

Market Matters

ST. JOHN'S
farmers' market Co-op Newsletter

THE FARMER'S NAME IS DEL

Oliver's Farm has been a staple of the St. John's Farmers' Market since its earliest days. Oliver's is a family livestock and produce farm and the life's work of Del and her husband, Dave.

Reliable as the rising sun, Del and her trusty van (mechanical failure and the worst kind of weather notwithstanding) drive in from Placentia Junction every Saturday to bring customers local food choices that have been raised 'free range' (the chicken live in a big yellow school bus!) without chemicals, and harvested with care.

Not one for high tech, Del relies on human conversation, the phone, and a good old-fashioned notebook to line up orders and customers. There's always great interest in turkey around Thanksgiving, Christmas and Easter, so it's smart to get into Del's book at least a month or so ahead.

On Saturdays, you'll find the Oliver's Farm van on the SJFM parking lot, back doors open in all seasons, with Del inside surrounded by coolers filled with fresh meat, sausages, fresh chicken, fresh local eggs and fresh produce in season. Even if the lineup is long, Del takes a minute to catch up with her regulars and meet new customers. She's always happy to see kids at the door, and from time to time when they show up, a little square of fine chocolate might come out through those doors together with the dozen eggs, the fresh chicken and a package of sausages.

Hi ho, the derrio, the Farmer's name is Del.



QUICK CO-OP FACT

A co-operative is an organization formed by people coming together to meet their common needs.

- Newfoundland and Labrador Federation of Cooperatives

MEET ME AT THE MARKET!

RENATO AND ANGELLETTE DEL CARMEN

GIAN'S KITCHEN



- Worked on cruise ships before immigrating to Newfoundland.
- First started with a curbside food pickup service and cooking for friends.
- Named their business after their son, Gian, when he showed interest in cooking.
- First menu offering was Baked Sushi.

A PROUD VOLUNTEER

LEISHA TOORY (SHE/HER)

I am MUN student who is studying Political Science and French. Born in Mauritius, raised in Dublin, I now live in St. John's and am a proud volunteer at the Farmers' Market. During the time I have spent at the Market I have seen the brilliantly laudable ways that it celebrates local production, sustainable agriculture and cultural diversity.

One of the lynchpins of the Market is local. Produce and products are made with love, by local families.

Farmers who sell produce contribute massively to promote and maintain healthy agricultural sustainability. They meet our needs, without comprising the future generation's ability to meet theirs. As a 23-year-old who is walking towards the future world, witnessing the farmers' dedication to sustainable agriculture ignites the vibrant feeling of hope for a greener environment and a solid possibility of the existence of a habitable lively tomorrow.

The Market also celebrates cultural diversity. The tasty, authentic foods sold here are vibrant with flavours from global cultures. As an international student, I wholeheartedly feel safe, included and beyond happy upon seeing the inclusive attitude and respect that reigns supreme in this space. From an international volunteer perspective, I feel that the St. John's Farmers' Market proudly recognizes cultural diversity as its strength and thrives to champion this inclusivity to promote the equal and full participation of all.



Market whiteboard art from support staff, including El Patey and Tjaart Labuscagne, 2020-21.

RECIPE: BANANA BREAD

3 very ripe bananas, peeled (about 1 1/4 to 1 1/2 cups mashed)

1/3 cup melted butter, unsalted or salted, or substitute with applesauce. (check local vendors who may be selling applesauce)

1 teaspoon baking soda
Pinch of salt

3/4 cup sugar (1/2 cup if you would like it less sweet, 1 cup if sweeter)

1 large egg, beaten (local eggs are easy to find at the Market)

1 teaspoon vanilla extract

1 1/2 cups all-purpose flour

Optional (add 1/2 cup of walnuts; make sure you sift them in a little flour so they won't sink)

Preheat oven to 350oF. Grease a loaf pan.

