



New Amsterdam Market

new york city municipal building • 1 centre street

The Spirits of the Region

the institute for culinary education • 50 west 23rd street





The Map and the Marketplace

In the center of this brochure is a reproduction of a map first published in 17th century Amsterdam. It depicts the borders of the long gone colony known as *Nieuw Nederlandt* or *Novi Belgii* and also shows a panorama of its embryonic capital city, New Amsterdam. The geography depicted by the map is remarkably precise for its time, though the borders depicted for the New Netherlands - which is shown to extend well into what are now Pennsylvania, Massachusetts, and Connecticut - are somewhat exaggerated. In reality, the Dutch settlements extended primarily along the three major navigable rivers: the “South River,” now known as the Delaware; the “North River” which was renamed the Hudson; and today’s Connecticut River, then referred to as the “Fresh River.”

The map represents the vision of one of New Netherland’s earliest settlers: Adriaen Van der Donck. In 1655, he wrote a tribute to his newly adopted home called “*Beschryvinge Van Nieuw Nederlant*” or *Description of New Netherland* where the land’s great beauty and fecundity are viewed with an eye to its potential.

This vision from 350 years ago can still help fertilize our own thinking. If we consider the great wealth of the land that surrounds us, and recognize the ultimate impermanence of political boundaries, we might begin to develop a relationship with nature that is more balanced and sustainable. New Amsterdam never did become the capital of its own state, bounded by rivers and the sea; but by celebrating the bounty of its hinterlands, we can imagine a future where the city and the region are increasingly united in the ways that truly matter.

Welcome to New Amsterdam!



Acknowledgements

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Chambers Street Wines, DB Bistro Moderne, Green Brown Orange, Il Buco, the Lower
East Side Ecology Center, Marlowe and Sons, Mercadito, and the Sullivan Street Bakery

Josh Alper, Taylor Cocalis, and Ermina Martini

We also thank all the marketplace vendors and producers, in particular the wineries, brewers,
cider makers and distillers who have donated their product for this event.

Delft tile images are provided courtesy of Oudolf Jr. in Utrecht, the Netherlands
www.delfttiles.com

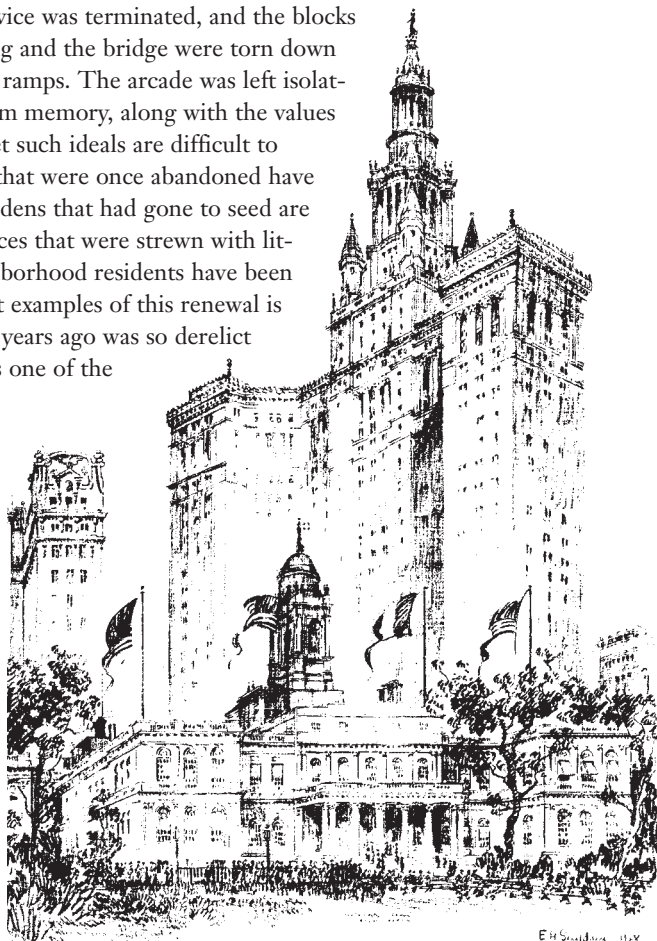
Urban Harvest: Celebrating Country and City

