more sun and heat than they receive in New York. This is the first year that García has planted chayote, and, to his delight, it thrived. So far, only two antagonists have appeared on the farm. One is deer, which arrive each night around nine, García says, and the other is wind, which recently blew down a lot of his blue corn. "The wind hit the corn and it broke," García said. El Poblano is surrounded by windrow stands of black

cherry, black walnut, oak, and elm, but it sits on top of a knoll, and the wind comes in hard off the water.

In 2010, through an organization called GrowNYC, García took a seven-week course designed to teach immigrants who know how to farm about the specifics of commercial farming in New York. The course was taught by a young man named Christopher Wayne, who paid García a visit recently. Wayne was joined by a young couple, Ken Kinoshita and Erica Dorn, who have taken an interest in García. Dorn works for Accion, a micro-lending outfit, and Kinoshita is an architect who was raised in Mexico City. García's English is serviceable but not fluent, and Wayne and Kinoshita translated his remarks.

García, who is forty-six, has a round face and a black mustache, and he was wearing jeans and a polo shirt and a straw hat with a broad brim. He said that he was brought up on a farm. At seventeen, he went to work at the gigantic Mexico City produce market La Central de Abasto. First, he hauled pushcarts, then he became a buyer and seller of papayas and watermelons. Twelve years ago, he arrived in the United States, and worked in restaurants and in construction. Mondays, he and his farmhand, Marvin Bonilla, pick

for the farmers' markets, and García and another helper, Yadira Godínez, spend the rest of the week selling. García sells at four markets: in the Bronx, at University Avenue and 181st Street, and on White Plains Road, in Parkchester; in Socrates Park, in Queens; and at 125th Street and Adam Clayton Powell, Jr., Boulevard, in Manhattan.

García pointed out pumpkins called chombo, which Mexicans grow mainly for their seeds, and he pulled aside some vines to reveal a dark-green melon about the size of a soccer ball. "Sugar-baby watermelons," he said. "I grew these in Mexico." After García extended his toe to point out some deer tracks, he, Wayne, Kinoshita, and Dorn went to sit in the shade in the corner of the field. There was a long table with a white tablecloth and chairs. Godínez, wearing shorts and a T-shirt, an apron, and a straw cowboy hat, put grapefruit soda on the table, along with bowls of salmon and chicken and flor de calabazas. There were tortillas warming on a propane hot plate. Dorn showed García photographs on her phone of La Central de Abasto. In one, some watermelons had been cut to reveal the fruit. "I did just like that," García said. "Only I made my cuts with the blunt side of the knife. It bruised the fruit and made it redder."

—Alec Wilkinson



"I think you're using lawnmower repair to avoid intimacy."

First Nighttime Farmers Market Brings Fresh Food to Harlem Workers

October 12, 2012 7:59am | By Victoria Bekiempis, DNAinfo Reporter/Producer



HARLEM — The first nighttime farmers market in Harlem brought fresh produce to shoppers usually too busy to make it to the stalls.

The pop-up Harlem Greenmarket took place on West 117th Street and Frederick Douglas Boulevard, from 4 p.m. to 9 p.m. Thursday, and aimed to offer fruit and veg to the working crowd who can't shop during regular daytime hours.

"It's a great opportunity for Harlem," said Laki-sha Alvarado, 34, a social services worker.

"We really don't have any fresh fruits and vegetables. I'm bringing my daughter out to see what fresh fruit looks like and where it comes from."

Adam Fachler, 26, a teacher and neighborhood resident, thought Thursday's market was a rare treat. His schedule never allows him to shop during the day, he said.

"This type of local, sustainable, organic food, it's very important to me," said Fachler. "I hope that they have more of these in the future."

In addition to produce, sellers offered cheese, flowers and baked goods, as well as specialties from neighborhood eateries. Kids also got to play in a pumpkin patch and have their faces painted.

The organizers included GrowNYC, Fredrick Douglass Boulevard Alliance and Manhattan Borough President Scott Stringer.

Michael Hurwitz, GrowNYC's greenmarket director, said the idea came from the success of other cities' nighttime markets.

He said he hopes that it will continue, at least on a quarterly basis.

Stringer called the empty lot used by the market — typically the site of the Treasure Chest Flea Market — a blank canvas for the community.

"Tonight, we're painting this canvas green by transforming it into a showcase for local businesses, farmers, and entertainers," he said.

"With its evening and nighttime hours, New Yorkers who work into the late evening can still pick up healthy produce on the way home."

