



August 8, 2019

Forjone Farms of Holley is August's Vendor of the Month

FOR IMMEDIATE RELEASE, Rochester, N.Y –

Forjone Farms in Holley, New York, run by husband-and-wife team Chris and Sarah Neff, has been chosen as The Summit Vendor of the Month at the City of Rochester Public Market for August. The Neffs grow tomatoes, potatoes, winter squash, summer squash, peppers, root crops and corn on Forjone Farms, which has been a Market vendor for 13 years.

Chris is the third generation of his family to farm in Holley. His grandfather started in the thirties, followed by his father. Chris attended SUNY Brockport and dabbled in various occupations from garden store work and factory work to driving a school bus before taking up farming on his own. He began selling at the Rochester Public Market and was joined by wife Sarah thereafter.

“The amount and diversity of customers provide opportunities to sell many vegetables that aren't mainstream,” Chris says about the Market, though he also notes that smaller families and the year-round availability of produce are challenging. “Through the years, people have bought less and less... and don't can or freeze as much.”

Despite this trend as well as the trend of people purchasing produce online, Chris is bullish on the future for operations like Forjone Farms. “In the long run, places like the Rochester Public Market can provide vegetables and fruit at a good price and an experience that can't be had anywhere else.”

The Summit Vendor of the Month Award, presented by The Summit Federal Credit Union and the Friends of the Rochester Public Market, recognizes those vendors who provide the community with local, high-quality products and exemplary service.

About The Summit Federal Credit Union

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With approximately \$900 million in assets, The Summit has over 230 employees and provides a full range of affordable financial products and services to approximately 85,000 active members in Central and Western New York. For more information, visit summitfcu.org.

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