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.
It had been nearly 16 years since this part of Lower Manhattan had seen a farmers’ market like this. Bunches of dried and fresh lavender. Vodka made from locally grown purple potatoes. Hand-spun maple syrup cotton candy. And rows and rows of geometrically stacked root vegetables: watermelon radishes, turnips, red beets, yellow beets, rainbow chard, mustard leaf, at least three different varieties of kale.

The morning of June 20 was the first since Sept. 11, 2001, that vendors officially returned to the area where the once-renowned World Trade Center market operated. To the dozens of office workers passing through the plaza where the new market is, just east of 1 World Trade Center and on the north side of the Oculus, it looked like just another artisanal greenmarket.

A young French seller in a stall from Consider Bardwell Farm in Vermont was surrounded by rounds of cheese and small jugs of maple syrup. He cut samples of Danby, a raw goat-milk cheese aged for six months, urging passers-by to try it and the stinkiest varieties of his other samples. A liquor purveyor from central New York, 1857 Spirits, offered shots of its Blue and Red small-batch vodka, suggesting a summer drink with muddled lemon basil.

But among the colorful, trendy and, at times, fanciful offerings stood several farmers who had witnessed the attack, and who knew well the magnitude of the market’s reopening here.

Kernie Kernan, 47, a fourth-generation farmer at Kernan Farms in Bridgeton, N.J., recalled that he arrived early on Sept. 11, anticipating a typical day: rush hour sales between 7 and 9:30 a.m., another rush at lunch, then one more in the afternoon. He would usually cap his day by getting a slice at Pronto Pizza on Liberty Street, taking a bag of tomatoes to the counter guys.
The World Trade Center market was one of the first to open in New York City; Mr. Kernan’s father was there for the first day in 1984, and as a teenager Kernie was always energized by the “hustle and bustle,” he said, of the scene at the World Trade Center. “It was a different kind of market,” he recalled recently. “The other ones felt like work; this was always my favorite.”

At 8:46 a.m. on Sept. 11, Mr. Kernan was facing the twin towers and talking to his fiancée when he heard a noise that sounded like a bomb, but he could not see what was happening. “Papers on fire were flying down from the sky,” he said.

Ron Samascott, 63, of Samascott Orchards in Kinderhook, N.Y., who was also there that day, recalled his last shift at the World Trade Center market.

“We got there at 6 a.m. with a big setup,” he said as he unloaded mounds of snap peas and bunches of asparagus. “September is the biggest time for farmers’ markets. Summer vacation is over and there’s a lot of produce available. Our truck was full of produce, we had a big display and I heard jet engines, like we were on a runway. It sounded like the pilot was too close and that he was accelerating.”

Mr. Samascott said his first reaction was to run, but he didn’t know where to go.

“I could see the tower on fire, flames were coming out already and within less than a minute debris was all around us; insulation was covering our apple display,” he recalled. “We weren’t sure what was happening. Some people said it was a missile, but people came out of the building and wanted to buy corn and apples, and we were selling stuff for the next 15 minutes or so and then we heard the next plane. And I thought, ‘Oh man, this is not the place to be.’”

He grabbed the $1,500 he made before the attacks and started walking north with thousands of others. “There were farmers that stayed and tried to pack everything up, and they couldn’t get their truck out anyway,” Mr. Samascott said. “And they were there for all that dust. I never thought the buildings would fall.”
Mr. Kernan said he and other workers from his farm fled toward the Brooklyn Bridge. Halfway across, Mr. Kernan ran into Tom Strumolo, now 70, who was at the time the director of the Greenmarket program, now GrowNYC, which operates the city’s greenmarkets. Mr. Strumolo had been working in Brooklyn at the Cadman Plaza greenmarket that morning.

The market at the trade center he said, “was right at the base of the south tower, and those buildings went down in a straight line and everything was just crushed and destroyed.” But all of the farmers and vendors got out, he said.

