



At The HEART OF It All

Sharing the recipes, the stories & the love of
The Rochester Public Market



*How does one public market touch so many people?
What draws people here?
Why are people so passionate about it?*

*A friend of mine once said "Food is Love"
and I couldn't agree more.*

*Food is about love, life, healing, sharing and giving.
We put our time, efforts, heart and souls into
preparing the perfect dish.*

*We invite people over, we invite people in.
We want people to enjoy our cooking,
We want to share the love, the laughs, and the recipes.*

At the Heart of it all — it starts at the Market.

THE Rochester Public Market



Celebrating 106 Years The Rochester Public Market

This cookbook celebrates the Market's 106 year history as a unique community resource, with favorite recipes shared by shoppers, farmers, vendors and local chefs. Uniquely flavoring the book are the stories and images that share the "Market Experience" — such as the joy of fresh seasonal produce, meeting the farmers who grow our food, and how our diverse cultures share love and caring through food.

But more importantly, it helps to support our Market Token program.

Established in 2008, this simple solution to a complex program substantially addresses hunger and poor nutrition in Rochester, NY.

The Market Token Program demonstrates that a "good idea" and a group of dedicated volunteers can change the world — in simple yet powerful ways.

The program is beautiful in its simplicity — people with Food Stamp Benefits purchase wooden Tokens which serve as Market money.

120 farmers and small businesses accept them as cash, and then redeem them from the Friends at face value. Simple — yet effective!

In 2010 over 4,000 different people purchased \$357,555 of Market Tokens, which are more Food Stamp sales than most state's farmers markets.

The implications of this program are profound.

Program evaluations reveal a significant increase in the consumption of fresh produce with 73% of Token users reporting that they eat "a lot" more fruits and vegetables. Shopping more frequently at farmers markets and healthier eating has a lasting positive impact on these individuals and families.

Thank you for helping us continue to provide such a needed program to our community,





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The Friends of the Rochester Public Market ("Friends") mission is to support a highly successful Rochester Public Market, a valuable community resource that enhances the quality of life and the economic vitality of our community.

This vibrant inner-city market, serves a large and diverse audience base.

Open 3 days a week, year-round the Market provides healthy and affordable foods to the community.

Our Mission



Appetizers *AND* Salads

THE Rochester Public Market



Fresh Rainbow Salsa

Jennifer Wagner, Market Shopper

This recipe is special to me since my 7 year old daughter and I picked many of the vegetables fresh from our school community garden and purchased the rest of the ingredients from our local farmer's market to prepare this healthy snack for everyone. This was one of the first healthy snacks we have made that the whole family couldn't stop eating, even the teen-agers in the house!

Number of Servings: 8

Ingredients:

1 quart of variety cherry tomatoes including lemon, black, green, sweet orange and striped cherry tomatoes, diced
1 quart fresh tomatillos, diced
1 clove garlic, diced
1/2 medium white onion, diced
1 sweet pepper, diced
Juice from one lime
1 fresh Tabasco pepper, diced *(optional)*

Directions:

1. Dice all vegetables and place in a bowl.
2. Squeeze the juice from one lime over the entire mixture and mix. You can eat immediately, but if allowed to sit in the fridge for 30 minutes to an hour, the flavors blend more evenly.
3. Serve with your favorite tortilla chips.

Note: The tomatillos create a nice citrus flavor to this fresh salsa. Pair it with lime or jalapeño tortilla chips for the perfect snack.

Tropical Salsa

Margy Taylor, Market Shopper

In addition to being served as a salsa, this recipe can be served as an accompaniment to chicken, pork or beef; for dessert; or with granola. When summer's bounty of fresh fruit is plentiful, use any combination of local fruits such as melons, peaches and berries, combined with tropical fruits like papaya, mango and pineapple. All ingredients can be found at the market.