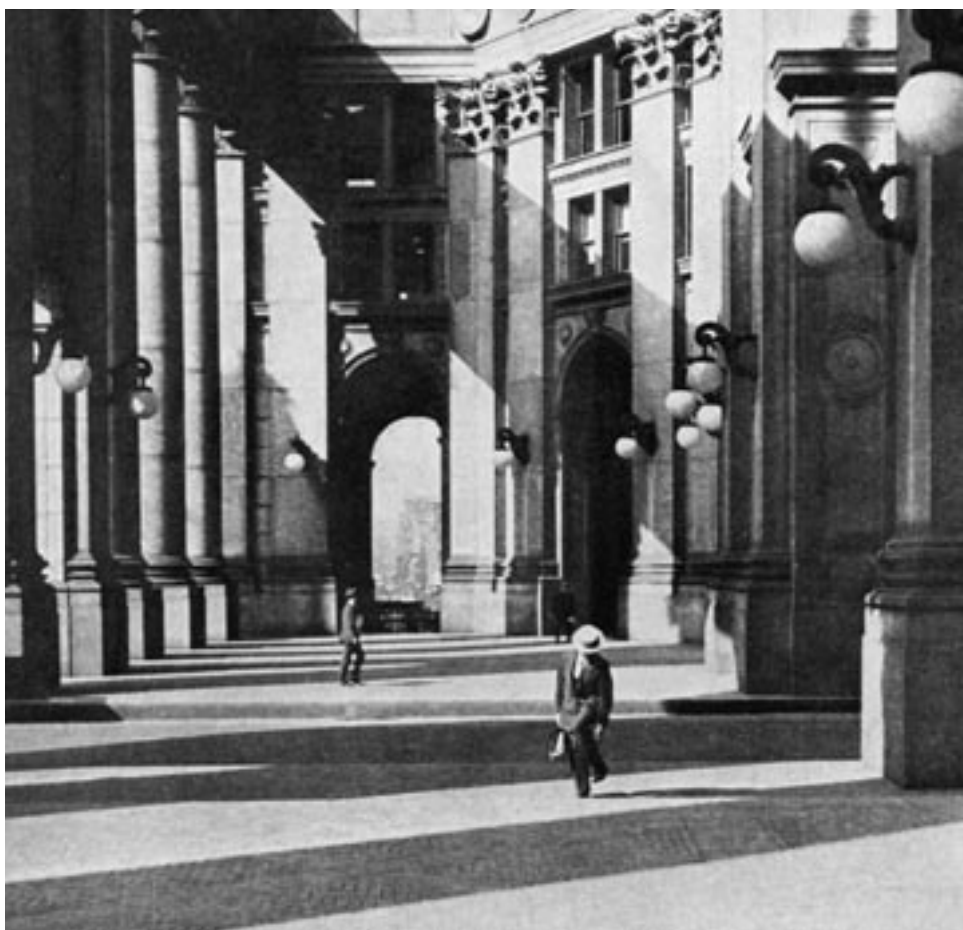
One of the great pleasures of living in New York is to discover its hidden spaces. It is particularly rewarding to come upon a place we have always known, yet somehow taken for granted, perhaps even passing it by daily without stopping to really look.

The arcade at the south end of the Municipal Building is just such a place. It was originally constructed for a utilitarian, almost prosaic purpose; to shelter the throngs of workers who once transferred between the Chambers Street subway below and the elevated train station that stood at the foot of the Brooklyn Bridge. Fortunately for the commuters, the architects of that era thought to accommodate even prosaic functions within poetic spaces. And so they emerged from below the ground into a magnificent vaulted arcade, with intricately tiled ceilings soaring overhead.