In the years that followed, he and community organizers tried to reboot the market in other downtown locations. They set up shop in Zuccotti Park and City Hall Park, but neither could match the scope of the old greenmarket. There were not enough customers to make a profit. Construction prevented consistent foot traffic, and new downtown security regulations made it nearly impossible to drive a truck to the locations. Soon those attempts petered out.

“The community really wanted this market back,” said Jessica Lappin, president of the Alliance for Downtown New York, a business improvement district.

Now that the market is indeed back, Mr. Samascott and Mr. Kernan are cautiously optimistic about its future. They worry about the foot traffic and whether tourists will be interested in buying Swiss chard or turnips.

The market had faced security challenges after the 1993 bombing at the World Trade Center. Now, once again, it has adjusted. Farmers are required to go through multiple security checks with waist-high barriers just to get to the plaza to unload their goods. They have to pass three identification points as well, and their trucks have to drive underground for a full X-ray.

While unpacking maple caramel popcorn, Becca Holscher, a new vendor from Roxbury Mountain Maple in upstate New York, said: “This market feels brand-new. When we first got into greenmarkets, this is the one we wanted to be in, but it had just shut down because of 9/11 so we ended up at the Union Square market.”

She set up her cotton-candy spinning machine, a metal contraption that she had alerted security about. And that security was noticeable around the market: officers from the New York Police Department and the Port Authority police force, and employees of private companies.
She set up her cotton-candy spinning machine, a metal contraption that she had alerted security about. And that security was noticeable around the market: officers from the New York Police Department and the Port Authority police force, and employees of private companies.

But on opening day none of that seemed to affect the traffic at the greenmarket, which will be open every Tuesday through November. Office workers and construction foremen browsed the goods. One woman who said she worked in finance bought strawberries and apple-cider doughnuts to share with office mates and asparagus to cook at home. A budget analyst for the city picked up her morning muffin and juice on the way to work, with plans to return for lunch.

“It’s a little eerie coming back, but I love it,” Mr. Kernan said. “If people know we’re here, we could do well again.”
As a child, Chris Wayne grew up watching his father tend to his 40-acre farm on the outskirts of Danbury, Connecticut. While his dad ran maple syrup lines from their trees and rotated chrysanthemums and tomatoes, Wayne picked rocks and dug holes for fence posts, and took the occasional ride on a tractor. This was the early 1990s, though, and back then, Wayne tells Fast Company, the idea of “agriculture as a sexy, cool occupation had not taken hold yet”; Agricultural dating site Farmers Only wouldn’t come on the scene until 2005. After leaving the farm for college, “I distanced myself from it to a certain extent,” Wayne says.
If, in 2007, you had asked a recently graduated Wayne where he saw himself in a decade, he would not have said managing the farmers’ technical assistance branch of GrowNYC, New York City’s network of farmers’ markets and sustainability resources. But as the director of FARMroots, GrowNYC’s wide-ranging incubator program that offers free support for both new and established farmers, Wayne has watched the industry transform into a viable career for people in the tri-state area, and has seen over 300 aspiring and experienced farmers move through the program.

It was the two years Wayne spent in Costa Rica after college that changed his mind about the agriculture industry. He traveled there for a gig as a carpenter on a home construction project, but while he was there, his Costa Rican neighbor asked if there was anyone who could help out on his farm. Recalling his childhood experience, Wayne volunteered. He was paid in meals and conversation. “I kind of rediscovered a love and respect for the occupation of farmer and agriculturalist,” he says. When he returned to New York in 2009, he interviewed for a job at GrowNYC, and spent a season managing Greenmarkets (GrowNYC’s farmers’ market network) in Manhattan.

At the time, GrowNYC ran a program called the New Farmers Development Project, whose primary mission was to support immigrant farmers in the “Greenmarket region,” roughly defined as a 200-mile radius extending out from Poughkeepsie, New York and touching eight states. Recognizing Wayne’s Spanish language skills, GrowNYC hired him as an associate for that program. While across the U.S., interest in farming as an occupation had fallen—the average age of farmers and ranchers throughout the whole country is nearing 60, and not getting any lower—younger immigrants were arriving in the tri-state area with incredible agricultural skills from their home countries, and a real desire to pursue farming in the region, but often without the resources to turn that knowledge into a successful business. “The small-scale agricultural operations here are almost vertically integrated—as the operator of a farm business, you not only produce the product, but you also have to distribute, market, and run various integrated components of the business,” Wayne says. “That can be overwhelming for a lot of new entrepreneurs; when you add in cultural and language differences it’s doubly so.”