Number of Servings: 6

Ingredients:

6 cups of fresh fruit, diced
1 tablespoon cilantro, finely chopped
1 teaspoon fresh mint leaves, finely chopped
1/2 teaspoon lime zest *(finely grated lime peel)*
2 - 3 dashes hot sauce

Directions:

1. Wash, peel and dice fresh fruit.
2. Gently toss all ingredients in a bowl; refrigerate several hours before serving.

Middle Eastern Red Pepper Salsa

Barbara Saat, Market Shopper

This recipe made its way from Morocco to our Iraqi/Israeli family. It was often served hot with eggs poached in the mixture, with additional jalapeño peppers. Served with a loaf of bread, it made an inexpensive meal for large families. As a salsa, it is a frequent accompaniment to most meals.

Number of Servings: 8

Ingredients:

One or two whole garlic bulbs, cloves peeled and sliced
1 fresh jalapeno pepper (or more, to taste), stem removed and diced with seeds
6 sweet red peppers, stems and seeds removed and diced
1 small zucchini, shredded
2 cans diced tomatoes (14 oz.)
1 can tomato paste (6 oz.)
1 1/2 teaspoons salt
Olive oil

Directions:

1. Cover bottom of pan with olive oil.
2. Heat oil on high; sauté garlic and jalapeno until softened.
3. Add diced red peppers & shredded zucchini, stir to combine; sauté on high heat until softened, about 5-7 minutes.
4. Add tomatoes with their juice and tomato paste; stir to combine.
5. Stir in salt; bring mixture to a low boil.
6. Cover and reduce heat to medium low; simmer for about 30 minutes, stirring occasionally, until liquid is reduced.

NOTE: Serve warm or cold as dip for tortilla chips or bread. May poach eggs in hot mixture and serve as a main dish.

Black Bean and Avocado Salsa

Linda Louison Krause, Market Shopper

This healthy and delicious recipe can be served as a salad, or with tortilla chips as an appetizer.

Number of Servings: 6 - 8

Ingredients:

3 tablespoons lemon juice
2 tablespoons whole grain mustard
3 tablespoons olive oil
2 cans black beans, rinsed and drained (15 oz.)
1 1/2 cups corn, fresh or frozen
1 small red pepper diced
1/2 cup celery, diced
3 green onions, sliced
1/2 cup cilantro, chopped *(I use the food processor)*
1 avocado, diced
Salt and pepper to taste

Directions:

1. Whisk lemon juice and mustard in a large bowl.
2. Add oil and whisk until smooth.
3. Add all other ingredients and gently toss.
4. Add diced avocado just before serving.
5. Season with salt or pepper to taste.



Artichoke Heart Tapenade

Elaine Francesco, Known as the "Coffee Lady" vendor located in the Winter Shed

I love each of these items separately, and one day, it occurred to me that they could be friends in one dish! Yes, I know, canned Artichoke Hearts. If you want to add steaming, cooling, and peeling 8-12 fresh artichokes to all that cutting up - go right ahead!

While it takes a bit of time to chop the ingredients, you can't just throw it all in a food processor because it would turn into mush. Chop the ingredients to about a 1/4 inch dice. I like to cut up the ingredients sitting at the kitchen table while watching a nice movie on the kitchen TV. Or you could drag your laptop into the kitchen to watch something, listen to Prairie Home Companion or a nice book-on-tape.

Several times, I have had lengthy debates with friends over the merits of adding garlic. I never have.

After you have made it the first time, you will agree that it's worth it. I have been known to eat it out of the bowl with a spoon for lunch.

