

LI Biz Blog

Union Square meets Holtsville

Thu, May 29, 2008

Food and drinks

When it comes to buying local produce, it's often easier said than done. Especially if high gas prices are going to keep you from making too many trips out east.

But can you make it to Holtsville?

Foodservice distributor [J. Kings Food Service Professionals](#) is launching a Long Island Farmers Market beginning June 25 at its Holtsville headquarters, located at 700 Furrows Road. The market, which the company said is modeled after the famed Union Square Farmers Market in Manhattan, will be open Wednesdays through Saturdays, from 9 a.m. to 2 p.m.

J. Kings isn't the first organization to sponsor a local farmers market. The [Long Island Farm Bureau](#) sponsors smaller ones through the growing season, each open different days in different villages.

From the statement:

"Our goal in creating the Long Island Farmers Market is to make it as easy as possible for people to have access to the outstanding array of fresh, high quality produce grown right here on our local farms," says John King, founder and Chief Customer Officer of J. Kings Food Service Professionals. "For years, we've been working to deliver 'fresh from the farm' produce directly from farms to local restaurants, and now we want to be able to offer our customers and the general public easy access to the wide variety of delicious, fresh produce grown on top farms throughout the area, all at one location."

The L.I. Farmers Market will feature the season's "hottest" items from the region's leading farms, including Local Asparagus, L.I. Rocket Arugula, L.I. French Breakfast Radish, L.I. Baby Spinach, Local Romaine Lettuce and an array of local specialty lettuces. In addition, the Market will feature a full selection of fresh fruits and vegetables through each item's growing season. The Market, which is "cash and carry", will also feature fresh seasonal flowers available for purchase. A complete listing of available items/ growing seasons can be found at www.jkings.com.

This post was written by: Henry E. Powderly II - who has written 1602 posts on [LI Biz Blog](#). Henry is Web editor for Long Island Business News.