Beer Garden and Food Vendors to Pop Up at Union Square 'Nightmarket'

By Heather Holland
June 5, 2014

UNION SQUARE — The Union Square Greenmarket will stay open late on Friday for Nightmarket, an event featuring freshly made small plates and a pop-up beer garden.

In addition to the regular farmers market vendors, 12 restaurants will set up booths offering dishes for \$5 to \$10 each, and a temporary beer garden will offer Brooklyn Brewery's **Greenmarket**

Wheat, KelSo's **Rhubarb Gose** and local hard ciders and wines, said Liz Carollo, spokeswoman for GrowNYC, the nonprofit that operates the greenmarket.

"People sometimes come through the market and want to purchase prepared food, and since we can't provide that on a daily basis, we decided to do it for one night," Carollo said. "It will let people relax and hang out at the market."



Nightmarket, which runs from 4 to 8 p.m., also celebrates the launch of "The New Greenmarket Cookbook" by Gabrielle Langholtz, with recipes based on ingredients from the market.

Jimmy's No. 43, one of the restaurants participating in Nightmarket, will serve a brisket taco based on a recipe in the cookbook, made with wine-marinated brisket served on a soft corn tortilla with pickled onions and crème fraîche.

"I'm marinating the brisket for three days in wine, spices, onions," said owner Jimmy Carbone. "Then I'm slow cooking it overnight in our Jimmy's No. 43 'summer rig' smoker."

Rouge Tomato will serve its Green Burger, made with grass-fed beef, salsa verde, wild arugula, tomato, red onion and avocado "mayo" for \$8, in addition to a vegetarian burger, a carrot gazpacho, rhubarb lemonade and strawberry oatmeal cookies, a spokeswoman for the restaurant said.

And Union Square's newly launched The Pavilion will be dishing up seared tuna sliders with wasabi coleslaw and microgreens, Carollo said. Other participating restaurants include Back Forty/Back Forty West, Clarkson and Northern Spy Food Co.

For entertainment, 79-year-old musician Ray Mantilla from the Jazz Foundation will play Latin Jazz with a backup band near the beer garden, Carollo said.

"This will be a great way of promoting the market for the rest of the summer," Carollo said. "We'll be catching people right after work, so it'll be a happy hour time."

Nightmarket will run from 4 to 8 p.m. June 6 in Union Square.

Low-income New Yorkers use food stamps at city's open-air food markets, show need for fresh produce

By Erin Einhorn | DAILY NEWS CITY HALL BUREAU

Monday, January 3, 2011



Heirloom tomatoes at the Union Square Greenmarket are among the fresh produce that low-income New Yorkers are able to purchase with the help of food stamps.

Farmers' markets aren't just for yuppies who love artisanal cheeses anymore.

Open-air greenmarkets are now a destination for low-income New Yorkers, who spent more than \$500,000 in food stamps last year at 40 markets around the city.

That's roughly twice the \$251,000 in food stamps spent at greenmarkets in 2009.

"This unequivocally proves that low-income people desperately want fresh fruits and vegetables," City Council Speaker Christine Quinn said. Quinn made access to greenmarkets a priority when she became Council speaker five years ago and has put \$1.3 million of Council funds since 2007 into buying machines that the markets can use to process food stamps.

"We're getting quality food to low-income people, many of whom live in neighborhoods without good supermarket choices," she said. "There's also half a million dollars that upstate and regional farms are now getting that they otherwise wouldn't be."

Fresh fruits and vegetables have long been out of reach to the city's poorest residents, said Bronx Councilwoman Annabel Palma, who heads the council's General Welfare Committee and was raised by a single mom who used food stamps.

"To buy more on the economical side, you end up buying cheaper, not real quality food," Palma said.

Poor access to fresh food is one factor blamed for serious health problems like obesity and diabetes that are widespread in cities like New York, where nearly 1.8 million people use food stamps - up from 1.1 million in 2005. Food stamps are accepted at 40 of the 51 markets run by GrowNYC, the largest greenmarket operator in the city. Some farmers who work in low-income neighborhoods have reported as much as 35% of their sales in food stamps, according to GrowNYC.

"It's a wonderful program for greenmarkets," said Amanda Gentile, a GrowNYC spokeswoman. "Our mission is to not only support farmers and protect farmland in the region, it's also to get the best quality produce into the hands of as many New Yorkers as possible."



01/02/2012

NY1 Exclusive: Food Stamp Use At City Greenmarkets Flourishes During 2011

By: Rebecca Spitz

As many New Yorkers make new year's resolutions to eat more healthily, the city has released statistics that show food stamp use at local greenmarkets increased by almost 25 percent in 2011. Manhattan borough reporter Rebecca Spitz filed the following exclusive report.