In time, the elevated train service was terminated, and the blocks and streets around the building and the bridge were torn down to make room for automobile ramps. The arcade was left isolated and soon began to fade from memory, along with the values that led to its construction. Yet such ideals are difficult to destroy altogether. Buildings that were once abandoned have been renovated, parks and gardens that had gone to seed are now replanted, and public places that were strewn with litter and avoided even by neighborhood residents have been reclaimed. One of the greatest examples of this renewal is Union Square, which only 30 years ago was so derelict it was difficult to imagine it as one of the city's premiere destinations. That it has become so now is due in no small part to the vision of Barry Benepe and Robert Lewis, who founded the Greenmarket when the potential of the country and of the city had been all but forgotten.

What they knew then has finally become obvious to many: the country and the city are ancient partners, and they both thrive when they serve each other's





needs. Market halls – such as Borough Market in London, Porta Palazzo in Turin, Pike Place Market in Seattle – have long served as the meeting point between the country and city, and in so doing create and foster true community.

Today – as always – our cities need wholesome foods, sustainably produced nearby, from farmers whom we know and trust; and our farms need good markets, and land on which to grow and prosper. Unfortunately, the sprawl that lies between farm and city continues spreading and wasting resources, to the detriment of both. It is only by strengthening both city and country that we can hope to turn this increasingly unsustainable tide.

With this in mind, we celebrate our food producers and welcome them in the way great cities do – in monumental spaces, built to serve the public. This is why we call our celebration *Urban Harvest*, and why we hope the yield will be ongoing.



CATSKILLS

Pure Catskills

Watershed Agricultural Council

33195 State Highway 10

Walton, NY 13856

(607) 865-7790

www.nycwatershed.org

www.BuyPureCatskills.com

Pure Catskills is a campaign sponsored by the Watershed Agricultural Council to mobilize support for fresh food products grown, raised and manufactured in the Catskills region. The Pure Catskills brand brings to mind the purity of the water, silt-rich valleys and grassy mountain slopes that sustain this agriculturally rich landscape. It stands for the people who have cared for their land for generations through loving stewardship.

Pure Catskills has helped bring the following producers to Urban Harvest 2005:

Berried Treasures

Cooks Falls, NY 12776

(646) 391-3162

fresh shelled beans and fall produce

Betty Acres Organic Farm

21529 State Hwy 28

Delhi, NY 13753

(607) 746-9581

www.BettyAcresOrganic.com

organic honey smoked bacon and Alsatian sausage

Lucky Dog Farm

35786 State Hwy 10

Hamden, NY 13782

(607) 746-9898

organic autumn produce and farmstead pickles

Sherman Hill Farmstead

9626 County Highway 21

Franklin, NY 13775

(607) 829-8852

www.sherman-hill.net

cheese

Slow Down Food Company

22 Lee Lane

Andes, NY 13731

(845) 676-4488

www.slowdownfoodco.com

farmstead pickles (with Lucky Dog Farm)

Snowdance Farms

218 Knickerbocker Road

Livingston Manor, NY 12758

(845) 439-5561

pastured poultry

Stone & Thistle Farm and Kortright Creek Creamery

1211 Kelso Road

East Meredith, NY 13757

(607) 278-5773

www.stoneandthistlefarm.com

grass-fed, free-range, lamb, goat, beef, pork, poultry, and certified organic, grass-fed goat's milk.

