



Cornell Cooperative Extension of Ontario County invites you to....

Experience Our Agricultural Abundance!

There is nothing like a trip to a local farmers' market to give you and your family the direct experience of the sights, smells and tastes of the countryside! Enjoy talking about a vendor's produce, baked goods or craft items with the grower or crafter, or just compare the varieties, prices and quality of produce from stall to stall. Learn what is in season, and see the whole local community out drinking in the sights, sounds and ambiance of the public square.

All season long, our farmers' markets bring the bounty of the county to a convenient location near you! Look inside for details on the locations, times and seasons of our farmers' markets. Bring home a basketful of homegrown goodness!

Hints and Tips for Farmer's Market Shopping

Savor the experience slowly

Don't rush through! Stroll and enjoy the sights, smells and opportunities to meet and greet your neighbors and the vendors! If you start with a leisurely walk through the market, you can also note which stands have items that you are interested in this week.

Bring plenty of cash

Cash is the easiest currency—although some vendors will accept checks. Also, did you know that many vendors participate in a WIC (Women, Infants, and Children) or Senior Citizen Farmers Market Nutrition Program? If your family qualifies, you can receive coupons good at farmer's markets that help supplement your meals. And local farmers benefit too. That's definitely a win-win situation.

Bring bags, baskets, backpacks or other containers to carry your purchases

Vendors usually have bags, but, it's easiest if you bring your own reusable bags with handles. You are contributing to the most basic recycling and can more easily handle purchases from different vendors, if they are packed together.

Ask questions

Make sure to ask questions! Vendors and farmers will gladly share their knowledge and some can even give you recipes and cooking tips.

Experiment

Try something new—the vendor can tell you about how others enjoy preparing it. If you aren't sure about a food you are unfamiliar with, ask if you can sample it.



Ontario County Farmer's Market Guide

2007

Canandaigua Farmer's Market

Market Date

Saturdays: 8:30 am to 12:30 pm

Season

June 2 to October 27

Location

Behind the Chamber of Commerce,
between Lafayette and Main Streets
Canandaigua

Contact

Phillip Munson

Phone

585-329-7666

Email

MPMunson32@cs.com

Sponsor

City of Canandaigua



Geneva Farmer's Market

Market Date

Thursdays: 7:30 am to 1:00 pm

Season

June 14 to October 11

Location

Exchange Street Parking Lot
(across from Lyon's Bank)
Geneva

Contact

Bernie Reed

Phone

315-789-5005

Email

bmr@geneva.ny.us

Sponsor

City of Geneva Recreation Department



Victor Farmer's Market

Market Date

Wednesdays: 3:00 pm to 7:00 pm

Season

May 23 to October 17

Location

Mead Square Parking Lot
Between Maple Avenue and School Street
Victor

Contact

Kathy Rayburn

Phone

585-742-6320

Email

vicldc@frontiernet.net

Sponsor

Victor Local Development Corp.