When Jersey Dudziak visits the Union Square Greenmarket, he gets tokens he just bought with food stamps, to use instead of cash to pay farmers for fresh, local produce.

"It allows me to buy healthy food, organic," says Dudziak.

For six years, most of the city's greenmarkets have accepted EBT (Electronic Benefit Transfer) cards which are food stamps. It is an effort co-spearheaded by the City Council and GrowNYC, which runs the city's 53 farmers' markets.

"In 2011, we saw an over 23-percent increase in the use of food stamps at greenmarkets throughout New York City. Last year, over \$600,000 of federal food stamp dollars were used to purchase fresh fruits and vegetables," says City Council Speaker Christine Quinn.

The council speaker is quick to add that roughly 75 percent of food stamp dollars went to fruits and vegetables, 20 percent went to dairy, eggs and meat and 5 percent were spent on baked goods.

"We have noticed a small increase in EBTs and state-issued checks and whatnot and yeah, it helps us out a lot," says farmer Ryan Race.

Currently, 43 of 53 farmers' markets run by GrowNYC accept EBT cards. GrowNYC says the greenmarket at Union Square had the highest number of food stamp sales in 2011, taking in \$100,000 more than it did the year before.

"That's an amazing number, it means that Union Square is really a hub for all kinds of communities, all kinds of shoppers," says Cheryl Huber of GrowNYC.

Dylan Blanchard, another food stamps user, says being able to use EBT cards is great because he wants to know where his food comes from.

"See the food and talk to the farmer about the food, how it's treated and how they grow it," says Blanchard. Local farmers says the ability to accept food stamps is really a win-win situation.

"We see everybody coming through using EBT or the credit debit token, it's a way to buy fresh local produce," says farmer Jim O'Brien. "That's a good thing."

DAILY NEWS

City has a plan to help more New Yorkers afford food, eat healthier: deputy mayor

Lilliam Barrios-Paoli, deputy mayor for health and human services, says tackling food insecurity is a top issue for Mayor de Blasio. The city is developing a campaign to connect New Yorkers with the benefits they're eligible for and providing Health Bucks for food stamp clients to use at farmers markets, among other measures.

BY LILLIAM BARRIOS-PAOLI

Monday, March 17, 2014, 11:26 PM



Lilliam Barrios-Paoli is deputy mayor for health and human services.

Few would argue with the idea that New York City is the center of the world. Home to a diverse mesh of art, culture and history, the city also boasts some of the finest restaurants anywhere. Thanks to generations of immigrants, and communities that continue to call New York home, we offer more variety than perhaps anywhere else.

But while we're a thriving metropolis that is proud of its rich culinary depth, New York has too many residents who are unable to even eat. For too long, the needs of the most vulnerable have been ignored. Those days are over — and we have a plan.

More than a third of New Yorkers struggle to afford food. That means children are hungry at school, parents working multiple jobs cannot provide for their loved ones, and families must sometimes choose between putting food on the table and paying bills.

That should not be our New York. But since the Great Recession in 2008, food insecurity has been a growing reality. Addressing this issue is a top priority for Mayor de Blasio. We will be taking concrete steps to rectify policies that have marginalized far too many.

First, we will address the contributing factors that cause people to fall into poverty. While job growth and economic prosperity are essential to reducing hunger, we must also raise the floor on wages so that workers aren't paid according to yesterday's standards.



An Electronic Benefits Transfer (EBT) station, more commonly known as food stamps, at the GrowNYC Greenmarket in Union Square.



Sam Alicia, an EBT coordinator, holds Health Bucks at the Union Square farmers market.

However, fighting hunger will take more than raising pay. That's why we have demanded a bigger commitment from city agencies to improve existing programs and establish new ones. Our Food Policy Office will work to streamline the process so that those who need these services the most have access to them.

A major tool in the fight against hunger is the Supplemental Nutrition Assistance Program, better known as food stamps. More than 1.8 million New Yorkers receive food stamps, contributing \$3.5 billion to the city's economy. But there are hundreds of thousands of others who are eligible for this aid but don't receive it. Providing more language translation, removing application barriers and coordinating outreach are measures we will focus on.



The city's Health Bucks program provides food stamp clients who shop in farmer's markets with \$2 coupons for every \$5 they spend.

The U.S. Department of Agriculture estimates that every \$1 in food stamps generates \$1.79 in local economic activity. Not only are families suffering needlessly without access to these benefits, but low-income communities lose out on more than \$1 billion each year in economic stimulus.