Number of Servings: 8 - 10 as an appetizer

Ingredients:

- 1 cup firm Feta cheese, crumbled
- 1 cup walnuts, coarsely chopped
- 1 can black olives (16 oz.)
- 1 jar sweet roasted red peppers (16 oz.)
- 1 can artichoke hearts (NOT marinated)
- 1/4 cup olive oil
- 2 tablespoons fresh squeezed lemon juice
- Pita Bread or cracker

Directions:

1. Drain the black olives and coarsely chop; place in a mixing bowl.
2. Drain the artichoke hearts. Coarsely chop and add them to the olives.
3. Drain the sweet red peppers and place on a paper towel; pat dry. Dice; add to olive mixture.
4. Add the crumbled Feta cheese and walnuts to olive mixture.
5. Pour the olive oil and lemon juice over all and stir gently.
6. Refrigerate to store; warm to room temperature to serve.
7. Serve with toasted wedges of pita bread or crackers.





Caponata: Siscilian Eggplant Relish

Mary Lou Sotile, Market Shopper

My father and grandparents sold produce at the market in the 1930's and 40's. What was left over was served that night usually with pasta. I did not fully appreciate eggplant until I was an adult. Now I cook it regularly in a variety of ways. Thanks to cousin, Pasquale, this recipe is one of my favorites.

Number of Servings: 6 servings as a side dish;
10 – 12 as an appetizer

Ingredients:

6 tablespoons olive oil (divided)
1 large eggplant, peeled and cut into small cubes
4 stalks celery, diced
2 large onions, diced
2 tablespoons tomato paste
1 can tomato sauce or crushed tomatoes (8 oz.)
1/4 cup red wine vinegar
2 tablespoons sugar
24 Kalamata olives, pitted and chopped
2 tablespoons capers
2 tablespoons pine nuts
Salt, pepper and garlic powder to taste

Directions:

1. Pour 1/4 cup of olive oil into a large sauté pan, over medium heat. When the oil is hot, add the eggplant. Season with salt and pepper. Sauté until the eggplant is soft, about 15 minutes, stirring occasionally. Remove the eggplant from the pan and set aside.
2. Heat 2 tablespoons olive oil in the same sauté pan, over medium heat. Add the onions and celery. Sauté until tender, about 4 minutes.
3. Add the eggplant and remaining ingredients. Season with salt, pepper and garlic powder. Simmer for 15-20 minutes.
4. Remove from the heat and place in a serving bowl. Cool the mixture slightly and serve.

This is delicious served as a side vegetable but best served as an appetizer on toasted crusty Italian bread.

Goat Cheese with Carmelized Onions and Figs

Margy Taylor, Market Shopper

This is such an easy and well loved recipe, one that many ask for and modify depending on their preference. In the summer I buy goat cheese from the cheese vendors who are at the Market year-round. In the summer I purchase figs from the outside dried fruit vendor and in the winter from the inside dried fruit vendor. Both let me taste! Sweet onions work best. Fresh rosemary and garlic are plentiful at the market during the summer. It is my "go to" recipe. My son, Sam, who is a fine chef, makes it best — I don't know why!

Number of Servings: 8 appetizers
Oven Temperature: 350 degrees
Baking Time: 20 minutes
Pan Size: 8 inch baking pan

Ingredients:

11 ounces goat cheese
7 dried mission figs, sliced
2 tablespoons olive oil
2 tablespoons onion, finely diced
3 cloves garlic, crushed
1 sprig fresh rosemary
(or 1/4 teaspoon dried rosemary)

Directions:

1. Crumble cheese in greased baking dish; set aside
2. In pot combine sliced figs with water to cover. Cook on high heat to a boil; remove from heat and let figs plump.
3. In large skillet heat olive oil on medium heat; add onions, garlic and rosemary. Cook until onions are tender and caramelized, stirring frequently, about 10 minutes
4. Add figs to onions and pour over cheese.
5. Bake in 350 oven for 20 minutes.

Serve warm with baguettes, sliced into thin pieces

market tips:

When using a garlic press, you don't even need to peel garlic cloves before pressing. Just place the unpeeled clove in the tool cavity, press and discard the skins left in the cavity.