ADDITIONAL CATSKILLS PRODUCERS

The New York Beef Company

P.O. Box 364

Lagrangville, NY 12540

(866) 692-3332

www.newyorkbeef.com

100% grass-fed beef from local farms

Thanksgiving Farm

Box 840, Benmosche Road

Harris, NY 12742

(845) 866-2953

www.thecenterfordiscovery.org

organic autumn produce

CHAMPLAIN VALLEY

Clover Mead Farm

938 Mace Chasm Road

Keeseville, NY 12944

(518) 834-7306

cheese (certified organic)

Laughing Duck Farm

792 NYS RT 22

Westport, NY 12993

(518) 962-4508

www.laughingduckfarm.com

sustainably farmed tilapia and micro-greens



HUDSON VALLEY

Fleisher's Grass-Fed & Organic Meats

38 John Street
Kingston, NY 12401
(845) 338-6666

grass-fed burgers and frankfurters

Hudson Valley Fresh

2715 Route 44, Suite 1
Millbrook, NY 12545
(845) 677-8223

www.hudsonvalleyfresh.com

sustainably produced milk from independent local farms

Nettle Meadow Farm

484 South Johnsbury Road
Warresburg, NY 12885
(518) 623-3372

goat cheese

Rondout Valley Growers Association

PO Box 867

Stone Ridge, NY 12484
(845)687-0051

www.rondoutvalleygrowers.org

autumn produce, meat, syrup, and more from the Rondout Valley

Sprout Creek Farm

34 Lauer Road
Poughkeepsie, NY 12603
(845) 485-9885

www.sproutcreekfarm.org

grass-fed cow milk cheese

Three Corner Field Farm

1311 County Route 64
Shushan, NY 12873
(518) 854-9695

www.dairysheepfarm.com

naturally-raised, pasture-fed dairy sheep and lamb

Threshold Farm

16 Summit Street
Philmont, NY 12565
(518) 672-5509

biodynamic apples

LONG ISLAND: EAST END

Edible East End

(631) 537-4637
www.edibleeastend.com

Edible East End is a quarterly magazine that celebrates the harvest of the Hamptons and North Fork. Filled with engaging stories and enticing photography, *Edible East End* helps define a Long Island cuisine, promote the local bounty, and build ties between farmers, fishers, and the rest of the community.

Edible East End has helped bring the following producers and vintners to Urban Harvest 2005:

Catapano Dairy Farm

3985 Sound Avenue
Mattituck, NY 11952
(631) 298-0043

www.catapanodairyfarm.com

chevre, pure goat milk

Hamptons Honey Company

(631) 537-9495
www.hamptonshoney.com
biodynamic honey

Mecox Bay Dairy

855 Mecox Road
Bridgehampton, NY 11968
(631) 537-0335

atlantic mist soft ripened cheese, mecox sunrise-washed rind tomme

Open Minded Organics

(631) 574-8889
www.openmindedorganics.com
organically grown blue oyster mushrooms

Paumanok Preserves

(631) 878-0619
www.paumanokpreserves.com
hand-crafted preserves made with local fruit

Tiger Spuds

(631) 872-2594
farm raised, farm made potato chips







East End Vintners at the New Amsterdam Market

Macari Vineyards

150 Bergen Avenue
Mattituck, NY 11952
(631) 298-0100
www.macariwines.com

Martha Clara Vineyards

6025 Sound Avenue
Riverhead, NY 11901
(631) 298-0075
www.marthaclaravineyards.com

Raphael

39390 Main Road, Route 25
Peconic, NY 11958
(631) 765-1100
www.raaphaelwine.com

Shinn Estate Vineyards

2000 Oregon Road
Mattituck, NY 11952
(631) 804-0367
www.shinnvineyard.recipesfromhome.com

Wölffer Estate

139 Sagg Road
Sagaponack, NY 11962
(631) 537-5106
www.wolffer.com

NEW JERSEY

Upper Meadows Farm

16 Pollara Lane
Montague, NJ 07827
(973) 293-8171
www.uppermeadowsfarm.com
organic produce, honey, and fish

Valley Shepherd Creamery

50 Fairmount Road
Long Valley, NJ 07853
(908) 876-3200
www.valleyshepherd.com
cheese

Oak Shade Farm

19 Oak Ave.
Denville, NJ 07834
(973) 625-5873
*fresh and dried organic shiitake, wild mushrooms,
wildcrafts, and organic produce*