Between its founding in 2000 and 2010, around 160 immigrants went through the New Farmers Development Program and learned the day-to-day basics of running a small-scale farm in the U.S.,
from how to assess land to generating an income statement and accessing capital; around 20 started their own farm businesses.

But in 2011, Wayne and the team at GrowNYC began to notice a change in farming and agriculture’s cultural currency. “More people were starting to consider agriculture as a viable career and something that connected them to their food and the natural environment and matched with a value system they were starting to develop,” Wayne says. While previously, the majority of people who wanted to start farm businesses were immigrants, “around that time we began to notice a real uptick in interest in agriculture careers from a whole range of different people,” Wayne says. For other low-income and socially disadvantaged populations like women and people of color, in particular, farming could provide a real economic opportunity.

GrowNYC launched FARMroots in 2011 as a way to open the door wider to the resources it had to offer the regional farming community. The New Farmers Development Program became the Beginning Farmer Program, which includes an eight-week course that covers how to scale up small-scale ventures, manage finances, and market products to any aspiring farmer, as well as a shoulder-to-shoulder mentoring program that connects new farmers with more established business runners. A grant from the USDA’s Beginning Farmer and Rancher Development Project allows FARMroots to offer the program free of charge. (There is technically a sliding scale of up to $200 for the course, but, according to Wayne, “it’s not heavily enforced at all.”) Women make up around 60 to 70% of each class—a huge step forward for an industry in which women have been long underrepresented.

Around 50% of participants are immigrants, and around 30% are African American. To date, more than 42 farmers who graduated from the program have started their own independent farm businesses. The program has fostered a cycle of good: Graduates of the Beginning Farmer Program are especially conscious of bringing their wares to low-income areas, selling at 23 farmers markets and through 10 community supported agriculture networks in areas that otherwise struggle with access to fresh produce.
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The other two facets of FARMroots are geared toward established farmers. Through the Market Technical Assistance program, FARMroots offers marketing support for any farmer selling their wares through the Greenmarket network; Wayne says this year, they’re focusing on implementing point of sale technology, in the form of iPads or other digital cash registers, to help farmers collect data and optimize their sales. The Market Technical Assistance program is expected to boost farmers’ revenue at Greenmarkets by $1.7 million over the next five years. The Farm Succession and Land Transfer assistance program aids retiring farmers in passing their ventures along to the next generation of farmers.

While FARMroots is not unique in its multi-pronged approach to farmer support—the Agriculture & Land-Based Training Association in California and the New Entry Sustainable Farming Project in Massachusetts offer a similar set of resources for immigrants and diverse low-income populations—but the proliferation of these types of ventures, is, to Wayne’s mind, a positive. “Farmers, especially small-scale diversified farmers, have a huge range of things that they have to be really good at if they want to be successful, and inevitably support is needed to help people out in certain areas. Programs like ours keep farmers farming and keep the door open to the industry,” Wayne says.

But through keeping costs minimal and programs accessible, programs like FARMroots are also diversifying an industry long dominated by white men. “By supporting a range of socially disadvantaged farmers, we’re shifting the aggregate image of the agricultural industry to one that reflects the changing nature of the demographics of the United States.”
How the Regional Grains Project Transformed New York's Union Square Greenmarket

By Betsy Andrews
February 16, 2016

For more than a decade, the Greenmarket Regional Grains Project (GRGP) has been working to integrate grains into the artisan food movement and bring the grains economy back to the Northeast.