Baba Ghannug (eggplant dip)

Mary Beth Quandt, Market Shopper

My mother is Lebanese and used to make this when I was a kid, but I didn't like it. We visited family in Lebanon about 15 years ago and they let me cook with them. It was there that I discovered what a difference it makes to grill, rather than bake the eggplant. They would place the eggplant over the open flame of their gas stove. This would leave the outside black and charred but the inside soft, with a great grilled flavor. I loved cooking with them so much I was given a wooden mortar and pestle to bring back to the U.S. You can get these at the Market.

Helpful hint...I always look for the smoothest darkest color eggplants I can find. They are the sweetest. Also when you grill the eggplant it takes a long time — about 15-20 minutes. But the taste is worth it.

As my mother would say in Arabic "Saht Tdine". (Eat in Good Health)

Number of servings: 4
Oven temperature: 400 degrees
Baking time: 30 – 45 minutes

Ingredients:

1 large eggplant
3 large cloves garlic
Salt to taste
4 tablespoons tahini (sesame seed paste)
2 or 3 fresh squeezed lemons
(depending upon desired tartness)
1 tablespoon olive oil
Pita bread

Directions:

1. Cook eggplant until it is tender when pierced with a knife. Preferred method is to grill it, but it can also be baked. To grill, pierce the skin several times with a fork and cook it whole and unpeeled over a grill or gas flame until the skin is blackened and the flesh is soft, about 15 – 20 minutes. To bake, pierce the skin several times with a fork and place in a baking dish. Bake at 400 degrees for 30 – 45 minutes or until tender. Let the eggplant cool.
2. Mash garlic with a little salt in a large bowl. Add the tahini and the juice and pulp of two lemons; mix and set aside.
3. Remove the skin of the eggplant, taking care to preserve the juice. Add the eggplant flesh and juice to the garlic and lemon.
4. Mash until the eggplant it is chunky, using a potato masher or two knives, cutting through the eggplant crosswise.
5. Taste. Add the juice of the 3rd lemon and more garlic if desired. Add salt to taste.
6. Place in a serving bowl and drizzle with olive oil. Serve with pita bread.

Pizza Spinach Squares

Kathy Vandemortel (Market Shopper)

I am an old-time musician (I play fiddle, banjo, guitar, bass, and sing) and have been hosting an old-time jam at my home twice a month since 1992. I always make a homemade pizza for our mid-jam snack. The spinach pizza is one of the jammers' all-time favorites. Someone asked me once how many pizzas I have made and I had to guess that I have made easily over 500 pizzas, just adding up all the jams and music parties (not including all our family pizza suppers)!

Number of Servings: 8 appetizer servings; 4 entrée servings
Oven Temperature: 425 degrees
Baking Time: 25 – 30 minutes
Pan Size: 16 inch pizza pan or baking stone

Ingredients:

Dough:
2 ½ cups flour
2 teaspoons sugar
2 teaspoons instant dry yeast
½ teaspoon salt
1 cup hottest tap water you can get
(*about 120 degrees*)

Toppings:

10 ounces fresh spinach,
3 tablespoons olive oil
Salt to taste
¼ cup grated cheese (*Romano, Parmesan, etc. – I use Pecorino Locatelli*)
3 large garlic cloves, minced
16 ounces mozzarella cheese, shredded
1 large onion, sliced or chopped
1 red bell pepper, sliced or chopped
½ cup calamata or oil-cured olives, sliced or chopped (*your preference*)

Directions:

Dough:

1. Turn oven on to 200 degrees for two minutes to make a warm environment for the dough to rise.
2. Mix flour, sugar, yeast & salt together in a large bowl.
3. Stir in water and knead until dough is elastic and not sticky anymore (*more flour may be dusted on if very sticky*).
4. Shape dough into ball and place in oiled bowl.
5. Cover bowl with towel or plastic wrap and set in warmed oven to rise while preparing the toppings (*about 30 minutes*).
6. Or, if using a baking stone, sprinkle the stone with cornmeal and put the dough on the stone in the oven to rise (*about 30 minutes*).