BERKSHIRES

Berkshire Cheese Makers

P.O. Box 2021
Lenox, MA 01240
(413) 445-5935
Berkshire blue cheese

High Lawn Farm

535 Summer Street
Lee, MA 01238
(413) 243-0672
milk and butter from Jersey cows

Hillman Farm

305 Wilson Hill Road
Colrain, MA 01340
(413) 624-3646
Hillman Harvest cheese

Real Pickles

P.O. Box 40
Montague, MA 01351
(413) 863-9063
www.realpickles.com
*organic dill pickles, sauerkraut, asian-style cabbage,
red cabbage*

West County Cider

P.O. Box 29
Colrain, MA 01340
(413) 624-3481
www.westcountycider.com
*cider (available for purchase at Chambers
Street Wines)*



CONNECTICUT

CitySeed

P.O. Box 2056
New Haven, CT 06521
(203) 773-3736

CitySeed, a non-profit based in New Haven, CT, runs a network of four farmers markets and seeks to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture.

CitySeed has brought the following producers to Urban Harvest 2005:

Cato Corner Farm

178 Cato Corner Rd.
Colchester CT 06415
(860) 537-3884
www.catocornerfarm.com
farmstead cheese

Snootyfood

Oxford, CT
(888) SNOOTY1
pickles and condiments with organic ingredients from local farms

Jim's Concoctions

(203) 452-0510
www.jimsconcoctions.com
condiments with ingredients from local farms

Farm River Honey

PO Box 685
North Branford, CT 06471
honey

VERMONT & NEW HAMPSHIRE

The Vermont Cheese Council

2083 East Main St.
Richmond, VT 05477
(866) 261-8595
www.vtcheese.com
cheeses from Vermont

The Vermont Cheese Council is a not-for profit organization which provides the community of Vermont cheesemakers with technical assistance to continually improve their cheeses. The Vermont Cheese

Council also operates to expose the general public to the high quality and diversity of Vermont cheese.

Council members believe that cheesemaking is a sustainable industry that is vibrant, growing, and cooperative. The council supports its Vermont community, its agricultural practices and the importance of sustaining its working rural landscape. The council is committed to the health, growth and success of each of its members, and is pleased to make this presentation of Vermont Cheeses at the New Amsterdam Market.

Poverty Lane Orchards & Farnum Hill Ciders

98 Poverty Lane
Lebanon, NH 03766
(603) 448-7326
www.povertylaneorchards.com
www.farnumhillciders.com
heirloom apples and cider (cider available for purchase at Chambers Street Wines)

FINGER LAKES AND BEYOND

Bellwether Hard Cider

9070 Route 89
Trumansburg, NY 14886
(888) 862-4337
www.ciderly.com
cider

Blue Hill Farm

8567 Reed Hill Road
East Otto, NY 14729
(716) 257-3842
fresh yogurt, custards, and more from pastured milk

Eve's Cidery

1408 Trumansberg Road
Ithaca, NY 14850
(608)564-7849
cider

Northeast Game Meat

P.O. Box 125, Williams Road
Candor, New York 13742
(888) VENISON
www.negamemeat.com
venison and venison products



NEW YORK CITY

Cocoa Vino

1287 Atlantic Avenue
Brooklyn, NY 11216
(646) 418-7634
www.cocoavino.com

*organic chocolates, bonbons and confections
containing local, organic and sustainably
produced ingredients*

