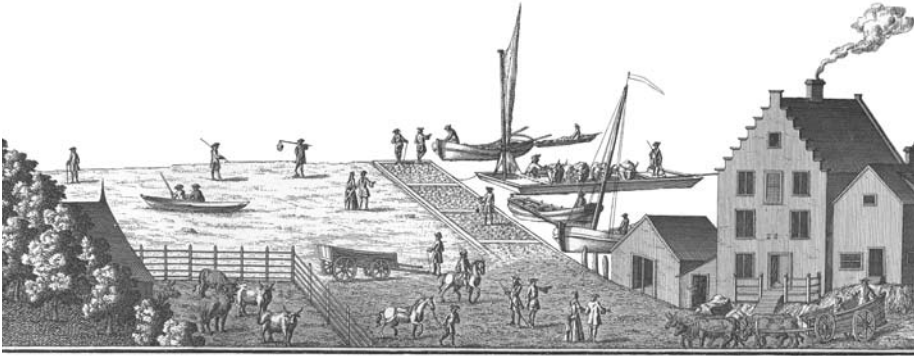


# NEW AMSTERDAM MARKET

FIRST MONTHLY MARKET SEASON

CELEBRATING THE HUDSON FULTON CHAMPLAIN QUADRICENTENNIAL



SUNDAYS SEPTEMBER 13 OCTOBER 25 NOVEMBER 22 DECEMBER 20 2009

---

## APPEAL TO SPONSORS

We are a Regional economic development organization, founded in 2005, whose aim is to revive the Public Market as a civic institution in the City of New York.

This year, we will inaugurate our first season of *monthly* markets, which will build on the success and popularity of three we have already held to date. From September through December 2009, New Amsterdam Market will once again take place on *South Street* in Lower Manhattan, at the site of the renowned Fulton Fish Market.

The season will begin on Sunday, September 13th, coinciding with the City's celebration of *Harbor Day*, which this year honors the 400th anniversary of Hudson's voyage to our Region in 1609. On Harbor Day, thousands of New Yorkers and visitors will enjoy free and continuous ferry service connecting important landings on the waterfront with the piers on South Street, a major hub for the day's events. There, New Amsterdam Market and its vendors will showcase and sell seasonal, fresh foods and excellent market fare, all from the Northeast, to an expected 12,000 visitors.

On this festive occasion, we will open a special Pavilion dedicated throughout 2009 to the bounty of the Hudson Valley, a fitting tribute to its natural and agricultural history.

We are seeking civic-minded sponsors and patrons to support our mission and programming. Your generous contribution will enhance the quality and impact of this first market season while strengthening our campaign to place New Amsterdam Market in a permanent and inspiring *public* venue.

## NEW AMSTERDAM MARKET

New Amsterdam Market was founded in October 2005, under the vaulted arcade of the New York City Municipal Building. Subsequent markets held at the historic Fulton Fish Market site on South Street in Lower Manhattan in December 2007 and June 2008 drew thousands of enthusiastic supporters from all five Boroughs, Jersey City and Hoboken, and visitors from as far as Boston and Philadelphia.

New Amsterdam Market continues to receive favorable coverage from printed media and internet sites including: *The New York Times*; *The New York Post*; *Metro NY*; *Downtown Express*; *The Tribeca Trib*; *Time Out New York*; *New York Magazine*; *Conde Nast Traveler*; *Daily Candy*; *Gothamist*; *Curbed*; *Serious Eats*; *Tasting Table*; *Brooklyn Based*; *Civil Eats* . . . and more.

The Market was incorporated in September 2006 and gained 501(c)3 non-profit status in August 2007.

MARKET	ATTENDANCE	VENDORS	TOTAL SALES
October 2005	2,000	50	n/a
December 2007	4,000	36	\$40,000
June 2008	7,000	65	\$95,000

MAILING LIST: 8,000 as of July 2009

2009 FUNDRAISING GOAL: \$150,000



OCTOBER 2005



DECEMBER 2007

Katrina Scott

Robin Riley

## A CIVIC INSTITUTION

We are inspired by history's most engaging public markets, which bring together commerce, place, and culture. Of special interest are the market district of *Les Halles* in Paris, whose destruction is now appreciated as a loss to that city and every facet of its society; and the covered market halls of Britain, whose potential for revival has been proven by the recent reinvention and success of London's *Borough Market*.

