



2009 Local Market Passport Challenge Information Sheet



Who: Sponsored by Abundance Cooperative Market in collaboration with Cornell Cooperative Extension of Monroe County (CCEM), supporting 12 participating area farmers markets (Brighton, Chili, East Rochester, Fairport, Foodlink, Irondequoit, Monroe Village, Pittsford, South Wedge, Westside and the Rochester Public Market).

What: In connection with Monroe County proclaiming September as Localvore Month, this fun, challenging initiative is designed to raise awareness of the benefits of buying and eating locally grown food while supporting local markets, and enjoying the experience in the process.

Individuals are challenged to eat local for 30 days (9/1 – 9/30) during the month of September by shopping at Abundance and/or any of the 12 participating farmers markets. **Farmers Market Passports** are being distributed as a tool for individuals to track your purchases. When an individual's Passport card is full, they should bring it to Abundance Co-op Market, 62 Marshall Street, to receive a free gift, and to be entered into a drawing to win a \$100 shopping card at Abundance.

When: September 1, 2009 – September 30, 2009. All Passports due by **October 7th**. The winner of the \$100 gift card will be announced on about **October 8th**.

Where: Rochester, Monroe County, New York.

Why: In our world of increasing artificial ingredients and unhealthy processed food, it's important to be aware of where our food comes from, our food purchase decisions, and their impact, which is far-reaching. **Here are a few reasons Abundance Co-op Market gives for buying local:**

- 1.) Local food is fresher, better tasting and has more nutrient density than food shipped thousands of miles;
- 2.) Eating local minimizes food miles, saves energy and positively impacts the environment when food does not have to be shipped cross-country or from abroad;
- 3.) Buying/Eating local supports local farmers and the economy, with an estimated 45% of every dollar spent with a locally-owned business staying in our local economy.

"Locavore" or "Localvore" - a person who seeks out locally produced food. ~ *New Oxford American Dictionary*



62 Marshall Street Rochester, NY 14607
(585) 454-2667 www.abundance.coop

Locally grown . . . Community owned . . . Open to everyone 7 days!
Pick up a free copy of "Why Buy Local: A Consumer's Guide".

List of Participating Markets:

- Abundance Co-op Market, Marshall St. off Monroe Ave, Rochester - open to the public 7 days
- Brighton - Sundays 9-1, High School at 1150 Winton Rd South
- Chili - Saturdays 8am-2pm at Chili Paul Plaza
- East Rochester - Sundays 8am-noon at Techniplex Plaza, 300 Main St.
- Fairport - Saturdays 7am-12noon at Bank of America on South Main St.
- Foodlink - Wednesdays 11am-2pm at Washington Square Park, Rochester
- Irondequoit – Thursdays 4pm – dusk at Town Hall, 1280 Titus Ave.
- Mendon - Tuesdays 3-7pm at Cibi's, 3894 Rush Mendon Rd.
- Monroe Village - Wednesdays 4-7pm at Blessed Sacrament Church, 700 Monroe Ave
- Pittsford - Tuesdays & Saturdays 8:30am- 2:30pm at Pittsford Colony Plaza
- City of Rochester Public Market - Tuesdays, Thursdays 6am – 1pm, and Saturdays 5am – 3pm, 280 North Union Street
- South Wedge - Thursdays 4-8pm, behind Boulder Coffee at Clinton & Alexander Street
- Westside - Tuesdays 4-8 pm at St. Monica's Church, 34 Monica Street.

Sponsors:



List of Free Gift Donors:

- [Once Again Nut Butters](#) – 4 jars
- [Lento Restaurant](#) – 5 Certificates
- [Piranha Sushi Bar](#) – 10 Certificates
- Kopicki Honey – jars
- Yoga@Abundance – class coupons
- [Dr. Mary Wise, A Place for Healing](#)
- Scott Krause, Acupuncture
- [Healthy Sisters Soup & Bean Works](#)
- [Joe Bean Coffee Roasters](#) -
- [Miss Betty's Slammin Sauces](#)
- [Rochester CITY Newspaper](#)



Program Rules:

Employees of Abundance and CCEMC not eligible.

Participants must frequent any of the 12 participating farmers markets, and/or Abundance Co-op Market, and obtain an official stamp on their Passport at the market manager's booth. At least 2 different markets must be patronized.

The Passport card must be full (with 8 official stamps) to be eligible for a free gift.

Winner of \$100 Abundance shopping card will be announced on or before October 8, 2009.