DB Bistro Moderne

55 West 44th Street
New York, NY 10036
(212) 391-2400
www.danielnyc.com

tasting plate with tilapia from Laughing Duck Farm

Gorilla Coffee

97 5th Avenue
Brooklyn, NY 11217
(718) 320-3243
www.gorillacoffee.com

fresh roasted, fair-trade, organic coffees

Green Brown Orange

61 Hester Street
New York, NY 10002
(212) 254-9825
www.greenbrownorange.com

vegetable frittatas made with local eggs and produce

Il Buco

47 Bond Street
New York, NY 10012
(212) 533-1932
www.ilbuco.com

porchetta sandwiches

In Pursuit of Tea

224 Roebling Street
Brooklyn, NY 11211
(866) TRUE-TEA
www.inpursuitoftea.com

tea from small, independent producers

The Lower East Side Ecology Center

P.O. Box 20488
New York, NY 10009
(212) 477-4022
www.lesecologycenter.org

*compost and composting services for biodegradable
market waste*

Marlowe and Sons

81 Broadway
Brooklyn, NY
(718) 384-1441

*ice cream made with locally sourced milk
and ingredients*

Mercadito & Mercadito Grove

179 Avenue B
New York, NY 10009
(212) 529-6490
100 7th Avenue South (at Grove St)
New York, NY 10014
(212) 647-0830

fresh tacos with locally sourced fillings

Rick's Picks

195 Chrystie Street, #602E
New York, NY 10002
(212) 358-0428
www.rickspicksnyc.com
artisanal pickles

Sullivan Street Bakery

73 Sullivan Street
New York, NY 10012
(212) 334-9435
www.sullivanstreetbakery.com

*savory pizzas with seasonal organic toppings and
fresh organic bread*



BEER

Bierkraft

191 Fifth Avenue
Brooklyn, NY 11217
(718) 230-7600
www.bierkraft.com

Brewery Ommegang

656 County Highway 33
Cooperstown, NY 13326-9248
(607) 544-1800
www.ommegang.com

Dogfish Head

6 Cannery Village Center
Milton, DE 19968
(302) 684-1000
www.dogfish.com

Flying Bison Brewing Company

491 Ontario Street
Buffalo, NY 14207
(716) 873-1557
www.flyingbisonbrewing.com

Flying Fish Brewing Company

1940 Olney Avenue
Cherry Hill, NJ 08003
(856) 489-0061
www.flyingfish.com

Heavyweight Brewing Company

701 Valley Road
Ocean Township, NJ 07712
(732) 493-5009
www.heavyweight-brewing.com

CIDER

Bellwether Hard Cider

9070 Route 89
Trumansburg, NY 14886
(888) 862-4337
www.ciderly.com

Domaine Pinnacle

150 Richford Road
Frelighsburg, Quebec
Canada J0J 1C0
(450) 298-1222
www.icecider.com

Eve's Cidery

1408 Trumansberg Road
Ithaca, NY 14850
(608) 564-7849
www.evescidery.com

Flag Hill Farm

P.O. Box 31
Vershire, VT 05079
(802) 685-7724
www.flaghillfarm.com

Furnace Brook Winery

508 Canaan Road
Richmond, MA 01254
(800) 833-6274
www.hilltoporchards.com

Poverty Lane Orchards & Farnum Hill Ciders

98 Poverty Lane
Lebanon, NH 03766
(603) 448-7326
www.povertylaneorchards.com
www.farnumhillciders.com

Pup's Cider Company

193 East Road
Greenfield, NH 03047
(877) 655-PUPS
www.pupscider.com

Warwick Valley Winery

114 Little York Road,
Warwick, New York 10990
(845) 258-4858
www.wvwinery.com

West County Cider

P.O. Box 29
Colrain, MA 01340
(413) 624-3481
www.westcountycider.com



LIQUEUR

Westford Hill Distillers

196 Chatey Road
Ashford, CT 06278
(860) 429-0464
www.westfordhill.com

SODA

Fizzy Lizzy

265 Lafayette Street, Ste. D20
New York, NY 10012
(212) 966-3232
www.fizzylizzy.com

WINE

Bedell Vineyards

36225 Main Road (Rt. 25)
Cutchogue, NY 11935
(631) 734-7537
www.bedellcellars.com

Macari Vineyards

150 Bergen Avenue
Mattituck, NY 11952
(631) 298-0100
www.macariwines.com

Martha Clara Vineyards

6025 Sound Avenue Riverhead
NY 11901
(631) 298-0075
www.marthaclaravineyards.com

Raphael

39390 Main Rd. Route 25
P.O. Box 17
Peconic, NY 11958
(631) 765-1100
www.raphaelwine.com

Shinn Estate Vineyards

2000 Oregon Road
Mattituck, NY 11952
(631) 804-0367
www.shinnvineyard.recipesfromhome.com

Wölffer Estate

139 Sagg Road
P.O. Box 9002
Sagaponack, NY 11962
(631) 537-5106
www.wolffer.com

