

WELCOME TO THE FIRST ISSUE

VOLUME 1, ISSUE 1, SUMMER, 2021

# ST. JOHN'S FARMERS' MARKET CO-OP NEWSLETTER

psst - we need a better name!  
send your ideas to [newsletter@sjfm.ca](mailto:newsletter@sjfm.ca)

## QUICK CO-OP FACTS

"When individuals join in a cooperative venture the power generated exceeds what they could have accomplished individually."

- R. Buckminster Fuller



Co-op members and staff pulled together during Snowmageddon 2020

## THIS IS YOUR NEWSLETTER!

We are a large, wonderfully diverse community, and we want to include as many perspectives as possible. We'd love your input!

Do you have:

- a market anecdote?
- a question?
- a comment, suggestion, or request?
- a story submission?
- a photo?

Kids! We want to hear from you, too.

Please contact us at  
[newsletter@sjfm.ca](mailto:newsletter@sjfm.ca)

We're excited to bring you this first edition of the new SJFM Newsletter!

Our reasons for creating this newsletter come down to one key idea: Community. We wanted a newsletter to highlight our co-op's interesting Consumer and Vendor members, and to increase our SJFM community by reaching out to people who haven't been to our Market yet.

Community is at the heart of who we are. In the past year, we became an emergency hub, distributing food to non-profit organizations, initiated a project to help newcomers source hard-to-find ingredients, hosted nightly prayers for the ICNA-NL throughout the month of Ramadan, and have created numerous Covid-friendly ways to safely welcome people to our market.

Happy Reading! From the SJFM volunteer newsletter committee:  
Linda Chafe, Erin Holland, Jeanine McDonald, Carla McIsaac, Theresa Murphy, Liz Stefan, Kim Todd, and Greg Whelan.

Read electronic copy here:



<https://stjohnsfarmersmarket.ca/newsletter/>

# FARMER TALES

Did you know you can get fresh, locally grown food, year-round at the Market?



Outport Acres of Bloomfield is a recent producer to join the SJFM cooperative. Adam, Cassandra, their young son, Paul, and their newest addition, born only in April, Joseph, make up the crew. Adam and Cassandra Furlong started out in agriculture years ago, when they grew food for themselves on a small plot in CBS. Research led them to crops with small enough footprints that they could be grown commercially in their limited space. Adam and Cassandra grow their crops indoors. With careful control of temperature, humidity, light, and water, Outport Acres offers a consistent and reliable, year-round supply to their customers. They narrowed their scope to what performed best and appealed most to the local consumers and currently offer 14 types of microgreens. These include sunflower shoots, pea shoots, radish, broccoli, sweet corn shoots, fava bean shoots, cilantro, basil, dill, and a popular microgreen salad mix.

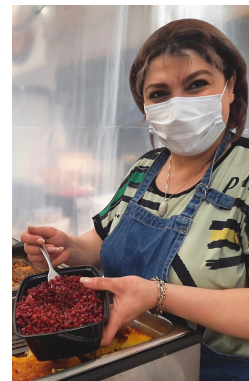
The St. John's Farmers' Market seemed like a natural place to take Outport Acres' microgreens. Adam said at their first market they nearly sold out, and at the second market they attended, they sold out completely. Attendance at the market has also led to other retail opportunities and Outport Acres continues to thrive and to be a valuable part of food security in Newfoundland and Labrador. Adam enjoys interacting with his fellow vendors, the market staff, and seeing his regular customers stop to talk. He said he likes the busy mornings of market days. "It is such a great feeling to have a lineup of customers waiting to buy a product you have worked so hard to create."

Photographs  
credit to  
Adam  
Furlong.



# TASTE IT

Samaneh Fakhariad started making Iranian food at the Farmers' Market over 4 years ago. "Cooking was always a hobby I enjoyed and my friend, Zainab (one of the original SJFM vendors), helped me get started." Making food is work that she can do as a single mother from home, while supporting her 5-year old son with autism, in his many therapies and activities.



During her previous job at the Waterford Hospital kitchen, Samaneh learned what kinds of foods Newfoundlanders and Labradorians seemed to like. She started making her infamous "huge meatball" and created Persian gravy with her meals. "Our food is full of spices, but it doesn't have to taste spicy," she explains that people really enjoy smelling and tasting the unique flavours that Persian food offers.

"This is actually really difficult," she admits, laughing, "my older son who is studying business tells me Mom, you're losing your money running a business like that. He's right, but I love to do it anyways." Whether it's her pomegranate and walnut sauce, or her lamb shanks, Samaneh is committed to using fresh food, and finding authentic ingredients from home: saffron, barberries, and halal meats because "it's more healthy, and the flavours are better."

"It's not just the money," she emphasizes, "I love the smiles and the positive comments. It's the people; folks at the Market are so supportive."

Story continued on Page 4





## ASK THE ARTIST

Vendor: Winifred Ohwoka  
Business: Signage Clothing and Crafts

**Beginnings:** After I lost my job in 2018, I asked myself what could I offer that people would pay for. People at church loved my African dress, but I didn't know how to make clothes. I bought a used sewing machine and learned the basics at Anna Templeton. Then I met wonderful people at RIAC, an NGO that trains people for free. Kerri taught me to make bags; my desire became reality.