For a home baker, the local flour movement can be a bit daunting. After all, protein content matters; hard wheats, containing more gluten, are better for baking bread. They make the elastic dough that stretches to capture air during kneading, rising to yield a nice, high bread with an airy crumb. Softer wheats with less gluten are better for pastry. And though low-gluten grains like rye can be used for breads and baked goods, they act entirely different than the all-purpose flour you’re used to, and the results can be baffling. Where do you turn for help? A great starting point is the local farmer’s market.

If you live in New York City, the best place to go is the Union Square Greenmarket. There, on any given Wednesday or Saturday, you’ll find a booth selling an array of New York State grains and flours and knowledgeable folks who are eager to help explain what to purchase and how to cook and bake with it. You’ll also find samples of dishes made with the grains—everything from emmer crackers to the Moroccan stew, harira.
The operation, helmed by the Greenmarket Regional Grains Project (GRGP), provides consumer support as part of a much larger mission. From research to technical assistance for farmers to creating markets for local grains and fresh-milled flours, the Project works to integrate grains into the artisan food movement and bring the grains economy back to the Northeast. Why? Because the ultimate goal of the Greenmarket is to help local farmers grow great food. And grains, if dealt with right, can be gold to farmers. With everyone from millers and maltsters to animal farmers needing high-quality grain, it can be a valuable crop. And, as cover crops, grains also fix soils, putting nutrients depleted by vegetable farming back into earth.

A century ago, the Northeast region lost its vital grain farming. To hear GRGP director June Russell tell it, farmers made an exodus to the Midwest, where wheat grew better in the drier climate. With the opening of the Erie Canal, which made it much easier to transport grain, there was little need for local production, anyway. So flavorful grains like ruddy, herbaceous Red Fife wheat, which were the heritage of the region, fell out cultivation. The Midwest’s fast-growing hybrid wheats took over the markets, and bakers lost touch with ancient and local varieties.

One of the Project’s tasks is to reunite the bakers and the grains. It’s a process that started back in 2004, says Russell, when the Greenmarket decided that the bakery stalls needed to be more “mission supportive.” The Greenmarket’s modus operandi, after all, was to support the revitalization of regional agriculture while providing New Yorkers with good, fresh food. In the coveted stalls at Union Square, says Russell, “the farmers were livid that a guy selling banana bread made with ConAgra flour was taking up three spaces.”

The bakers resisted at first. Russell doesn’t blame them. “The entire marketplace is calibrated to all-purpose flour, and these [heritage flours] are anything but,” she says. “Even our professional bakers had no training or language for them. They hadn’t been taught it in school how to work with variable proteins.”

But the Regional Grains Project persisted, and today, every baked good sold at the NYC Greenmarkets is required to contain at least 15 percent local grain, and many of them have a lot more than that. Orwashers’ “Ultimate Whole Wheat,” made with New York State wheat; She Wolf’s whole wheat sourdough, baked using upstate’s Farmer Ground flour; Bread Alone’s sourdough rye, from local grain—these are the breads that New Yorkers crave now. And other products have followed: Brooklyn Brewery pairs New York-grown wheat and barley with local hops and honey to make a light, fruity, refreshing beer that’s sold at the Greenmarket to support the Regional Grains Project.

The entire effort, and its delicious results, are evidence of a sea change in food lovers’ understanding of grains. “It took ten years for grass-fed beef to really get into the mainstream,” Russell points out. “In 2002, people were saying you could never sell grass-fed beef, it was terrible, it was too tough. But farmers just needed to learn how to raise cattle on grass, and then palates changed, and now every place has a grass-fed burger. I look to that as similar.”
A commemororative 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 irrefutable 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 they — 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 water and were less tasty than your average canned tomato.

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 “faire” 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 strolled up 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 (work 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) and Bernadine Prince, who runs Sustainable CAPE and founded the Truro market last year), and others — that a few key improve-ments 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.
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 have also been included: “The New Greenmarket Cookbook” by Gabrielle Langholtz (DaCapo Press, $24.99).

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.