In a mixing bowl, mash ripe bananas with a fork until completely smooth. Stir melted butter into mashed bananas.

Mix in the baking soda and salt. Stir in the sugar, beaten egg, and vanilla extract. Mix in the flour.

Pour mixture into a greased pan and bake for 60 minutes. Test with a toothpick in the middle. It should come out cleanly.



Jeanine McDonald of Cheerio Creations.



THE NATURE OF ART

A longtime figure at the SJFM is Scott the Merrybegot, having been drawn home to NL from the Maritimes nine years ago. Practicing his trade for a total of 36 years, his eclectic creations display a fusion of the natural with the man-made, transformed into art. All Scott's works are 100% original, designed in his head, and no two are the same. The raw materials are either gathered from the land or the sea, or salvaged and recycled from fabricated materials. "I like to give an artistic existence to both found and unloved objects," says Scott.

When asked about his favourite aspect of the Farmers' Market, he immediately mentions the camaraderie among fellow vendors, as well as the pleasure of interacting with the public. After focusing on creating all week in his CBS studio, he really finds it refreshing to meet and talk with customers and colleagues alike. Drop by and have a chat with Scott about his choice of the name 'Merrybegot'!

WHAT'S HAPPENING AT THE MARKET!

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

Every Wednesday, 5-9 pm: HumpDay Market.

Every 2nd Thursday, 6-9pm: Evening of Cultural exchange.

Sunday, **November 14th**, 10 am-2 pm: Vintage & Collectibles Market.

Sunday, **November 21st** 10 am-4 pm: Etsy Holiday Market - Etsy Vintage & Craft with SJFM Food!

Friday, **December 3rd** 5-9pm, Saturday **4th** 9am-4pm, & Sunday **5th** 11am-4pm: SJFM Festive Market.

Sunday, **December 12th**, 10am-2pm: SJFM Stocking Stuffer Market - all items \$20 or less!

Sunday, **December 19th**, 10am-2pm: SJFM Last Chance Market - final SJFM Market before Christmas.

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

SJFM COMMUNITY NEWSLETTER

We love your input and we'd love to hear from you! Please send your anecdotes, questions, suggestions, photos and stories. Kids! We want to hear from you, too: newsletter@sjfm.ca

Your newsletter committee: Linda Chafe, Erin Holland, Jeanine McDonald, Julie McIlquham, Carla Mclsaac, Theresa Murphy, Liz Stefan, Kim Todd, and Greg Whelan.

DID YOU KNOW...?

Our Market is one of the most accessible venues in St. John's with:

- Wide automatic doors, accessible to many forms of adaptive equipment, including power chairs, walkers, scooters and wheelchairs
- Indoor/outdoor seating
- Location is on a bus route
- Blue Zone parking
- Gender neutral washrooms, including 2 accessible washrooms

Big congratulations to Corrine Breen who won \$25 in Market Bucks for participating in the Co-op Member newsletter name vote!

KIDS SPACE

FALL WORD SCRAMBLE

LEPAPS _____
 QUSASH _____
 FLAE _____
 UNMTUA _____
 ESRET _____
 DEIHAR _____
 STERHAV _____
 KNPIUPM _____
 NOCR _____
 OALWHLNE _____

WORD BANK
 pumpkin
 leaf
 trees
 Halloween
 apples
 squash
 corn
 autumn
 hayride
 harvest



SJFM COMMUNITY FACES

A Consumer,



Emma Speagell is a weekly regular at the market. She loves the sense of community, and getting to meet and support the makers!

A Vendor.



Nicole Cox from Sweet Dreams Native Crafts & Jewellery makes Ojibwe Dream Catchers and jewellery using natural materials and specializes in semi-precious stones.

A Volunteer.



Sumayah Musa, a new volunteer, studies Taekwondo. When we met her, she was looking forward to her 1st class in St. John's!

A Committee Member.



Greg Whelan, a former Board member who continues to help out with the Market Matters newsletter