

# Market Matters

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

## QUICK CO-OP FACT

The Top 300 co-ops in the world in 2017 generated 2.1 trillion USD in turnover!

## LOOK OUT – GODZILLA IS IN THE HARBOUR!

Kyle Callahan, is a digital artist, a photographer, a graduate of CNA's (College of the North Atlantic's) Graphic Design program, and long-time presence at the St. John's Farmer's Market.

Kyle started his business, *Kyle Callahan Photography*, in 2012, after graduating in 2011. He discovered that he wasn't as fond of writing code as he was of imagining images that blended his love of monsters, B-Movies, and Marvel Superheroes with iconic scenes of Newfoundland.

As his final project at CNA, Kyle combined St. John's Harbour with Godzilla walking through the Narrows, ready to demolish our humble home. Kyle's

cheeky image quickly became one of his most popular prints, making people smile (as well as purchase), and Kyle's business model was born.

Kyle is at the St. John's Farmer's Market every Saturday and Hump-Day Wednesday. He has continued to create images that tweek super heroes in downtown locations.

Ever expansive, Kyle also has a series of images based on everyday beloved food items such as Eversweet Margarine, Fussell's Canned Cream, Pineapple Crush and many other remnants of pop culture art. As a photographer, he also does weddings.

Kyle is a fun loving, easy going, generous vendor, always ready to lend a hand to anyone who asks.

At home, Kyle is a full time Dad to Parker, a dog-dad to beagle Darcy, and loving husband to Victoria, his wife.

Come say hi to Kyle this week, as he sits hunched over his computer creating new art and just try not to buy one of his excellent prints!



MEET ME AT  
THE MARKET!

This section is for highlighting you, the consumers that make the St. John's Farmer's Market great!

We want to hear your stories, how you found SJFM, why you keep coming back, and what strange things you've seen while you're here!

Send your stories to:  
[newsletter@sjfm.ca](mailto:newsletter@sjfm.ca)

CATCH SJFM ON THE RADIO  
EVERY THURSDAY ON CHMR!





## A MARKET STAPLE: GOODWATER SEAFOODS

Goodwater Seafoods is a staple at the Market.

Based out of Witless Bay, Christine and Roy Power take great pleasure and pride in their work and love sharing it with their customers.

Most every Saturday you'll see Christine smiling above trays of smoked salmon, smoked cod, fish cakes, swordfish, kippers, and other treasures from the sea.

Christine says, "Fishing has been part of our family for generations, and it's cool to carry on the tradition with Goodwater."

Goodwater is an independent fish business and they do it all - from catching (some species), to smoking, to the packaging and handing to customer, and all points in between.

The smoked products are across the board delicious - prepared and presented with care, and perfect to pull from the freezer when guests arrive!

The St. John's Farmer's Market is yet another tradition for Goodwater Seafoods.

"We love being a part of the Market," Christine says. "We've been here for years. And my favourite thing about the Market is the people. You get to know your regulars and it's always good to see them. Now it's really interesting too because there are so many visitors coming - especially after the past two years."

## RECIPE: CUCUMBER YOGURT DISH

*(By Anna Paytyan of CakeyHand)*

When I think of summer, cucumbers come to mind – as in “cool as a cucumber.” So, here’s a favorite Armenian hot-weather recipe combined with plain yogurt that will cool you down the instant you take the first sip.

### Ingredients

1 seedless cucumber, washed and peeled. If you don't have Armenian cucumbers then English cucumbers work well here, too.

2 cups of plain yogurt.

½ cup cold water.

1 garlic clove squeezed through a garlic press, or hand-mashed.

2 tsp crushed dried mint.

Salt (to taste)

### Instructions

Cut the cucumber in quarters, lengthwise. Slice each section into thin pieces.

In a large bowl, whisk together the yogurt with the water.

To the yogurt, stir in cucumbers, garlic, if using, salt, and mint. To keep this very cold, add a few ice cubes. Cover and refrigerate until ready to serve.

To serve, stir, ladle into bowls, and add an ice cube in each bowl. Garnish with fresh sprigs of mint.



## SPOTLIGHT ON: GIAN'S KITCHEN

Remember back in 2020 and the early days of Covid-19? When you couldn't eat out anywhere? Stuck at home and making the best of that challenging situation, food vendors Renato and Angela began preparing different international dishes to enjoy, 'dining out' in their own home. Their son got in on the activity too, as their food server and thus the name 'Gian's Kitchen' was born!