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.
New Spud on the Block

The new Peter Wilcox potato is a success in New York. Farmer Weeks, chided in deep purple and lined in gold, it is said to appeal 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 is sure to beimitated. It was developed by researchers in Maryland and Maine and named for a professor at Loyola University in Baltimore. Cooking takes the inside color a bit. For best effect, use those potatoes with the skin on.

Front Burner

From the Farm, Far From the Ordinary

Rick Bisson is using the exotic potato 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); Oxéte, an Andean mix and La Ratte. He is also picking those old little tubers called crosnes (pronounced “crowns”), below left, which make for a crunchy, pleasant change of pace from cornichons. Serve them with a slab of pale: 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.
ON THE STREET

Bill Cunningham

In Season

At the close of the vacation season, the farmers of the Union Square Greenmarket evince to
the city's Labor Day splendor. The contents of late-summer herbs, the glory of sweet corn, a
rainbow of carrot colors, the hidden riches of melons split open by
sellers are part of the treats of
an early Saturday morning visit
after the pressures of the busi-
ness week. One surprise was
the number of shoppers in
bloody others reflected the new
crop of delphinium and blues.
One often spots the food critic
Adam Sheratt in her straw hat,
above right, or chefs filling
carts with fresh produce.
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.
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.

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.
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.
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 five dishes created entirely by local-ingredients-obsessed chefs using raw materials supplied solely by area purveyors. Sure, locavorism as secular religion can be a bit tedious. But fresh, free-range roast turkey? We think we've made our point.
A Local Thanksgiving
A soup-to-nuts plan for a homegrown holiday meal.
BY GILLIAN DUFFY
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.
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 tramp 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 cues of chestnut in this teardrop-shaped Hubbard relative, which resembles a redless pumpkin and also goes by the same red hue.

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—the uowhyoum behemoth can weigh over twenty pounds, but proves that in the world of winter squash, bigger is never necessarily better.

5. DELICATA
Among the tastiest of all winter squashes, with sweet and nutty flesh. It’s great roasted, even better sliced into rings and deep-fried the way Don Skoger 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 pumpkins, you’ve likely had kabocha, a word which generically means “squash” in Japanese, but specifically refers to a Buttercup-like variety that’s rich, sweet, and densely textured.
8. ROUGE VIF D’ETAMPE
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 Butternut, but not as sweet or tasty. It makes a fine centerpiece, though, or a first-rate paperweight, provided you have a gigantic deck.

10. ACORN
Blue-wo, 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 cheese.

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 oven microwave for lunch.

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

“[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 sauteed corn. Get the recipe for that below.
Oh, near the Barclay's 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 vapers 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 Cecilio 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 handle at farmers’ markets and to restaurants such as Bear Restaurant and Bear, in Long Island City. Lourdes Echauz, 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 papado, pepich, flor de calabaza, or squash blossom; quijotes; jícama; chayote; epazote, a spicy herb that smells like gasoline; ejote, and three kinds of Mexican peppers—jalapeño, serrano, and poblanos. Papado and pepich are similar-tasting herbs. They are used fresh, mainly in soups and tacos. Flor de calabaza is a yellow-orange flower used in quesadillas. Quijotes are edible greens, and jícama 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 time, 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 Ericea Dom, who have taken an interest in García. Dom works for Acción, a microlending 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 handedCheck off the produce, 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 family, Marvin Borilla, pick for the farmers’ markets, and García and another helper, Yadín 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 Scannes Park, in Queens, and on 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 tie to point out some deer tracks, he, Wayne, Kinoshita, and Dom went to sit in the shade of 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 warning on a propane hot plate. Dom 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 this,” García said. “Only I made my own with the blunt side of the knife. It bruised the fruit and made it redder.”

—Alex Wilkinson

“I think you’re using lawn-mower 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 Lakisha 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 fraiche.

“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 Tomate 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."
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

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.
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 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.

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.

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 Sixteen Sat., Nov. 3 2012 at 10:44 AM

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.

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 Montauk 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 Tappan, New Jersey, said storm destruction was limited to lots of downed trees.

Multicolored 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.

