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FOR IMMEDIATE RELEASE

ADDITIONAL INFORMATION: 637-3602 OR 489-9009

Brockport's Farmers' Market Opens With New Leadership

The Village of Brockport Farmers' Market opened for the season last Sunday. Now entering its sixth year, the market offers fresh fruits, vegetables, plants and other locally harvested and produced goods in an open-air setting west of the fire station on Market Street in the Village of Brockport.

"I think of it as shopping 'al fresco,'" says Brockport Trustee Hal S. Legg, who in addition to being a frequent customer of the market also spearheaded the village's effort to update its organizational structure, including hiring management.

"The goal is to position the market to grow and also be self-supporting," Legg says. "With our location and the amount of foot traffic, I think that will be feasible. I also hope that continuing to stage the market here will benefit village merchants by drawing patrons to the business district, which will be especially helpful once the digging on Main Street begins."

Joining the market as co-managers are Ruthann Tryka and Charlene Veltz. The tandem takes over operations from Carrie Maziarz who originated the market in 2004 and managed it through 2008.

Maziarz is handing over the reigns with no regrets. "It's gratifying to see the market carry on, to know that people have made it part of their Sunday routine to head down there and snap up local goods," she says. "The market's in good hands with these ladies. I'm looking forward to seeing them take it to the next level."

Veltz and Tryka are happy to be there, too. "We're excited to be a part of the market," says Veltz, who's no stranger to agriculture, having grown up on farms in Greece and Spencerport. "Western New York offers such an incredible diversity of crops. From springtime asparagus to several varieties of apples well into the fall, there's always something new coming to market, pretty much right out of the field."

Tryka agrees. "We led off the season with strawberries, which come and go in the space of a just few weeks near the start of summer," she says. "And the harvest this year features big, plump, sweet berries, which are perfect for shortcake or as a healthy snack."

Day vendors whose wares would complement the market's current offerings still are being sought, according to Veltz. "We want to give sellers a chance to test out our market without a long-term commitment," she says.

"I think having a vendor come in for one Sunday could add interest for shoppers, plus generate revenue to put back into the market," says Tryka. "And Charlene and I are easy to work with."

The Village of Brockport Farmers' Market is sponsored by the Village of Brockport and registered with the New York State Department of Agriculture and Markets. It will be open from 8 a.m.-2 p.m. each Sunday through the end of October. For general information or to apply for a day vendor permit, phone 637-3602 or 489-9009.

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