

Market Matters

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

WHAT DO I DO WITH THIS OLD LEATHER COAT?

Linda Chafe's Useful Crafts business is unlike anything else you will find. An SJFM vendor since 2015, she creates handmade journals using repurposed leather, suede and sustainably sourced paper. Also, pouches, belts, bookmarks and jewellery. Transformed from old leather coats or purses, her creations feature details that hint at the item's former life, such as a pocket or worn area, which give the items great character.

From St. John's, Linda still lives in her childhood townie home with her bayman husband. Recently retired from her MUN research position, she is seen at the SJFM one Saturday a month. She is involved in diverse volunteer projects, including this newsletter and raising money for the Legion.

Customers appreciate her attention to detail, use of repurposed materials, and the ability to order custom items.



QUICK CO-OP FACT

Did you know it only takes three or more people to incorporate as a co-operative?

NL Federation of Cooperatives

MEET ME AT THE MARKET!



Mori Amiri

- started walking to the SJFM while at MUN doing a social enterprise program where he learned how to "figure out how to make money in a way that benefits society and the environment."
- comes to try new foods and see what local artists are creating
- appreciates the Market's diversity, saying "there's nowhere else like it in this city... everyone can feel at home here."

THINK AND EAT GREEN



Green Farm NL has been selling its delicious, locally-grown produce at the SJFM for over a year. Their objective is to provide healthy and affordable produce to the residents of Newfoundland and Labrador year-round, using hydroponics. As their business model does not use a storefront but rather focuses on online commerce and home deliveries, they greatly enjoy the opportunity that the Market provides to personally engage with their customer base, informs the CEO, Scott Neary.

Another advantage he cites is being exposed to an environment where there are like-minded businesspeople. At the Market, vendors can trade ideas and share perspectives on common issues they face. He truly values the supportive atmosphere that exists among fellow vendors, and throughout the market space in general. Consumers who desire fresh, healthy and affordable microgreens such as arugula, broccoli and cilantro, to name but a few, or leafy greens such as lettuce or rainbow chard, can visit their table at the Market, or they can order from their website:

www.greenfarmnl.ca

Delicious, sustainable and local!

Great Canadian Breakfast



Is there a better way to start the day than with a delicious breakfast, ready in minutes? Try Great Canadian Breakfast with Newfound Perogies Potato & Cheese. You'll love it!

Prep Time: 5 min.

Cook Time: 10 min.

Ready In: 15 min.

Serves: 4

- Newfound Perogies Potato & Cheese – 0.5 pack
- Butter or olive oil – 1 tsp
- Bacon – 3 strips
- Eggs – 2
- Chipotle Sauce – 0.5 cup

1. Add perogies into boiling water and boil for 3 minutes, stirring occasionally.
2. Remove perogies with a slotted spoon.
3. Fry perogies for a minute on each side until golden brown.
4. Brown your favourite bacon. Fry eggs.
5. Combine pan-fried perogies with sunny-side-up eggs and bacon. Serve with sour cream or chipotle sauce.



Recipe contributed by:

Elena Diyanova,
Newfound Perogies,
SJFM Vendor
Member

guten appetite – بالعافية – melkam megib – itadakimasu

bon appetit – niriqatigiiniarqpussi – جان – نوش – buon appetito – buen provecho



DELICIOUS UNDER PRESSURE

Ronald's Delicacies Treats is a home-based bakery that specializes in African-inspired baked goods. Tadiwa Ronald Rushambwa says, "My mom taught me how to bake at a very young age and I have loved baking since then.

Since starting my business, I've realized I have more potential in me; I have the power to make sure my customers are happy and satisfied. I am most productive when under pressure. My family motivates me to be the best I can be. I hope to make new African products available at the market and bring a new look to Ronald's Delicacies Treats.

I enjoy the unity and support among market vendors, and the support of the community. Our products can be found at the St John's Farmers' Market, on our website ronaldsdelicacies.ca, and on Facebook and Instagram."

**Saturdays
9am -4pm**
St. John's Farmers'
Market

**Wednesdays
5-9pm**
HumpDay Market

Sunday, April 24th, 10am-2pm:
SJFM Earth Day Market

Sunday, May 8th, 6-10pm:
We Care: Fundraiser for Ukraine

Monday, May 23rd:
International Cuisine Festival

Sunday, May 29th, 10am-2pm:
SJFM Market from Another
Dimension

Sunday, June 5th, 10am-2pm:
SJFM Vintage & Collectibles Market

Dates to be announced: Tombolo
Multicultural Festival

For more event info, check out
www.sjfm.ca and our social media!



WE LOVE YOUR INPUT !

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: Erin Holland, Jeanine McDonald, Julie McIlquham, Carla McIsaac, Theresa Murphy, Liz Stefan, Kim Todd, and Greg Whelan.

DID YOU KNOW...

- Seaside Reclaimed is collecting plastic bottle caps at the Market entrance to recycle into useful products.
- We are still working to expand online shopping from vendors. Stay tuned for updates.
- Please donate your Reusable Grocery Bags to help local food banks.
- The Market has a suggestion box at our booth. Please share ideas!



KIDS SPACE

Ramadan Mubarak!

April 2 - May 1, 2022



S Q U R A N B E N H
C M W A S I E C X M
O T Y E R P L I K Z
S L A H P M F G D A
L A G M U B A R A K
X A J S A H N A S A
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SJFM COMMUNITY FACES

Consumer.



Memorial student and artist, **Maya Soukup** made sure her recent move brought her closer to the Market!

Vendor.



You must know **Emily Hunt**, The Waffle Lady! Legendary waffles, lemonade, and ice cream. Dreams become real!

Staff.



Mario Cañas Montoliu was SJFM's Multicultural Engagement Coordinator with the Newfound Attachments Project.

Volunteer.



Kaela Ogletree loves welcoming when the Market is on, and loves reading when it's not! (2 books per week – wow!)

Board Member.



Erin Holland is the gentle megawatt force who wrangles the Market Matters Committee to publication every issue.