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.
"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, Bronx
1199 Future of America Learning Center, 2500 Creston Avenue, 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.
Farmers’ Market Values

By HALEY EBER

“PEOPLE 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, 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 Love New York: Ingredients and Recipes.” The two-page 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,” enhances Humm.

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

**Breakfast Yum-yum at Flying Pigs Farm**

Farmer Mike Yezzi’s hens eat well. At his Flying Pigs Farm, he adds ground oyster shells from Marlow & Sons, where 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 Yezzi 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 but 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 Suther-
land Road. St. Paul, MN; call ahead to visit, 582-322-3166, flyingpigsfarm.com

**Ham & Egg Sandwich**

Preheat the oven to 350 degrees.

Build four sandwiches from 8 slices of 2 lb. thick-cut bread, 1 pound sliced Graylyn’s style aged raw cow’s milk cheese (Humm suggests ordering Reuben cheese from Vermont’s Covered Bridges 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 1 1/4-inch round cutter to punch a hole through the ham, cheese and the bottom piece of bread.

1. 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, 10 to 12 minutes. Flip the sandwiches and cook the other side, 10 to 12 minutes.

**Turn Page for More Farms and Recipes**

Mike Yezzi, with one of his porcine pals, also raises chickens on his upstate Flying Pigs Farm. And their fresh eggs are nothing to yolk about.
IT’S FARM MADE — FOR

FROM PAGE 25

★ Fruits and veggies at John II Madura Farms

John II Madura grows nearly 100 different types of fruits, vegetables and flowers on his 360-acre farm. Among them are rare offerings such as red citrus, round carrots — “they’re like baseballs” says the 45-year-old farmer — and saffy, a root vegetable with an oyster-like taste.

“it’s a truly unique vegetable that many haven’t tasted but that readily eats like it,” says chef Humm. “it pairs beautifully with many other flavors.”

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

interaction of County Route 6 and Grasmere Road, Fine Island, NY. johndmadurafarms.com open April to December 9 am to 5 pm daily.

★ Caramelized Salsify with Apples

- Slice salsify into wedges and another apple lengthwise into 1-inch planks. Slice 2 years lengthwise into 1/2-inch planks. In a medium sauté pan, heat 2 tablespoons of canola oil, high heat and add 6 saffy planks, peeled and cut into varying lengths. Seat for 1 1/2 minutes on each side, rolling to ensure even caramelization. Leave the heat, pour off the excess oil, and add 2 tablespoons button, 1 cup chicken stock, and saffy to the plate. Repeat the caramelization process with the apples and planks and then with the ears, omitting the stock and cooking the fruit until just tender. Toss the saffy saffy, apples, pears with the lemon juice, and sauce with salt to taste. Spoon apple sauce onto four plates and top with olive oil. Arrange the caramelized apples and pears and saffy on the plates. Add a toasted garlic clove to each plate and top with apple chip tapping. For apple sauce, apple chip and roasted garlic recipes, go to rypress.com/entertainment/food.

★ Cows and goat’s milk at Lymnholm goat dairy

Lynn Fleming reveals that her renowned goat cheeses have a secret ingredient, love. “That sounds corny but it’s true,” says the 55-year-old farmer. “It’s made for us, to 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. “Our 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 5-acre farm can meet her beloved Nubian and LaMancha goats — she’s even named them, so you can say hello to Allen, Neve, Stormy and friends — along with chickens, ducks and geese. The geese have more personality than any cat, yet they still want to be your friends.

45 Church Road, Fine Island; call 609-744-6803 for appointments; lynnholmgoats.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 300 degrees. Place 1 beets, steamed, in a small baking dish. In a bowl, combine 1 cup olive oil with 1/2 cup red wine vinegar, 2 tablespoons mustard, 2 cups of vinegar, 1 cup of salt. Pour the mixture over the beets and cover the baking dish with aluminum foil. Roast the beets until tender, about 1 hour. Remove from the oven, cool, and peel. Leave the 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 a simmer over medium heat. Season with salt. Add 2 tablespoons lemon juice and allow the temperature to climb to 95°F. It will take 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 paper towel. Drain overnight. Transfer to a container cover and refrigerate. To assemble the dish, place raw baby beets on a mandoline into 1/8-inch slices. Spoon fresh goat’s milk curd into the middle of each of a plate. Toss the chevre, beets, and vegetables with olive oil and salt and toss. Arrange the curds and garnish with flowering mint. Finish with additional olive oil and pepper.