1. Wash the spinach and dry as much as possible. Coarsely chop the spinach; place in a bowl.
2. Drizzle the spinach with olive oil, sprinkle with salt and stir to mix well.
3. Put the grated cheese on the spinach and add the minced garlic to the pile of cheese.
4. Stir the garlic around in the cheese to break up the garlic clumps, coating the garlic with cheese to distribute it easily.
5. Stir the cheese and garlic into the spinach and let the spinach wilt.
6. If using a pizza stone, sprinkle the stone generously with cornmeal. If using a pizza pan, oil it with olive oil.
7. Spread the dough on the stone or pan by using fingertips to lightly punch it out, gradually working it to the edges of the stone or pan.
8. Evenly spread the spinach over the dough.
9. Spread about 2/3 of the mozzarella over the spinach.
10. Spread the onions on the mozzarella, then the peppers, then the olives, and finish with the remaining 1/3 of the mozzarella (*this last bit will "glue" the toppings down*).
11. Bake in a preheated oven at 425 degrees for 25-30 min.
12. After removing from the oven let the pizza sit a bit to crisp the crust and solidify the cheese.
13. Cut into 2" squares and serve as an appetizer for 8, or cut into larger squares and serve as a meal for 4.

Zucchini Quiche

Debbie Wahl, Market Shopper

I always get compliments when I serve this recipe, and almost all of the ingredients come from the Market. I often serve it with a tossed or fruit salad, and some type of quick bread. You can add other ingredients, such as ham or bacon, mushrooms, or sweet peppers.

Number of Servings: 8 -10 appetizers or 6 entrees
Oven Temperature: 350 degrees
Baking Time: 30 minutes
Pan Size: 10 inch pie pan

Ingredients:

3 cups zucchini sliced thin & diced (*don't peel*)
1 cup baking mix
1 small onion chopped
4 large eggs
1/2 cup vegetable oil
1/2 cup grated parmesan cheese (*I use pecorino Romano*)
1 teaspoon dried parsley flakes or 1 Tablespoon fresh parsley, chopped
1/4 tsp salt
1/8 teaspoon pepper
1/2 cup calamata or oil-cured olives, sliced or chopped (*your preference*)

Directions:

1. Mix all ingredients in a large bowl until evenly blended.
2. Pour into buttered 10 inch pie pan
3. Bake uncovered at 350 degrees for 30 minutes until golden brown.

Tomato Basil Tart

Linda Czajkowski, Chef and Chef of Bee-Licious Foods Café

Serve with a fresh green salad and a crisp Finger Lakes Chardonnay for a perfect light summer meal!