To be comprised of retail and wholesale vendors including butchers, grocers, mongers, farmers and provisioners, bakers and distributors, brokers, importers, and sellers of cooked foods, *New Amsterdam Market* will follow a local tradition, set by the market halls of old New York. Reaching their last zenith in the early 19th Century, emporia such as *Fulton Market*, *Washington Market* and *Jefferson Market* were lauded for the bounty and quality of their offerings, which attracted visitors from the entire city and far abroad.

Reinvented for our present time and needs, *New Amsterdam Market* will incubate a new and growing business sector: *purveyors* who source food directly from farmers and producers whom they trust to be good stewards of our land and waters. Centered in this Region - once called *New Netherland* - *New Amsterdam Market* will foster a renewed appreciation for our natural environment and its ongoing potential to nourish. And as true of *public* markets, *New Amsterdam Market* will be accessible to all, striving to diminish the economic, social, and educational impediments to sound nutrition.

The democratic and cultural vitality of public markets has long made this civic institution worthy of municipal and philanthropic support.



William Coupan

## SPONSORSHIP



### FIRST MONTHLY MARKET SEASON

SUNDAYS SEPTEMBER 13 OCTOBER 25 NOVEMBER 22 DECEMBER 20 2009

#### CIVIC SPONSOR \$25,000

Acknowledgment in market locations **A & B** as shown on site plan.

Private *Taste of the Region* Banquet for 15.

Link on website homepage.

VIP tour of market on September 13th opening day.

Link on four New Amsterdam Market emails.

#### MARKET SPONSOR \$5,000

Acknowledgment in market location **C** as shown on site plan.

Link on website *Market & Events* page.

Link on two New Amsterdam Market emails.

#### HUDSON TABLE SPONSOR \$2,500

Acknowledgment in market locations **D & E** as shown on site plan.

Name inscribed on individual Hudson Table.

Link on website *Market & Events* Page.

#### HUDSON BANNER SPONSOR \$400

Acknowledgment in market location **F** as shown on site plan.

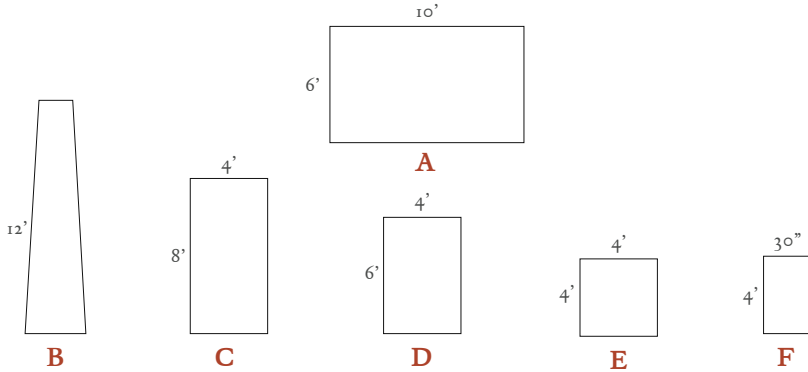
Link on Website *Sponsors* Page.

#### MARKET FRIENDS

We will soon initiate a *Friends* program allowing all supporters to make small contributions to the market, beginning at \$20.

## ACKNOWLEDGMENT

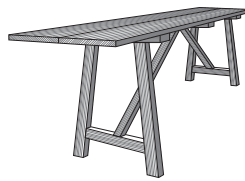
From September through December, festive banners at each Market will provide visual points of interest and instruction while prominently acknowledging sponsors. The banners will be placed as shown on the market site plan. The key below indicates the dimensions of each banner type.



## HUDSON TABLES

*This land is the finest fit for cultivation that I have ever in my life set foot upon, and it abounds in trees of every description.*