Lynn Fleming says when her goats right — with love — the farm earns the flavor in their fresh milk, which she uses to make various cheeses and yogurts. Fleming also keeps chickens at her dairy farm.
YOUR TABLE

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, 53, her cousin Joan Shaver, 83, and her son Phillip Bidlow, 26, don waders to pull trout from the pond to harvest the fish, measuring and counting each little swimmer by hand. “It’s so 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.”

Visitors can catch their own fish in the hatchery’s fishing preserve, and Shaver says your chances of catching 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 trout that gives the trout a subtle but particular flavor,” enthuses Shaver.

22 Acker Road, Livingston Manor, NY; 842-409-0070; fishing reservations made Saturdays and Sundays, 8 am to 5 pm; with your own equipment, $5 to $20 per pound for fish caught.

Cucumber Tagliolini

Penne in English cucumbers and dill-harvested on a mandoline into 1/8-inch strips. Zest 4-6 whole dill stalks, reserve dill leaves and 1 clove garlic, minced. In a large bowl, mix together 3/4 cup of grated Parmesan cheese, 1/2 cup of grated Romano cheese, and 1/2 cup of grated Pecorino cheese. In another medium bowl, mix together 1/2 cup of chopped dill, 1/2 cup of chopped fresh parsley, 1/2 cup of chopped fresh basil, 1/2 teaspoon of salt, and 1/2 teaspoon of pepper.

In a large pot of boiling water, cook pasta al dente according to package directions. Drain and reserve the pasta. In a large bowl, mix together pasta, 1/2 cup of olive oil, 1/4 cup of red wine vinegar, 1/4 cup of fresh lemon juice, 1 clove garlic, minced, 1/4 cup of chopped fresh dill, 1/4 cup of chopped fresh parsley, 1/4 cup of chopped fresh basil, 1/2 teaspoon of salt, and 1/2 teaspoon of pepper. Divide into serving dishes. Garnish with dill sprigs. Serve immediately.

Lick into a week with soap and eggs 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 Marc Kohn, the vice president of operations.

You can also figure it out for yourself by watching the daily milking demonstrations (with sheep) and less-frequent blue cheese production. After, feel free to sit back and relax at the picnic area, where visitors can enjoy lunch and try some of the fresh sheep’s yogurt and cheese on offer.

There are about 1,000 sheep that are roaming around and grazing, so it’s pretty beautiful,” says Kohn. “It looks as good as it looks. “The yogurt is smooth, and incredibly thick,” Human says, “It is not too tangy, with a good gummy flavor that is not overpowering.”

55 Shaker Museum Road, Old Chatham, NY; 888-742-3761. www.bucklesheep.com; visitors accepted anytime, milking demos at 9 a.m. and 1:30 p.m., self-service cheese store open 24/7.

Sheep’s Milk Yogurt with Granola

Preheat the oven to 300 degrees. In a large bowl, toss 1 1/2 cups each of dried fruits and nuts, 1 cup sliced almonds, 1 cup unsweetened coconut chips, 1/4 cup shelled pumpkin seeds, and 1 cup oatmeal. In a small saucepan, over medium heat, heat 1/4 cup of packed light brown sugar, 1/2 cup of brown sugar, and 1/2 cup of maple syrup until the sugar is dissolved. Fold the sugar mixture into the nut mixture, evenly coating all of the ingredients. Spread out onto a rimmed baking sheet and bake in the oven, stirring every 5 minutes, until dry and lightly golden, 10 to 15 minutes. Remove from the oven and peel in the 1/4 cup of granola. Allow to cool before serving with yogurt and fresh fruit.