That's why we're developing a citywide campaign to connect with New Yorkers who aren't aware of the benefits they're eligible for, on top of our outreach to hundreds of community organizations. A fundamental goal will be to continue making it easier than ever to apply for food stamps.



A girl pays for her mother's groceries using EBT tokens at the GrowNYC Greenmarket in Union

People can apply for benefits online, and we're working with more than 70 groups to help guide New Yorkers through the application process in their communities. The interview portion of the application can be scheduled by phone as well as in person.

Eating healthier also is important. The city's Health Bucks program provides food stamp clients who shop in greenmarkets with \$2 coupons for every \$5 they spend — making it more affordable to eat healthy even on a limited budget.



Youth Greenmarkets Turn Young New Yorkers Into Health Food Vendors

07/10/2011 | By: Amanda Farinacci

A farmers market in Brooklyn is one of 13 throughout the city this summer that are providing fresh food and teaching young adults how to prepare and sell it.



A farmers market in Brooklyn is one of 13 throughout the city this summer that are providing fresh food and teaching young adults how to prepare and sell it. NY1's Amanda Farinacci filed the following report.

An 18-year-old college freshman preparing fricassee on a street corner is not an expected sight on an early Saturday morning, but it is a common sight at the GrowNYC Youth Market in Windsor Terrace, Brooklyn.

"Basically, we're using zucchini, we're using fried mustard greens, collard greens, everything to make it. And we're missing some ingredients, but it's fine. We're showing the public how to improvise," said market participant Felicia Romain.

The youth market is a farmers' market that is run entirely by young adults. Community groups all over the city helped recommend the candidates, who are then trained to operate the stand as their own small business and schooled in food preparation and nutrition.

"I'm really trying to share things with my family and my friends a little bit, because we weren't the healthiest of people," said market participant Olivia Morgan. "So now, like, I'm trying to eat a lot of meals with vegetables."

This summer, 13 youth markets will be open in all five boroughs. The food is locally grown and whatever is not sold is used as compost.

The tents are placed in neighborhoods where access to fresh fruits and vegetables is a challenge.

"It's very difficult to get stuff that's freshly grown, local and inexpensive," said resident Ilya Vett. "I love the variety that they have. I think it's really going to help us out around here."

"The more it makes sense in your life to integrate fresh foods and cooking, the better off you're going to be," said Brooklyn City Councilman Brad Lander.

Youth markets employ about 50 teens throughout the city through October. For more information about the markets' locations and hours, visit grownyc.org/youthmarket.



Food For Thought: Youth Market

July 20, 2014

One local farmers market is making a positive impact on the community and its students.

The Youth Market is one of three programs within the Grow NYC organization that brings fresh farmer's produce to inner-city neighborhoods.

The market has three missions: providing the community with fresh fruits and vegetables, providing youths with seasonal jobs and providing the farmers additional revenue.

The Youth Market runs from July through November.

It also features cooking demonstrations of healthy recipes.

Union Square Greenmarket Reopens Today at Madison Square, Other Locations Follow Suit

By Robert Sietsma Sat., Nov. 3 2012 at 10:44 AM



Same market, different location

Under brilliant sunny skies, but near-frigid temps, the Union Square Greenmarket reopened today for the first time since Hurricane Sandy. Not at its usual 14th Street location -- which is being used as a Con Ed parking lot -- but just off Madison Square at the intersection of Broadway, Fifth Avenue, and 23rd Street. Seventeen other markets came back as well in the boroughs of Manhattan, Brooklyn, Queens, and Staten Island. Perhaps most amazingly, the St. George Greenmarket in Staten Island, near the ferry terminal and not far from some massive hurricane destruction, reopened as well.



Pressed up against the Flatiron Building, Stokes Farm

For the relief of those devastated by the storm, a "Buy-a-Bag" program was up and running, offering market patrons the chance to purchase a bag of produce to be distributed through city programs to those in need. (Meanwhile, a massive food distribution program was underway from 9 a.m. to 5 p.m. at the corner of Avenue D and East 10th Street, mainly for those stranded for nearly a week in the high-rise city housing projects east of Avenue D, with no electricity, elevator service, heat, gas, or running water.)



The Greenmarket's regular location is a parking lot.

I had a conversation with Michael Hurwitz, director of the city's Greenmarket program, who was presiding at the market tent in the triangle north of 23rd Street. "We've got 32 or so farmers here, instead of the usual 75 to 80. We don't have much protein today [referring to providers of meat and dairy], because of the short notice." Apparently, the decision to go ahead with the market at the temporary location was a last-minute one, partly motivated by the return of electricity to the neighborhood yesterday.