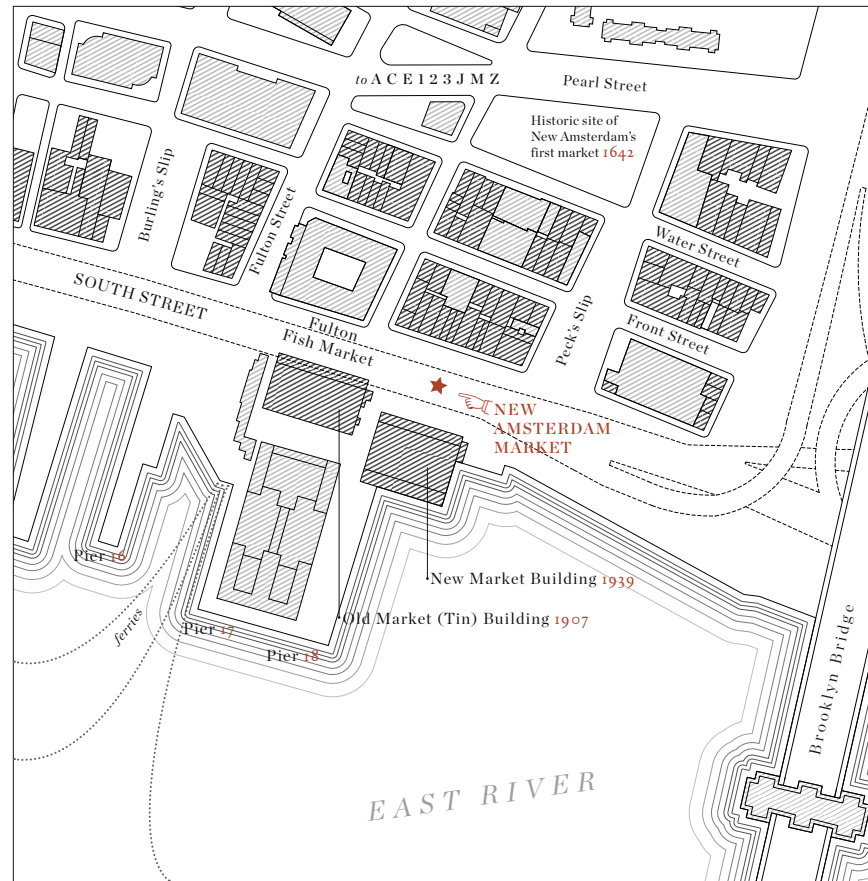
HENRY HUDSON, SEPTEMBER 1609



Inspired by Hudson's description of this Region, New Amsterdam Market is initiating a program to construct vendor tables with lumber harvested responsibly within 100 miles of the Hudson Valley town of Ghent, where the wood is also milled. Donors of \$2,500 + will have their names inscribed on individual Hudson Tables.



## SOUTH STREET



NEW AMSTERDAM MARKET  
 BOX 902 PECK SLIP  
 NEW YORK CITY 10272  
[newamsterdammarket.org](http://newamsterdammarket.org)

## DIAGRAMS



1

Location of New Amsterdam Market along South Street in Lower Manhattan, and in relation to the historic Fulton Fish Market.

