

# Farmers Markets

in WESTERN NEW YORK

## Number of Farmers Markets Growing in Western New York

The old adage, "If I grow it, they will come." just doesn't work anymore for the vegetable industry. A large segment of our vegetable production is sold directly to consumers.

*Buy Local* and *Eating in Season* are movements that have really resonated with consumers in a way not seen before. The number of farmers markets nationally has grown to over 5,000, with Western New York housing more than 60.

Creating unique marketing opportunities means greater profitability for our farmers. The more successful our farmers become, the better for our communities. Direct sales mean that more money spent will stay in the communities and local region, while maintaining or even increasing jobs. Access to fresh fruits and vegetables means better nutrition for consumers. Everybody wins!

Through research and training from Robert Hadad and the Cornell Vegetable Program team, farmers are learning more about meeting the demands of the hungry consumer. Whether it is new varieties, more efficient growing practices, using season extension tools to maximize their production season, learning how to analyze their costs, or being on the advisory boards of farmers markets and recruiting farmers, the Cornell Vegetable Program has been at the forefront assisting farmers and communities.

Cornell Vegetable Program Specialist Robert Hadad is a strong advocate of *Locally Grown* and *Eating in Season*. He has been instrumental in advising and assisting groups on starting new markets and promoting established markets. A new project is the formation of a winter farmers market in Rochester. Winter markets offer a wide variety of vegetables grown in storage as well as fresh greens being harvested from high tunnels and other season extension techniques.



*Your Trusted Source for Research-Based Vegetable Knowledge*



**Cornell University**  
Cooperative Extension  
Cornell Vegetable Program