He went on: "The Morzaik fish people are not here, either. Though Long Island was hard hit by the storm, their boats apparently sustained little damage, but the fish processing facility in Long Island City is still not operational."

Other farmers I talked to reported minimal damage, though **Norwich Meadows Farm** in Norwich, New York, sustained destruction of its greenhouses. **Stokes Farm** in Teapan, New Jersey, said storm destruction was limited to lots of downed trees.



Multi-colored baby potatoes from Mountain Sweet Berry Farm



Brooklyn Brewery gives local beer new meaning

The brewer's latest draft, Greenmarket Wheat, is a partnership with GrowNYC, and uses grains exclusively grown by farmers within 200 miles of the city.

BY LISA FICKENSCHER JUNE 19, 2013 12:01 A.M.

Brooklyn Brewery is unveiling a new beer on June 19 that is unlike all of its others. Greenmarket Wheat, as it's called, is made from products that were grown within 200 miles of New York City—in other words not in Germany, Canada, Belgium and the Midwest, where the local brewer purchases most of its grains. Its last brew, for example, a Belgian-style beer called Sorachi Ace, is made with hops developed in Japan.

The new beer is the product of a partnership with GrowNYC, a nonprofit that runs the city's 53 greenmarkets, and a number of local farms that have committed to growing wheat, barley and hops to supply local craft breweries. Brooklyn Brewery will pay GrowNYC a percentage of sales as part of a licensing deal.

Milton Glasier, best known for designing the I [heart] New York logo, created the image on the bottle.

"Up until the last couple of years, there have been no New York state grains available," said Steve Hindy, co-founder and president of the Williamsburg, Brooklyn, brewery. "And that's the point of the project, to encourage New York state farmers to grow wheat and barley."

In fact, just over the past several months, four malting facilities have sprung up in New York where there had been none before, Mr. Hindy added.

GrowNYC's mission is to provide markets for local farm products.



Brooklyn Brewery's new beer, Greenmarket Wheat, takes advantage of a new state law targeting local products. *Photo by Brooklyn Brewery.*

"This is the splashiest thing we've done so far," said Marcel Van Ooyen, executive director of GrowNYC, "and it's one the first times we've found a corporate partner to lend our name to."

Greenmarket Wheat will be sold at the Union Square Greenmarket on Wednesdays and Saturdays, as well as at several restaurants, including Riverpark, where it will be formally introduced on Wednesday. Whole Foods is also expected to carry the 750 ml bottles, which will sell for between \$10 and \$12, Mr. Hindy said.

The wheat comes from a farm in Watertown, N.Y., while the barley comes from soil in Hadley, Mass., and the honey from an apiary in Chemung County, N.Y.

GrowNYC requires that 70% of the ingredients in products sold at its markets come from local sources. Gov. Andrew Cuomo championed legislation that was passed last year to allow farmers markets to sell beer made from local products. Greenmarket Wheat will be the first major brew to take advantage of the new law.

Brooklyn Brewery has produced 500 cases, or 6,000 bottles, of the beer, which it hopes to sell year round.

Farmers couldn't be happier. "Diversifying into grains for malting barley and milling has been very good for us and for the land," said Peter Martens, owner of PM Farm, in a statement. "It helps to insulate us from the price swings that are common in commodity agriculture."

NYC Health Department launched Farm to Preschool

Wednesday, September 17, 2014
NEW YORK (WABC)

Locally grown produce is coming to 11 preschools across the city.

The New York City Health Department, along with GrowNYC and Corbin Hill Food Project, announced Wednesday the launch of Farm to Preschool. The new initiative will bring locally grown fruits and vegetables to the participating preschools, and once a week, parents, staff and community members can purchase a produce box.



"Eating habits are developed early in life, and the Farm to Preschool program helps children learn about healthy eating and where their food comes from at an early age," said city Health Commissioner Dr. Mary Bassett. Farm to Preschool sites include:

Ace Integration Head Start, 1419 Broadway,
Brooklyn Bishop Sexton Head Start, 933 Herkimer Street
Brooklyn United Community Day Care Center, Inc., 613 New Lots Avenue,
Brooklyn Mosholu Montefiore Child Development Center, 3450 DeKalb Avenue
Bronx Mosholu Montefiore Community Center Inc., 3512 DeKalb Avenue
Bronx Belmont Community Day Care Center, 2340 Cambreleng Avenue
1199 Future of America Learning Center, 2500 Creston Avenue, Bronx
Bronx Child Center of New York Escalera Head Start, 169 West 87th Street, Manhattan
Union Johnson Early Learning Center, 1829 Lexington Avenue, Manhattan
Hudson Guild Children's Center, 459 West 26th Street, Manhattan
Child Center of New York, 60-02 Roosevelt Avenue, Queens

The program is the first of its kind in New York City. The 11 sites participating in Farm to Preschool will use the federal rules in the classroom to garden with children and give them hands-on experience with seasonal fruits and vegetables.