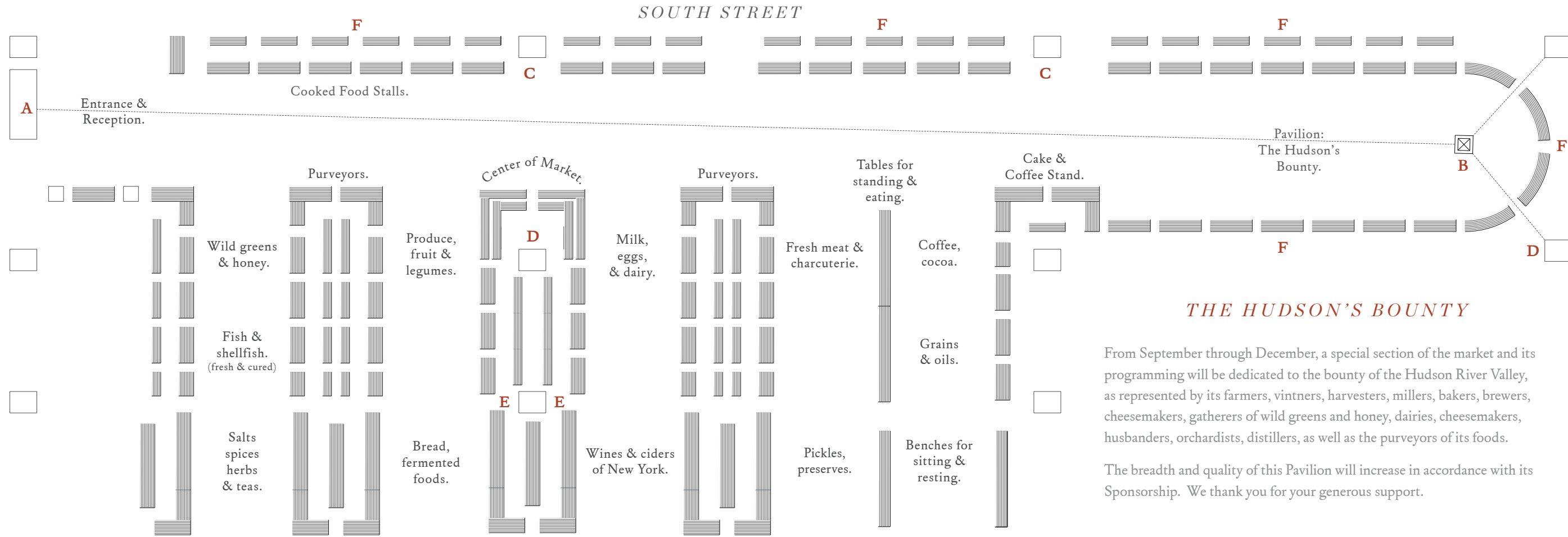
2

Market Diagram listing vendor types, and preliminary disposition of vendor stalls, purveyor stalls, cooked food stalls, the Market Cake Stand, the Hudson Valley Pavilion, and Sponsor Acknowledgment locations. Please note this diagram is for informational purposes only; the final stall locations will be assigned on the eve of each Market.

*This page unfolds*

# NEW AMSTERDAM MARKET

1609 QUADRICENTENNIAL CELEBRATION 2009



# MARKET VENDORS & PARTICIPANTS

AS OF JULY, 2009

Amy's Bread, New York NY  
 AQ Kafé, New York NY  
 Bakehouse, Knowlton Township NJ  
 Balthazar, New York NY  
 Barbara Mensch, New York NY  
 Bee's Needs, Sag Harbor NY  
 Bellwether Hard Cider, Trumansburg NY  
 Ben Watson, Franconstown NH  
 Berkshire Cheese Makers, Lenox MA  
 Berried Treasures, Cooks Falls NY  
 Betty Acres Organic Farm, Delhi NY  
 Blue Hill Farm, East Otto NY  
 Bo Bo Chicken, New York NY  
 Bouchon & Per Se, New York NY  
 BR Guest, New York NY  
 Bridge Urban Winery, Brooklyn NY  
 Catapano Dairy Farm Mattituck NY  
 Cayuga Pure Organics, Brooktondale NY  
 Chef Alejandro Alcocer, New York NY

Edible East End, Sag Harbor NY  
 Edible Finger Lakes, Ithaca NY  
 Eve's Cidery, Ithaca NY  
 Fair Food, Philadelphia PA  
 Farmstead Fresh, Winfield PA  
 Fleisher's Grass Fed Meats, Kingston NY  
 Flying Pigs Farm, Shushan NY  
 Formaggio Essex, New York NY  
 Gorilla Coffee, Brooklyn NY  
 Great Performances, New York NY  
 Hamptons Honey Company, Southampton NY  
 Heartland Brewery, New York NY  
 Hillman Farm, Colrain MA  
 Hot Bread Kitchen, Long Island City NY  
 Hudson Valley Fresh, Millbrook NY  
 In Pursuit of Tea, Brooklyn NY  
 Katchkie Farm, Kinderhook NY  
 Laughing Duck Farm, Westport NY  
 Lucky Dog Farm, Hamden NY

Real Pickles, Montague MA  
 Regional Access, Trumansburg NY  
 Rick's Picks New York NY  
 Rondout Valley Growers Assn., Stone Ridge NY  
 Runnin Free Organic Farm, Flemington NJ  
 Salvatore Bklyn, Brooklyn NY  
 Saxelby Cheesemongers, New York NY  
 Settepani, New York NY  
 Sherman Hill Farmstead, Franklin NY  
 Shinn Estate Vineyards, Mattituck NY  
 Slow Down Food Company, Andes NY  
 Slow Food USA, Brooklyn NY  
 Slyboro Ciderhouse, Granville NY  
 Snowdance Farms, Livingston Manor NY  
 Sprout Creek Farm, Poughkeepsie NY  
 St. Brigid's Farm, Kennedyville MD  
 Stone & Thistle Farm, Meredith NY  
 Sullivan Street Bakery, New York NY  
 Sweet Deliverance, Brooklyn NY



Chef Caroline Fidanza, Brooklyn NY  
 Chef Darren Pettigrew, New York NY  
 Chef Ed Witt, New York NY  
 Chef Frank DeCarlo, New York NY  
 Chef James Carbone, New York NY  
 Chef Jason Hicks, New York NY  
 Chef Jim Leiken, New York NY  
 Chef Marcellus Coleman, Brooklyn NY  
 Chef Mario Batali, New York NY  
 Chef Matthew Weingarten, New York NY  
 Chef Michael Vignapiano, New York NY  
 Chef Patricia Sandoval, New York NY  
 Chef Patti Jackson, New York NY  
 Chef Philip Kirschen-Clark, New York NY  
 Chef Sam Izzo, Trumansburg NY  
 Chef Tom Bivins, Montpelier VT  
 CitySeed, New Haven CT  
 Clover Mead Farm, Keesville NY  
 Cocoa Vino, New York NY  
 Daniel, New York NY  
 Dickson's Farmstand Meats, New York NY  
 Edible Brooklyn, Brooklyn NY