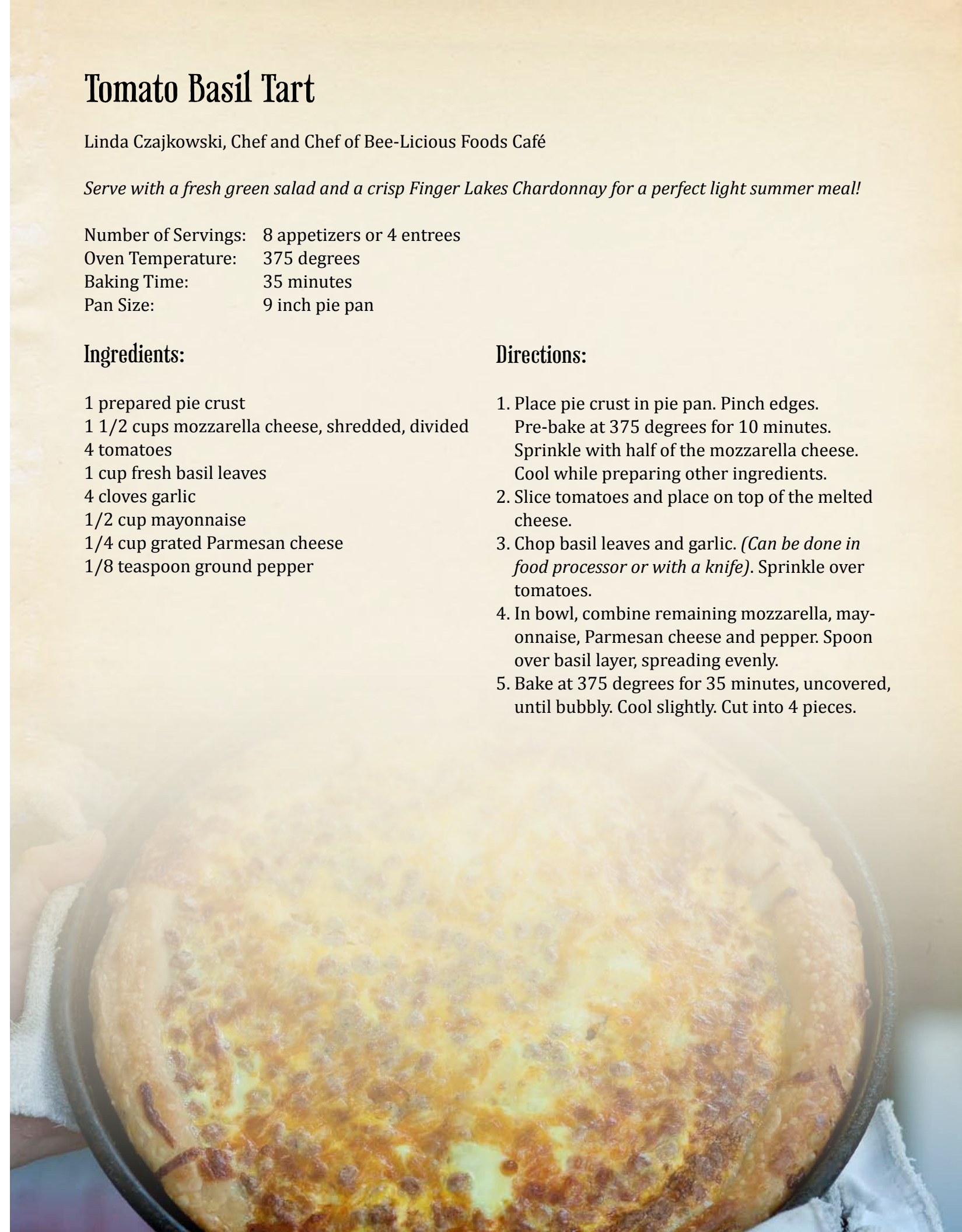
Number of Servings: 8 appetizers or 4 entrees
Oven Temperature: 375 degrees
Baking Time: 35 minutes
Pan Size: 9 inch pie pan