Former cruise ship workers, the couple possesses several years of experience working with food preparation. Renato is a chef and Angela works at a bakery, full time, in addition to their own enterprise. Gian's Kitchen was created during the pandemic, as they drew on their Asian culinary experiences to make tasty plates such as their "Big Sushi" (which is actually a cooked version) for friends. Good news about good food spreads fast, and in no time it wasn't possible to keep up with orders! They felt the time was ripe to scale up and become a food vendor at the St. John's Farmer's Market.

At the Market, in addition to growing their young business, this hardworking Filipino couple finds a means to engage with the local community and meet new people, something which they truly appreciate as newcomers to Canada.

Why not stop by and say hello, while trying one of their many delicious flavours of Roti (Asian flatbread), or a wonton soup, or maybe even a Big Sushi?

Your taste buds will definitely thank you!



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

**Wednesdays 5-9pm:** HumpDay Market

**Thursdays 5-9pm** Multicultural Food and Craft Market and Trade Show

**Sunday, August 7th**  
Tombolo Multicultural Festival 2022

**August 13-14th:** SJFM Home Grown Market Weekend

**Sunday, August 21st:** Vintage Market

**Sunday, September 11th:**  
IcebergGallery Art Fair

**Sunday, September 18th:**  
SJFM Book Fair

**Sunday, September 25th:** Etsy St. John's Market

For more event info, check out [www.sjfm.ca](http://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](mailto:newsletter@sjfm.ca)

Your newsletter committee: Carla McIsaac, Erin Holland, Greg Whelan, Julie McIlquham, Kim Todd, Liz Stefan, Theresa Murphy.



## FAZ REVIEW CORNER



### LIZ SMITH ART

There's a new vendor at St. John's Farmers' Market! They're **Liz Smith Art**! We love their Newfoundland Picture Plant wood burnings, amazing work!

**A says:** "It is very pretty and it took a lot of work. It is our provincial flower and we love

it and her other work. It would look great in any home, cabin, or shed!"

**F says:** "Very pretty. Lots of other designs. So cool that they use wood from other vendors. Quality product!"

### THE TALES OF DWIPA

We just read *The Tales of Dwipa* by Prajwala Dixit & Duncan Major from **Breakwater Books Ltd.**

It was one of the best books we've ever read! We liked the monsters and animal creatures. The way it was written was magical. We liked when our godfather read it to us at night before bed, and read it ourselves in the day between sittings to re-live it ourselves.

Great book, we really love all the fictional silly characters. We genuinely think all kinds of

kids would like to read this, and think it would make a really good animated film as well.

Both A and F give 10/10 stars!

### LIVE EDGE DESIGN

#### BY JOHN

We got a functional and beautiful cutting board by **Live Edge Design by John**! They're great and they have a bunch of 3D puzzles and things you can do.

**F says:** Their work is absolutely amazing. No doubt some of the best woodwork I've ever seen.

### YOUNGBLOOD LEATHER

Snagged a belt made by **Youngblood Leather Works**. It is incredible. They have belts, wallets, jewelry, and accessories. I like how smooth the material is, great for anyone who likes leather and stuff like that.

## SJFM COMMUNITY FACES

### A STAFF MEMBER



**Luqman Adan** greets Market customers with his broad smile. Meeting "a myriad of friends" and organizations is the biggest highlight. His only complaint? "The food here is too good. I spend half my wages on eating," he laughs.

### A VOLUNTEER



**Luca Dinu**, a MUN Linguistics student, recently discovered the SJFM's public piano. Inspired by the sound, he improvises amazing jazz melodies that transform the Market's atmosphere.

### A CONSUMER



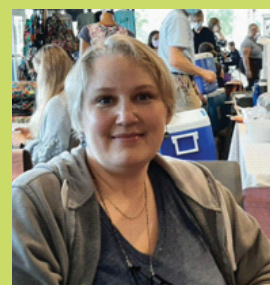
**Maggie Keiley's** favourite part of coming to the Market is "running into people, *and* the fresh veggies," she emphasizes. "It's also a great place to find unusual gifts that you'd never find anywhere else."

### A VENDOR



Murray's Meadows' **Bashar Kalif** also smiles when he thinks of the hundreds of people he sees at the Market. "Some people I see every time; others I haven't seen in years." "It's definitely never boring!"

### A COMMITTEE MEMBER



**Liz Stefan** shares her co-op expertise with the Membership Committee. Originally from Saskatchewan – the birthplace of Canada's co-op movement - she uses her experience with numerous other co-ops to strengthen ours.