



EXPLORING THE TRUMANSBURG, NEW YORK, EAT LOCAL FOOD ECOSYSTEM

Meet the Market Traveling Troubadours

By Cadan Ziemba

For many visitors to the Trumansburg Farmers' Market, the highlight of the visit is the live music program. For others, the music is the entire point of the visit. The program began in 2011, coinciding with the construction of the stage, and since its inception it has been under the stewardship of Margaret Shepard.

Margaret is at the Trumansburg Farmers' Market each week with Sage Hen Farm, which has been a market vendor for 20 years. Margaret has served on the Board of Directors for 19 of those years, making her the board's most senior member. In her words, "They won't let me quit!"

For years, Margaret pushed for the creation of a separate Friends of the Trumansburg Farmers' Market organization to help fund both the music program and the Trumansburg Community Nourishment Program. That effort finally became a reality this year. "Thanks to those who stepped up to make Friends of the Trumansburg Farmers' Market a reality this year!"

From the beginning of the music program in 2011 to the present day, Margaret has booked every musician who has performed at the market. For her, finding musicians is the easy part. She has spent decades serving on the boards of local folk-dance nonprofits, and she also enjoys



Margaret Shepard enjoying the music at the market. (Photo: Cadan Ziemba)

discovering bands by going to local venues and listening to them perform.

The harder task is fitting all of our numerous local bands into the market's 28-week season. There are certain bands that simply must be there because of popular demand, but there are also smaller groups that deserve a moment in the spotlight. As a result, some weeks become double features, with some seasons fitting as many as 34 bands into 28 weeks.

There is one stipulation for music at the Trumansburg Farmers' Market: it must be

at an appropriate volume. I have certainly noticed this during my weekly visits. The music is clearly audible on the grass, but it doesn't interfere with conversations at the vendors' pavilions. For that reason, the market doesn't book heavy rock or metal bands, which can be too loud, and rarely schedules classical groups, which can sometimes lack the necessary volume.

By the time I pass out this newsletter, there will be seven more weeks of the Trumansburg Farmers' Market—hard to believe and harder to accept, I know. The remaining artists are **TOiVO** on September 16, **Gerard Burke** on September 23, **Louiston** on September 30 with **Laura Holmes** opening, **Shin Hollow** on October 7, **Cayuga Blue Notes** on October 14, **Annie Ol' Thyme** on October 21, and **Nate Marshall** on October 28.

For those of you who just can't get enough of the Trumansburg Farmers' Market and its music program, there will also be two winter markets this year, both held at the American Legion. **Curt Osgood & Friends** will perform on November 23, followed by **tractor family** on December 21.

The presence of music at the Trumansburg Farmers' Market is a boon to the experience. Little beats sitting down, listening to our local community musicians, and eating our local community food.

At the Market: Wine, Dinner and a Little Rain

by Cadan Ziemba, *The Accidental Reporter*

My week began passing out papers. Usually, I try—and fail—to accomplish this somewhat quickly so I can start collecting stories sooner rather than later. This week, however, I found the stories while distributing *The Accidental Reporter*. As I stopped by one of the vendors, I encountered Jesse and Monica, accompanied by their dog, Samia.

I had met Jesse previously while playing Magic: The Gathering at Cantrip Cards & Games down in Ithaca, and I had seen him at the Trumansburg Farmers' Market before, although we hadn't had a chance to speak. Since he and Monica were regulars, I wanted to know what kept bringing them back to the market week after week.

They had some favorite vendors, including **Wide Awake Bakery**, **Tastes of Wine Country**, and **Mush Love Greens**. The two prefer spending their money at local businesses rather than larger chains. They also introduced me to their large dog, Samia, for whom the market provides a wonderful socialization experience.

I asked Jesse how her name is spelled. He joked that it was unusual and that he thought it was Tibetan, only to find out later that it was Arabic.

Jesse grew up in Trumansburg, graduating from Charles O. Dickerson High School around 2013 or so. He traveled around for a while and eventually returned. He told me there's nowhere else he'd rather live, and I reckon cultural fixtures like the Trumansburg Farmers' Market are an important part of that. We smiled as we parted ways, both hoping to get a game of Magic in at some point.

Inevitably, passing out *The Accidental Reporter* brought me back to Boland Thomas of **Boland Thomas Vineyards**. As always, he had more reading recommendations for me to improve my storytelling, along with stories of his own.

We discussed how people with a passion for the natural world will often use writing or

photography to fund their journeys. He brought up the photograph *Rainbow Over Potala Palace* by Galen Rowell, then informed me that the rainbow wasn't that special because another one was there when he visited.

His delivery of the joke was so deadpan that I couldn't control my laughter. Each time I composed myself, I would look up at him, sitting in his chair with a grin on his face, and double over again.

