



Spring Issue, 2006

## Farmers' Market Expands South and West

The Farmers' Market, which has fully occupied the Farmers' Shed for the last three seasons, spills over this year into the corridor along the northwest side of the Market House and around the corner to the Elm Street esplanade. "Smaller vendors, including farmers, cottage producers like the Mustard King, who makes his own mustards, and crafts products are in place for the season there," said Cynthia Brown, Outdoor and Farmers' Market Manager.

The esplanade at the Elm Street entrance to the Market House is now home for Lobenstein plant farm, specializing in annuals, hanging baskets, ferns, and more, and for the produce of Scott Farms. Jim Scott expects to start with strawberries and asparagus and finish up in the fall with chrysanthemums.

Findlay Market is also one of 12 markets in the country to receive a grant from the Project for Public Spaces to expand Farmer's Market services. The grant, awarded for innovation, capacity to manage challenging projects, and ability to address community needs, will allow shoppers from Ohio, Indiana, and Kentucky to use EBT/food stamps, improving direct marketing opportunities for farmers and providing fresh, healthy food to those shoppers. "It's good for both farmers and for our local and most frequent customers," said Brown.

# MARKET MATTERS

Published by Friends of Findlay Market

## New Merchants Add Spice To Market Mix

Several new businesses have taken up residence at Findlay Market, adding even more diversity to the mix of vendors. "It's everything we hoped it would be," says Harry Stephens, whose newly established Findlay Market outlet, Bella Luna, offers take home dishes familiar to patrons of his popular Eastern Avenue restaurant of the same name, plus a variety of other products. "We look forward to being part of the growth of the area, expanding our horizons and also the Market's," he says. Authentic Italian specialties include boxed pasta, prepared imported meats and cheeses, Italian desserts, ready-to-bake Bella Luna pizza, imported olive oils and balsamic vinegars, Bella Luna label ground coffee, plus china and glassware. Bella Luna is just south of the Farmers' Shed, in the former Krause's Cheese space, across from Eckerlin Meats. Meanwhile, Krause's has expanded into larger quarters at Pleasant and Elder streets, south of the Market House, with more room for customers and products. More new spice at the Market, literally, is found at Herbs & Spice and Everything Nice, Kentucky Colonel De Stewart's new stand at the west end of the Market House. Stewart, whose business grew out of his cable TV cooking show, says "this was my ultimate goal. I wanted to provide the hard-to-get spices for all those cooks who find something they like and then can't find it again." Stewart plans special events at 2 p.m. on selected Sundays from now through fall, including making herbed butters (May 28), all about oregano (June 18), and how to make herbal compound salts (August 27).

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*This sign hangs over the new Herbs & Spice and Everything Nice stand in the west market house at Findlay Market.*

## Window boxes and butterfly garden showcase May flowers

That sure sign of spring, flowers in the Market's window boxes, will appear in mid-May after frost danger is past. Also, this year the Butterfly Garden bordering the South Parking lot has been extended to Pleasant Street with perennials and some annuals, says George Wright, Market Operations Director. Keep Cincinnati Beautiful partners with the Market for the Butterfly Garden and for The Great American Cleanup, during which trash was collected all the way down Pleasant Street to Liberty with the help of neighborhood youngsters from IMPACT O-T-R.

### Market Hours

Wednesdays: 8 a.m. – 5 p.m.

Thursdays: 8 a.m. – 1:30 p.m.

Fridays: 8 a.m. – 5 p.m.

Saturdays: 6 a.m. – 6 p.m.

Sundays: 11 a.m. – 4 p.m.

## German American Day at the Market on June 10

It'll seem like old times when the German American Citizens League of Greater Cincinnati begins its weekend-long German Day celebration at Findlay Market on Saturday, June 10 with a parade beginning at 11 a.m. The Market, originally at the heart of the German section of the city, will welcome entertainment by the Fairview German School choir, band, and string ensemble, and very likely an accordion will be in evidence as well. The following day will see the 111<sup>th</sup> celebration of *Deutscher Tag* (German Day), initiated by the League in 1895, at Hofbrauhaus in Newport.

For more information follow this internet link:

<http://www.oacl.org/index.shtml>



*The newly enlarged Butterfly Garden at the South Parking Lot is a pleasant place to enjoy a warm spring day.*

## Market district development partnership formed

The overall health of Findlay Market is inextricably linked to the viability of the surrounding neighborhood, and Corporation for Findlay Market President Bob Pickford sees positive signs. "New activity in the Market district is in an early stage but moving forward," says Mr. Pickford. "Inactive or vacant buildings are changing status and the activity in the southern part of Over-the-Rhine is rolling north, approaching the Market at Pleasant Street just north of Liberty. In the long term the Market's vitality will depend on the neighborhood's population growing rather than diminishing, which has been the case for many years. We are working to activate properties on Market Square, focusing on six city-owned buildings located there." The Corporation for Findlay Market has teamed up with the Over-the-Rhine development organization 3CDC (Cincinnati Center City Development Corporation), the Uptown Consortium, and the University of Cincinnati to form the Findlay Market District Development Partnership. "The City of Cincinnati is cooperating with the Partnership to spur development projects near the Market," said Dale McGirr, CFFM board member and Senior Vice President Emeritus for Special Projects at U.C.

Dean Zaidan of Mediterranean Imports is setting an example by leaving the suburbs to live upstairs from his shop. "My friends are mostly within minutes of here," Zaidan says, looking forward to his move which will take place when renovation of the floors above Mediterranean Imports is completed. Residential development continues for City Lofts on the northwest corner of Elder and Race and also City Lofts on Dunlap, with more details available from Greg Badger at 381-4881. Glaserworks, the architectural firm working with Badger on these projects, is also involved in transforming the old KD Lamp Company on Henry Street, a block north of the Market, between Elm and Race streets. A 100-unit glass and brick U-shaped structure incorporating a garden will rise there, to be called Moerlein Garden in acknowledgement of Moerlein Brewery which once shared the space. Glaserworks, closely involved in area projects, has developed a long-range plan for the district.





# MARKET MATTERS

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## New Merchants

*(continued from front page)*

In the Market House Central Tower, Tara's Coffee Shop has moved diagonally to a new stall that allows an expanded menu: soup, scones, and even ice cream, along with her original specialties of hot teas, hot chocolates, coffees, and iced teas. Occupying Tara's former space is Many Blessings Organic Juice Bar, with fresh organic produce as well as freshly squeezed fruit and vegetable juices. The remaining Tower retail space is now given over to Aunty's Home Made Frozen Dinners. "We have meat lasagna, vegetable lasagna, everybody's favorite macaroni and cheese, and six different bread puddings including apple cinnamon and strawberry banana," says Tannel Bryant. He and partner Jermaine Richardson, who has a culinary school degree, grew up in Cincinnati and are enthusiastic about their Findlay Market venture. Another new stand offering prepared foods is Aunt Flora's Cobbler House and Down Home Diner, also named for an aunt of the proprietor. Katrina Mincy and her husband Ron produce "healthy southern comfort foods" with gourmet soul food gift baskets as well as full dinners and breakfasts of waffles, omelets, fish and grits, biscuits and gravy and more.



### Smart Sellers

*Members of Girl Scout Troop #6756 took advantage of the big Mardi Gras crowds to sell Girl Scout cookies at the Market. The 13 girls in the troop are from Silverton, Pleasant Ridge and Kennedy Heights.*

## The Friends of Findlay Market

To join the Friends of Findlay Market fill out and mail in the form below.

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