**On Motivation:** I get motivated from within. I love beauty. I'm inspired by colours, especially when I see an environment, places or people looking dull, not happy. I feel I can help make it right. I use bright colours in my craft to bring hope, joy and excitement; a sparkle.

**SJFM Love:** I get to share my culture in my new home, Newfoundland and Labrador, and meet people from all aspects of life. You relax and feel among family.

**Knowledge:** I realize I still need to learn and grow. Twenty-four hours is not enough. This is just the beginning of greater things; the business is growing, getting known. I just need to work harder, bringing vibrant, exciting colours here in NL. One of my favourite slogans is 'CASUAL can be EXCITING too'.

**Shop/Contact:** St. John's Farmers' Market; Etsy; Signage Clothing & Crafts webpage; IG; FB.

## What's Happening at the Market!

**Every Saturday,** 9 am-4 pm: St. John's Farmers' Market

**Every Wednesday,** 5-9 pm: HumpDay Market

**Saturdays July & August:** 10-11 am: Free Yoga at the Market

Sunday, **June 6th** 10 am-4 pm: Etsy & SJFM Market

Sundays, **June 13th & July 4th** 10am-2pm: Spring Clean Market

Sunday, **June 27th** 10 am-4 pm: Canada Multiculturalism Market

Sunday, **July 11th** 10 am-4 pm: Market from Another Dimension

St. John's Pride Week July 16-25: Queer Market date TBA

Sunday, **August 8th,** 10 am-2 pm: Vintage & Collectibles Market

For more details, check [www.sjfm.ca](http://www.sjfm.ca) or [Facebook.com/sjfmnl](https://www.facebook.com/sjfmnl)

## CONSUMER PROFILE



You can usually find Marion Ahrens every week at the SJFM.

Originally from Germany and having spent many years in Cyprus, Marion has been a regular shopper at the Market since landing on NL's shores with her family in 2007, "for a 2-year" stay, she grins. Indeed, she notes that our Market reminds her of a local version of the ones she used to frequent in Cyprus.

What draws her to our SJFM? Marion sums it up in one word: VARIETY. Whether it's the tantalizing hot and cold international foods, or the locally grown fresh fruits and vegetables from our short harvesting season, the range of choices always appeals to her.

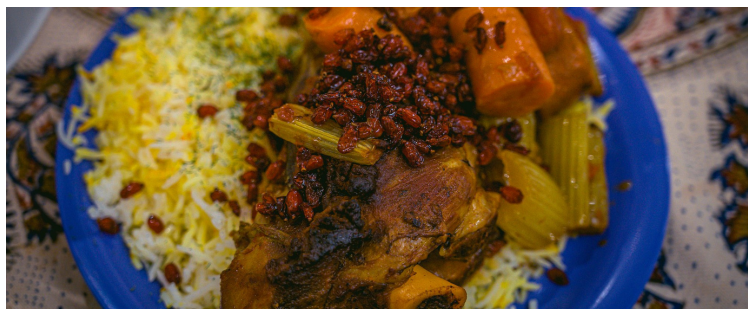
She also highlights the splendid variety of arts and crafts ....so much talent...so much creativity on display in this province! She adores the feel of the Farmers' Market: "It just suits Newfoundland & Labrador," she remarks. Another thing that Marion appreciates is that the more you go, the more you get to know the Market community, whether vendors or other consumers. This makes the experience even more rewarding for her.

Be sure to say "guten tag" ("good day" in her native German) to Marion when you see her strolling among the many vendor stands that she enjoys so much!

Story continued from page 2.

She encourages those who haven't been to the Market before to come visit and experience all the different crafts and food and vegetables. "There are so many small local businesses here and they all need more of our support."

"Each vendor here has their own story. For example, when I think of the vendors who are not originally from Canada," Samaneh explains, "we all have our families back home, our friends and our memories are so far away. Some days it's really not easy for us. When people come talk with us, buy from us and enjoy what we make, it makes it all worthwhile."



## KIDS SPACE

### RIDDLES AND CODES

Use the secret code below to answer these riddles



What has teeth but no mouth? 19 3 15 18



What has hands but no arms? 19 17 3 19 1

What has ears but can't hear? 19 3 5 9



What has feet but no legs? 8 2 5 14 13 12 16 19 1

What has a back and legs but no body? 19 11 2 16 5



What has a tongue but can't talk? 13 11 3 6

What has eyes but can't see? 4 3 12 2 12 3



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
K	A	O	P	R	E	U	Y	N	F	H	T	S	D	M	I	L	B	C	G

## THE PEOPLE OF THE MARKET

A Consumer,

A Vendor,

A Staff Member,

A Volunteer,

A Board Member.



**Omar Abdelkhalek** is a SJFM regular and a big fan. He loves the creative atmosphere! The Jewish Deli is a go-to food favourite.



Curry Delight is an SJFM staple! **Nasir Mohammed** and the fam-jam team prepare fabulous Indian-Pakistani food with mom's authentic recipes.



**Gareth Lloyd** is on the market staff. He emigrated here during the pandemic, and found a sense of home and belonging in SJFM family.



**Tiffany Howell** is a brand new market volunteer! She's here because she loves the way the Market brings people together.



**Mimi Sheriff** joined the Board in Oct '20. She brings good cheer, mad organizational skills, and first-hand vendor experience (GurshaNL) to the table.