I had the chance to tell this story to Clara of **Crosswinds Farm and Creamery** as we discussed some of the absurd conversations that come about at the market. I was initially lured to the **Crosswinds** stand by a cheese named Goblin. Clara told me that all of their cheeses are named after cows from the original herd.

Crosswinds Farm and Creamery was founded in 2003 by Sandra VanOrden Morrow. Sandra comes from a long line of dairy farmers—she's the twelfth generation, to be precise. Her farming is based on that family knowledge, as well as a master's degree in dairy management from Cornell. Though she comes from a long line

of dairy farmers, everything she built, she built on her own, without an inheritance.

The original location of **Crosswinds Farm and Creamery** was in Ovid, but they moved to Rock Stream, on the west side of Seneca

Lake, in 2022. The Rock Stream location is also home to their Scoop Shop, where visitors can try various dairy-based desserts and shop for goods from the farm.

Crosswinds focuses heavily on cows for both meat and dairy, but they also raise pigs for pork and chickens for eggs. The Ovid location is currently home to one boar, five sows, and the laying chickens. There is also a roadside farm stand at the Ovid farm.

One point of pride for **Crosswinds Farm and Creamery** is that their cows are 100% grass-fed. They are free to graze during



Jesse, Monica, and Samia.
(Photo: Cadan Ziemba)



Clara of Crosswinds Farm & Creamery. (Photo: Cadan Ziemba)

the summer months and are fed hay during the winter.

They are a small operation. Sandra VanOrden Morrow handles most of the farm's operation, including milking the cows. Her husband, Charles Morrow, hays the fields and maintains the equipment. The face of **Crosswinds** at the Trumansburg Farmers' Market each week is Clara Swartwout, who also represents the farm at the Ithaca Farmers' Market.

Crosswinds has a close relationship with the Trumansburg Farmers' Market. Another familiar face is Arrow the dog, who was adopted from **Stay Wild Rescue** at the Trumansburg Farmers' Market. His siblings were adopted by **Wixom Farm** and **Mush Love Greens**.

At the market, Clara enjoys **Three Stone Farm**, **Six Circles Farm**, **Wide Awake Bakery**, and **Jojo Cook**. She also makes sure to get a Thai Iced Tea from **The Grasshopper**.

For lunch, I returned to **On The Street Pita**. My order of choice was the falafel on a pita base. They say the difference between good food and great food is consistency, and this dish was just as good as the first time I had it.

The cucumber, tomatoes, and lettuce were fresh. The falafel had a crunchy exterior and a moist, herby interior, while the pita soaked up the tzatziki sauce wonderfully.



Falafel on Pita. (Photo: Cadan Ziemba)

I was fortunate enough to talk with Jason, who has been a co-owner of **On The Street Pita** since 2022. The other co-owner is Bryan, his father, who founded the business in 1988.

On The Street Pita got its start following the Grateful Dead, serving fans on Shakedown Street. Eventually, Bryan's odyssey brought him back to Ithaca, and he brought **On The Street Pita** with him.

Jason has always been drawn to restaurants. He began his culinary path traveling across the country with Renaissance fairs, which taught him how to serve people quickly. That knowledge comes in handy, as **On The Street Pita** will often bring its food truck to festivals, especially Grassroots.

On The Street Pita also has a storied history at the Tru-



Jason and Emery of On The Street Pita. (Photo: Cadan Ziemba)

mansburg Farmers' Market. They have been there for somewhere between 10 and 15 years and were the first vendor at the market to sell meals rather than produce.

While they began by selling only pitas, they have since expanded into various forms of Mediterranean cuisine, allowing them to provide more healthy options. Jason describes their niche as "healthy alternatives at a fast pace."

Many of their ingredients are sourced from farmers in the Ithaca area. This includes the lettuce, which customers avoided during the cyclospora outbreak, despite **On The Street Pita** using safely handled lettuce from our community.

During his time at the Trumansburg Farmers' Market, Jason has come to know and appreciate the vendors who return year after year.

Community Q&A

Last week, we asked the vendors what the Trumansburg Farmers' Market means to them. The most common answer was—drum roll, please—community!

For many vendors, the Trumansburg Farmers' Market represents a way to connect with

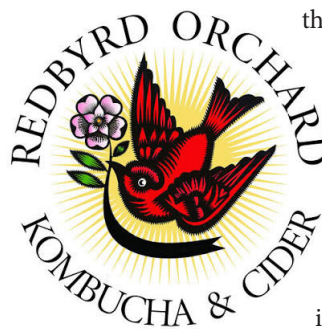
the people around them. For others, the market lowers the barrier to selling their goods.

Eric Shatt of

Redbyrd Orchards

says that the cost of maintaining a storefront is beyond the scope of their operation. At the Trumansburg

Farmers' Market, he is able to sell his cider to people face to face, rather than relying solely on grocery stores.





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Wadds Honey & Glenwood Farms
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