The produce boxes cost \$10 to \$12 each. Health Bucks and Electronic Benefits Transfer (EBT) are accepted. Commitment for the season is not required.

For details on how to buy a share in your local Farm to Preschool program, call 311 or visit the Health Department website: <http://www.nyc.gov/html/doh/html/living/farm-to-preschool.shtml>.



help support smaller-scale farmers in an environment that's more and more difficult for anyone not doing industrial-scale agriculture, and increase the

PULSE

FIELD TRIPS!

Instead of the greenmarkets, visit these charming upstate farms for fresh eggs, cheese, fish and more. Then cook your goodies at home — recipes included



Mike Yezi, with one of his porcine pals, also raises chickens on his upstate Flying Pigs Farm. And their fresh eggs are nothing to yolk about.

Sharon DeGale, HANSEN SMALL PHOTO

New York Post, Saturday, April 27, 2013 nypost.com

By HAILEY EBER

PEOPL**E** often think of New York as a city, a concrete jungle with soaring skyscrapers and yellow taxis and the bright lights of Times Square,

says Will Guidara, the general manager and co-owner of Eleven Madison Park and the NoMad. "It is that, in part. But beyond that, it's rolling hills of fruit orchards and fields of grain and ice-cold waters brimming with oysters."

Guidara and his business partner, chef Daniel Humm, explore the nearby bounty in their new book, "I ♥ New York: Ingredients and Recipes." The twosome profile more than 50 local farms — within a few hours of the city — that they have worked with over the years.

"Eating local ingredients grown by people who have dedicated their lives to this craft

tastes and feels unlike anything else," enthuses Humm.

So make a day trip upstate, grab some goods from the local farms featured in the book — and get cooking with Humm's recipes. You may even meet some cuddly pigs and handsome sheep along the way.

★ Breakfast yummys at Flying Pigs Farm

Farmer Mike Yezi's hens eat



The eggs from Flying Pigs Farm are super tasty thanks to ground oyster shells in the hens' feed.

well. At his Flying Pigs Farm, he adds ground oyster shells from Marlow & Sons, whom he supplies with meat, to their feed for extra calcium. The result are eggs that Humm raves about. They have "such a vibrant yolk and a super custardy taste," the chef tells *The Post*.

And Yezi has plenty of tasty accompaniments for those brilliant yolks on offer. He currently has about 300 pigs on the 200-acre farm, and he sells everything from butt bacon to sausage to pie dough made with butter and pork lard. The latter is one of his favorite offerings. It "just makes it too easy to make a pie," he says.

246 Sutherland Road, Shushan, NY; call ahead to visit, 518-222-5166, flyingpigsfarm.com

HAM & EGG SANDWICH

- Preheat the oven to 350 degrees.
- Build four sandwiches from 8 slices of 1/4-inch-thick rye bread, 1 pound sliced Gruyère-style aged raw cow's milk cheese (Humm suggests ordering Rupert cheese from Vermont's Consider Bordwell Farm) and 1 pound thinly sliced smoked ham.
- Layer cheese above and below ham.
- Before placing the top slice of bread on the sandwich, use a 2 1/4-inch round cutter to punch a hole through the ham, cheese and the bottom piece of bread.
- Remove the circle scraps. Top each sandwich with



an unpunched slice of bread. ● Spread butter on both sides of the sandwiches. Heat 1 tablespoon canola oil in a large cast-iron skillet over medium-low heat (use two skillets if necessary to hold all four sandwiches). ● Place the sandwiches, hole-side down, in the skillet, and reduce the heat to low. Cook until golden brown, 3 to 4 minutes. ● Flip the sandwiches and crack 1 egg into each hole. ● Transfer the skillet to the oven and bake until the egg is cooked and the cheese is melted, 10 to 12 minutes.

TURN PAGE FOR MORE FARMS AND RECIPES

IT'S FARM MADE — FOR

FROM PAGE 25

★ Fruits and veggies at John D. Madura Farms

John D. Madura grows nearly 100 different types of fruits, vegetables and flowers on his 300-acre farm. Among them are rare offerings such as red okra, round carrots — “they’re like baseballs” says the 45-year-old farmer — and salsify, a root vegetable with an oyster-like taste.