Macari Vineyards, Mattituck NY  
 Marlow and Sons, Brooklyn NY  
 Martha Clara Vineyards, Riverhead NY  
 McEnroe Organic Farm, New York NY  
 Meadow Creek Dairy, Galax VA  
 Mecox Bay Dairy, Bridgehampton NY  
 Milk and Cookies Bakery, New York NY  
 Mountainview Farm, Cambridge NY  
 Nettle Meadow Farm, Warrensburg NY  
 Northeast Game Meat, Candor NY  
 Oak Shade Farm, Denville NJ  
 Odessa Piper, Washington DC  
 Open Minded Organics, Bridgehampton NY  
 Pain D'Avignon, New York NY  
 Pampered Cow, Ghent NY  
 Paumanock Preserves, Center Moriches NY  
 Pika's Farm Table, Big Indian NY  
 Pine Island Oysters, Oyster Bay NY  
 Pizza a Casa, New York NY  
 Poverty Lane Orchards, Lebanon NH  
 Queens County Farm Museum, Floral Park NY  
 Raphael, Peconic NY



Sweet Pea Nourishment, Philadelphia PA  
 Tassot Apiaries, Califon NJ  
 Thanksgiving Farm, Harris NY  
 The Bent Spoon, Princeton NJ  
 C.A.D.E., Oneonta NY  
 The French Culinary Institute, New York NY  
 The Greenhorns  
 The Health Shoppe, Morristown NJ  
 The New York Beef Company, Lagrangville NY  
 The New York Coffee Society, New York NY  
 The New York Nut Growers Association  
 The People's Popsicle, New York NY  
 The Vermont Cheese Council, Richmond VT  
 The Watershed Agricultural Council, Walton NY  
 Three Corner Field Farm, Shushan NY  
 Threshold Farm, Philmont NY  
 Tiger Spuds, Sagaponack NY  
 Valley Shepherd Creamery, Long Valley NJ  
 West County Cider, Colrain MA  
 Wild Edibles, New York NY  
 Wild Gourmet Food, Albany VT  
 Wolfer Estate, Sagaponack NY

photos by Robin Riley



## REGION



NEW NETHERLAND, AS ONCE ENVISIONED

As a gathering of *purveyors*, New Amsterdam Market will heighten the selection, quality, and availability of Regional foods, fostering increased demand and thus increased production and supply.

In time, the food system centered by the market will begin to shape the boundaries of a Region, as determined by viable, reciprocal relationships between cities, fisheries, and farms. Systems of this type have long formed the backbone of enduring - or *sustainable* - economies.

Such has been the function of the Public Market in its long history as a cultural institution and thriving forum of commerce and exchange.

## *SUPPORTERS*



We thank the following elected and government officials, associations,  
and individuals for their ongoing encouragement and support:

United States Representative Jerrold Nadler  
New York State Assembly Speaker Sheldon Silver  
New York State Senator Daniel Squadron  
Manhattan Borough President Scott Stringer  
New York City Council Member Alan Gerson  
Manhattan Community Board One

The Seaport Community Coalition & SeaportSpeaks  
The New York League of Conservation Voters  
New York City Greenmarket Founders Barry Benepe and Robert Lewis  
Friends of South Street Founders Peter and Norma Stanford  
The Gotham Center for New York City History  
The American Farmland Trust  
The Watershed Agricultural Council  
The East Coast Shellfish Growers Association

Alice Waters, Annabelle Selldorf, Barbara Mensch  
Claire Weisz, Dan Barber, Helen Tangires, Helena Durst,  
Hilary Baum, Lee F. Gruzen, Mario Batali,  
Marion Nestle, Odessa Piper, Russell Shorto,  
Warrie Price, Wendell Berry *and*

The Consulate General of the Netherlands in New York

NEW AMSTERDAM MARKET  
BOX 902 PECK SLIP  
NEW YORK CITY 10272  
[newamsterdammarket.org](http://newamsterdammarket.org)

JULY 2009