You Can Bet the Farm on our Near-weekly Employee Farmers Market

Tuesday, March 25, 2014
Have you made it to UR’s Employee Farmers Market yet?

If you’ve travelled, you might have scouted out the local market at your destination—a surefire way to a clear snapshot of the culture, and assurance you’ll rub elbows with natives as you mill about. Markets speak volumes about what’s available, and what’s not available, nearby. Abundant tomatoes? Must be warm enough for them to thrive. Rose oil at every turn? Probably blooming valleys-full not far away.

And if you’ve hit up UR’s Farmers Market, you’ve probably noticed it’s a clear snapshot of our culture, which strives to enrich the community’s well-being. The market is doing just that, and you won’t want to miss your chance to be part of the bustle.
Some numbers behind it all (or, a sort of recipe for our Farmers Market)

- Rolling through our doors for the market:
  - 640 pounds of meat (That’s many many spring evenings grilling out)
  - 360 eggs (We refrained from putting them all in one basket)
  - 300 loaves of bread
  - 150 potatoes
  - 100 bars of soap
  - 85 bottles of wine (Yielding how many glasses? Depends on the generosity of your pour)

- 600: Conservatively, the ballpark number of attendees at the very first market on Wednesday, March 5. That’s 600 of you who set down your pen, hung up your phone, put aside the scalpel, paused your scrutiny of that x-ray, and so on to wander among the tables. Some of you may have even hit up the market at the end of your day right on your way out.

- 60 minutes in your car, 36 miles, and 29 pounds of carbon dioxide in the atmosphere: Your savings, on average, if you frequent the market three times a month in lieu of the grocery store. Those 60 minutes? They’re yours! Well-U’s gift to you.

- 60 minutes for the vendors to set up.

- 28 vendors travel an average of 25.5 miles (a hair shy of the length of a marathon) to reach us. The farthest afield, Davis Honey, travels 56.7 miles (about the width of Lake Ontario at its fattest); the closest, Small World Bakery, 2.6 miles (for some, that’s walking distance on a nice day).

- 3 months in the making

- 1 day a week (most weeks now through May)

- Lots of pure fun nosing around the market, peeking at the wares being hawked, getting some visual, aural, and olfactory excitement (The colors! The sounds! The smells! Are those sweet rolls?) to break up your day

UR Medicine Dietitian Huddle: Insiders’ Take

Recently, a few of our dietitians were chatting about the Farmers Market and concluded that—although healthy options abound left and right—off the tops of their heads, three foods in particular stood out as real winners. These dietitians’ darlings are just downright good for most folks:

**KALE**: Calling all vegetarians—and everyone else, too. Gaining in popularity, this leafy green (cooked, boiled, drained, without salt) is a super source of **vitamins K** and **A**, and **fiber** too.

**HONEY**: Aw, honey. Remember as a tyke when your sore throat was treated to a spoonful of honey? Someone must have sensed the oozy food’s **antibiotic value**. Sick or not, honey’s darn sweet for your health.

**POTATO**: Hot potato! One large potato (as long as you don’t fry it and douse it in sour cream! Try subbing in Greek yogurt) serves up 50 percent of your recommended daily **potassium**, and 63 percent of your **vitamin C**.

Helpful hint: If you’re getting your nutrients from food (instead of multivitamins or supplements), exceeding 100 percent of your recommended daily value is generally just fine.
• **Less** transport for your goodies than when you buy at the store—so they’re not fatigued by the time they reach you. This also spells **less** refrigeration and **fewer** paws handling your stuff.
• **No** reason not to scoot to **Flaum** and meet the vendors, score free samples, and pick up cooking pointers

*The nitty-gritty: Well-U has teamed up with local vendors to bring us direct access to fresh, locally-grown, and affordable foods.*

*From 3 to 6 p.m. most weeks now through Wednesday, May 28, the market will transform **Flaum Atrium** into a lively marketplace for seasonal and organic produce, baked goods, spices, and meats, plus ready-to-eat and paleo foods. If you’re a fan of the popular Brighton Farmers Market on Sundays, you’ll recognize many of the same **local vendors**.*

Well-U will also feature live cooking demos at the market with food samples and recipes, while nutritionists from the Healthy Living Center will be on-site to answer questions and provide nutritional education.

*The market is part of Well-U’s mission to improve the health and wellness of University employees by promoting a work environment that encourages healthy behaviors. For more information, visit the **Well-U website**. Attended the market recently and would like to give feedback? Complete the **survey** to help it get better and better!*

*To keep up with Well-U—or to flip through a photo album from the market—visit their **Facebook** page.*