“It is a truly unique vegetable that many haven’t tasted but that is really easy to like,” says chef Humm. It “pairs beautifully with many other flavors.”

Salsify doesn’t come into season until early fall. Until then, you can grab some of Madura’s current crops — parsnips, onions, salad greens or starter plants and flowers — at his roadside J.A.D.S. Farm Market. With so many offerings throughout the year, Madura insists he doesn’t have a favorite. “I like them all.”

Intersection of County Route 1 and Glenwood Road, Pine Island, NY; johnmadurafarms.com; open April to December, 9 a.m. to 5 p.m. daily.



Briana Roglin picks up plants — basil and tulips — among her finds at the J.A.D.S. Farm Market, which also sells homemade honey and just-harvested onions.



CARAMELIZED SALSIFY WITH APPLES



● Slice 1 apple into wedges and another apple lengthwise into 1/4-inch planks. Slice 2 pears lengthwise into 1/4-inch planks. ● In a medium sauté pan, heat 2 tablespoons of canola oil over high heat and add 8 salsify stalks, peeled and cut into varying lengths. ● Sear for 2 to 3 minutes on each side, rolling to ensure even caramelization. ● Lower the heat, pour off the excess oil, and add 2 tablespoons butter, 2 crushed whole garlic cloves, and 3 thyme sprigs. ● Roast the salsify for 2 to 3 minutes and remove from the heat. Pour out the excess butter, add 1/4 cup chicken stock, and simmer until tender, 3 to 4 minutes. ● Transfer the salsify to a plate. Repeat the caramelization process with the apple wedges and planks and then with the pears, omitting the stock and cooking the fruit until just tender. ● Finish the seared salsify, apples and pears with the lemon juice, and season with salt to taste. Spoon apple sauce onto four plates and top with olive oil. Arrange the caramelized apples, pears and salsify on the plates. ● Add 1 roasted garlic clove to each plate and top with apple chip topping. (For apple sauce, apple chip and roasted garlic recipes, go to nypost.com/entertainment/food.)

Photo: Michael/Amesbury Farm



Lynn Fleming says when she treats her goats right — with love — they return the favor with tasty, fresh milk, which she uses to make various cheeses and yogurts. Fleming also keeps chickens at her dairy farm.

★ Chèvre and goat's milk at Lynnhaven goat dairy

Lynn Fleming reveals that her renowned goat cheeses have a secret ingredient: love. “That sounds cutesy but ... it’s true,” says the 53-year-old farmer and former equestrian. “These goats provide for us, so they get the best of everything.”

Her affection for her animals and devotion to using fresh milk in her dairy products add up to a winning recipe. “Her cheeses [are] unlike anything [I’ve] ever tasted,” says author and chef Daniel Humm. “She is just so dedicated to her product and to her goats.”

Visitors to Fleming’s 9-acre farm can meet her beloved Nubian and Lamancha goats — she’s even named them, so you can say hello to Albore, Never, Stotny and friends — along with chickens, ducks and geese. The goats have more personality than you might expect. “They’re smarter than any dog,” boasts Fleming. And “they’re more independent than any cat, yet they still want to be your friend.”

414 Church Road, Pine Bush, NY; call 845-744-6089 for appointment; lynnhavennubians.com; goat cheeses and yogurts and chicken and duck eggs available for purchase.

FRESH GOAT'S MILK CURD WITH SUMMER BERRIES AND BEETS

● Preheat the oven to 400 degrees. Place 7 baby beets, rinsed, in a small baking dish. ● In a bowl, combine 2 cups olive oil with 1/2 cup red wine vinegar, 2 tablespoons sugar and 2 cups of water. Season with salt. ● Pour the mixture over the beets and cover the baking dish with aluminum foil. Roast the beets until tender, 40 to 50 minutes. Remove from the oven, cool and peel. Leave 4 beets whole and quarter the remaining ones. ● Make the fresh goat's milk curd. In a medium saucepan, combine 4 cups goat's milk and 2 cups cream, and bring to 185 degrees over medium heat. ● Season with salt. Add 2 tablespoons lemon juice and allow the temperature to climb to 190°F. It will take 15 to 20 minutes for the curds to develop. Gently stir the mixture with a spatula until the curds separate from the whey. ● Remove from the heat and carefully drain the curds



in a colander lined with a quadruple layer of cheesecloth. Set over a large bowl and drain overnight. Transfer to a container, cover and refrigerate. ● To assemble the dish, shave 1 raw baby beet on a mandoline into 1/4-inch slices. Spoon fresh goat's milk curd into the middle of each of 4 plates. Top the shaved beet, raspberries, blackberries, red currants, roasted baby beets and strawberries with olive oil and salt to taste. ● Arrange around the curd and garnish with flowering mint. Finish with additional olive oil and pepper.