Slow Food is a nonprofit organization working to create a global food society that respects the diversity of the Earth and the people who cultivate it, providing good, clean, and fair food for all people. Carlo Petrini founded Slow Food as a response to the opening of a McDonald's in Rome's historic Piazza Spagna in 1986. Since then, Slow Food has grown into a worldwide movement, with more than 80,000 members in 45 countries.

Slow Food USA works to promote the food traditions that are part of the cultural identity of this country, through programs in biodiversity and taste education and with our 13,000 members in 150 chapters, called *convivia*. Urban Harvest is Slow Food USA's tribute to the farmers, artisans, and chefs who keep our regions' culinary heritage alive.

Founded in 1975, **The Institute of Culinary Education** is one of the oldest and most prestigious culinary schools in the United States and a New York institution. The school is dedicated to providing inspiration and innovation in culinary education, and to that end offers three distinct programs: career training, recreational classes, and special events.

I.C.E.'s Career Division offers accredited 6 to 11 month diploma programs in Culinary Arts, Pastry & Baking and Culinary Management. I.C.E.'s alumni have gone on to achieve culinary acclaim in every aspect of the food industry as chefs, restaurateurs, caterers, and in the food media world in test kitchens, on the Food Network and as food writers. I.C.E. and its alumni have won numerous accolades, including awards given by the prestigious James Beard Foundation and International Association of Culinary Professionals (IACP).

For the general public, I.C.E.'s Recreational Division offers over 1,600 one- to five-day hands on cooking courses a year covering all ethnic cuisines and techniques, and the Special Events Division offers unique hands-on cooking parties for groups ranging from 12 to 84 people for personal celebrations and corporate events.

I.C.E. is located on five floors covering 42,000 square feet in the heart of New York's Flatiron District, just moments away from the Union Square Greenmarket and some of the greatest restaurants in the world. With ten teaching kitchens, modern classrooms, and a resource library, I.C.E. is able to provide its students and guests with a unique, engaging and thorough education, whatever the occasion or goal. For more information and a full schedule of courses, please visit I.C.E.'s website at www.iceculinary.com.

The New York City Municipal Building was constructed following an architectural competition sponsored by the City in 1907-1908 to consolidate various agencies. Urged by Mayor George B. McClellan to enter, the firm of McKim, Mead and White won with a proposal for a classically detailed skyscraper, an irony given that Charles Follen McKim disdained high-rise buildings as destroyers of civic beauty. The U-shaped structure was designed by a younger partner, William Mitchell Kendall (1856-1941) and adroitly placed on an irregular site bisected by Chambers Street and criss-crossed by underground transit connections. Completed in 1913, the twenty-five-story block was surmounted by a central "wedding cake" tower and adorned with Adolf A. Weiman's sculpture *Civic Fame*.

— Municipal Building reference from *The Encyclopedia of New York City*, Kenneth T. Jackson, editor (Yale University Press, 1995)

“...In short, every kind of fruit which grows in the Netherlands is plenty already in the *New Netherlands*, which have been introduced by the lovers of agriculture, and the fruits thrive better here...”

from a Description of New Netherland (Beschryvinge van Nieuw-Nederlant)
by Adrian Van Der Donck 1655

This brochure was made possible with funding from the Consulate General
of the Netherlands in New York.

