



3894 Rush Mendon Road
Mendon, NY
Route 251 just west of Rt. 64

The Mendon Farmers Market (MFM) Management Team is looking for fresh produce farmers to sell their wares at a year-round indoor market. The Market currently resides at Cibi, in the Hamlet of Mendon, NY. MFM customers have upscale discriminating tastes and welcome the freshness, health and environmental benefits of locally produced foods.

The Mendon Farmers Market at Cibi provides a truly unique selling venue.

- ❖ *Cibi is committed to promoting locally grown foods and eating in season* – that is the basis of the year-round format. Currently no Farmers' Market exists in the Mendon Area. Cibi has the ideal facilities to provide this much-desired service to the community.
- ❖ *Customers will be able to taste your quality.* Cibi chefs will be demonstrating, offering samples of and selling freshly made foods using ingredients purchased directly from the farmers who sell at the market. In this way, further promotion of your products will be part of the process.
- ❖ *Cibi also has close contacts with some of Rochester's top chefs.* Be prepared to have chefs become part of your customer base.
- ❖ *The site, La Piazza, Cibi's charming banquet room, makes an ideal indoor market.* La Piazza is designed and decorated like an old Italian village market square. The ambiance of this market will become well known and a must place to shop for delicious locally grown foods.
- ❖ *There is good parking* in the parking lot and on-street.



The Year Round Schedule

The Market takes place Tuesdays 3 PM – 7 PM

- ◆ *Pre-Season Market* - Mar. 23 - Jun. 8 (12 weeks)
- ◆ *Main-Season Market* - Jun. 15 - Nov. 30, 2009 (24 weeks)
- ◆ *A Holiday Market Place* - Nov. 30 - Dec. 21 (4 weeks)

Marketing & Promotions

This marketing enterprise will be highly promoted. We're working with the HFM chamber of Commerce, Mendon Foundation and the Town of Mendon to develop community support. The Mendon area is a well-to-do suburb surrounded by a large population base. Many companies have offices and facilities there and a good deal of traffic flows right past Cibi's location.

Sign up now – contact Rosita Caridi-Miller, 585-905-1061 (cell) or info@cibi-d.com for an application and rules or check it out on-line at www.cibi-d.com.