YOUR TABLE



These hardworking sheep at Old Chatham Shepherding Co. have earned a graz.

★ Sheep's cheeses and yogurts at Old Chatham Shepherding Company

Ever wonder if blue cheese is really blue? Want to know what sheep are good for besides wool? Learn the answers at this picturesque 600-acre farm in Columbia County. "There will always be someone around to guide you or answer questions," says Matt Ranieri, the vice president of operations.

Or you can just figure it out for yourself by watching the daily milking demonstrations (with sheep) and less-frequent blue-cheese production.

TMP just sit back and relax at the picnic area where visitors can enjoy lunch and try some of the fresh sheep's yogurt and cheeses on offer.

"There are about 1,000 sheep that are out roaming around and just grazing, so it's pretty beautiful," says Ranieri. "It all tastes as good as it looks. 'Their yogurt is smooth and incredibly thick,' Hamm says. "It is not too tangy, with a good ganney flavor that is not overpowering."

155 Shaker Museum Road, Old Chatham, NY; 888-743-3760, blacksheephese.com; visitors accepted at anytime, milking demos at 9 a.m. and 3:30 p.m., self-serve cheese store open 24/7



Tuck into a fresh slice of sheep's cheese at Old Chatham Shepherding Co.

★ Fresh and smoked fish at the Beaverkill Trout Hatchery

Five generations of the Shaver family have raised trout in the dirt ponds dotting this remote hatchery. Sherry Shaver, 52, her cousin Frank Shaver, 50, and her son Philip Bellows, 36, don neoprene overalls to get into the ponds to harvest the fish, measuring and counting each little swimmer by hand. "It's as close to nature as you can get," says Shaver. "It just makes for a better fish rather than coming right out of concrete [tanks, like at more commercial hatcheries] to the table."

Visitors can catch their own fish in the hatchery's fishing preserve, and Sherry says your chances of hooking a trout are just about guaranteed. "We like to keep it stocked right up," she says. Fresh and smoked trout are also available for purchase from the fishing shack.

Make sure to take something home. The hatchery's use of the nearby river's cool, clean water makes for "a local terroir that gives the trout a subtle but particular flavor," enthuses Hamm.

22 Alder Road, Livingston Manor, NY; 845-429-4942; fishing reserve open Saturdays and Sundays, 8 a.m. to 5 p.m., starting in May; bring your own equipment, \$3.50 to \$6 per pound for fish caught



Sherry Shaver

Sherry Shaver (above), a fourth-generation trout farmer, harvests fish by hand at the Beaverkill Trout Hatchery (left), where visitors can reel in a catch out of a stocked pond.



CUCUMBER TAGLIOLINI

● Peel 6 English cucumbers and slice lengthwise on a mandoline into $\frac{1}{8}$ -by- $\frac{1}{8}$ -inch strips that resemble tagliolini pasta. In a small bowl, whisk together 1 cup creme fraiche and 8 teaspoons lime juice. Season with salt and cayenne pepper to taste. Toss the cucumbers with $\frac{1}{2}$ of the creme fraiche dressing and reserve the remainder to finish the plate.

● Divide the dressed cucumber tagliolini among four plates. Break 4 smoked trout fillets (buy or go to nygoat.com for smoked trout recipe) into 3 pieces each. Top each plate of cucumbers with three pieces of trout. Cut 8 cucumbers in half and arrange around the trout. Place 2 flowering cucumbers on each plate. Garnish with dill sprigs, flowering dill and reserved creme fraiche.



Charmaine



SHEEP'S MILK YOGURT WITH GRANOLA

● Preheat the oven to 300 degrees. In a large bowl, toast $2\frac{1}{2}$ cups old-fashioned rolled oats, 1 cup slivered almonds, 1 cup unsweetened coconut chips, $\frac{1}{2}$ cup shelled pumpkin seeds, and sea-salt to taste. In a small saucepan over medium heat, heat $\frac{1}{2}$ cup loosely packed light brown sugar, $\frac{1}{2}$ cup olive oil, and $\frac{1}{2}$ cup maple syrup until the sugar is dissolved. Fold the sugar mixture into the oat mixture, evenly coating all of the dry ingredients. ● Spread out onto a rimmed baking sheet and bake in the oven, stirring every 5 minutes, until dry and lightly golden, 15 to 18 minutes. Remove from the oven and fold in the $\frac{1}{4}$ cup golden raisins. Allow to cool before serving with yogurt and fresh fruit.