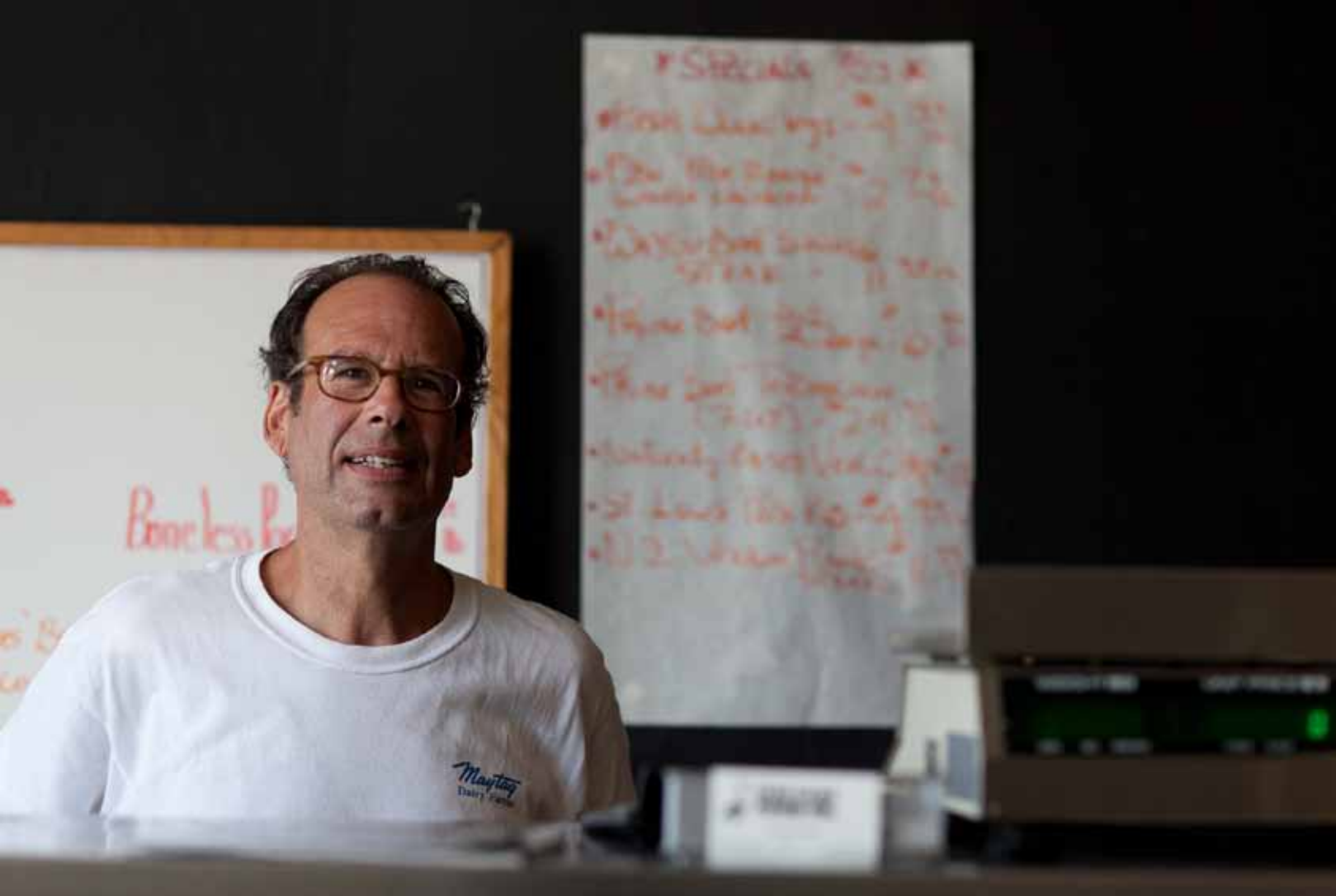
Ingredients:

1 prepared pie crust
1 1/2 cups mozzarella cheese, shredded, divided
4 tomatoes
1 cup fresh basil leaves
4 cloves garlic
1/2 cup mayonnaise
1/4 cup grated Parmesan cheese
1/8 teaspoon ground pepper

Directions:

1. Place pie crust in pie pan. Pinch edges. Pre-bake at 375 degrees for 10 minutes. Sprinkle with half of the mozzarella cheese. Cool while preparing other ingredients.
2. Slice tomatoes and place on top of the melted cheese.
3. Chop basil leaves and garlic. (*Can be done in food processor or with a knife*). Sprinkle over tomatoes.
4. In bowl, combine remaining mozzarella, mayonnaise, Parmesan cheese and pepper. Spoon over basil layer, spreading evenly.
5. Bake at 375 degrees for 35 minutes, uncovered, until bubbly. Cool slightly. Cut into 4 pieces.





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1 Tablespoon fresh parsley, chopped
1/4 tsp salt
1/8 teaspoon pepper

Directions:

1. Mix all ingredients in a large bowl until evenly blended.
2. Pour into buttered 10 inch pie pan
3. Bake uncovered at 350 degrees for 30 minutes until golden brown.