

MARKET MUSINGS

By Jan Freedman

It couldn't last forever. Our run of beautiful Saturday weather finally came to an end this past weekend, when the Farmers' Market vendors set up and took down their booths in the rain. Happily, it didn't rain all day, but enough to keep the shopper's numbers down. We'll keep our fingers crossed that the rest of the month remains mild.

Now I'd like to introduce another new vendor this year, Sabrina of Organic Yum Yums, who will be at the Market on October 28. Sabrina and her husband always have enjoyed family gatherings with fresh home cooked meals where she remembers connecting, laughing, and enjoying the moments together. With their many travels, her husband also became an adventurous eater and now they want to pass those same values and memories to their son, Noah.

When it came time to introduce solid food to Noah, the experience was exciting but overwhelming, especially for first-time parents. They knew they wanted to feed him fresh, organic, handmade food but were uncertain about how to do it. They knew they wouldn't find what they wanted at the grocery store where the products are still full of salt, sugar, preservatives or artificial ingredients. They also wanted to be sure he received the nutrients needed for optimal health and development.

Between researching recipes, shopping for fresh ingredients, prepping, cooking, blending, portioning, labeling and the subsequent cleanup, they realized how much time and effort was required to make fresh baby food. That's when Organic Yum Yums was born. Sabrina worked with a Culinary and Registered Holistic Nutritionist to create a menu that would evolve in stages based on a baby's natural development. Their menu made it possible for a baby to try a variety of textures and flavor combinations and to learn to practice chewing and self-feeding while still enjoying high quality fresh, homemade food.

Sabrina believes that parents want to offer their child the best start in life and she would like to help. She created Organic Yum Yums so you can feed your child fresh, handmade food that is nutritious, delicious, ready-to-eat and conveniently delivered to your door. She wants to save you time and energy so you can spend it with your family. She is also committed to food safety and eco-responsibility to ensure that we have a clean environment for our children and future generations.

All of Organic Yum Yums' meals are made with 100% organic ingredients, have absolutely no added salts or sugars, are free of preservatives, artificial colours or flavours and come packaged in reusable glass jars. Their menu is vegan and free of top allergen foods.

Sabrina will be joining the Market on our last day, October 28, to see if they're a good fit for this Market. All parents who are interested in her fresh, handmade organic baby food should be sure to come to meet her and discuss their child's nutritional needs with her. We're hoping that she'll decide to join us for a longer period next season.

Our Special Events are now over for this season as well as music from the band shell, but there might be a busker performing on one of the remaining Saturdays.

We will have a Chef preparing food made with Market ingredients to sample, as we did on Saturday. Look for his booth on Wells Street and stop by for a taste of what he has created.

The outdoor season of the Aurora Farmers' Market and Artisan Fair ends on October 28, after which we will be at the Armory for three Indoor Markets: November 11 & 25 and December 9.

See you at the Market!