



Our History -Central Markets is Launched

In 1933 in the midst of turmoil, the one-stop shopping idea launched by Ben and Bill Golub was quietly taking root in Schenectady, NY. In 1933, the first store carrying the Central Market name opened there. The name was chosen because the building was five minutes from the city's Central Park. The original building is still used as our Career Development Center and as a Community Room serving the neighborhood.

It was 1957. Dwight D. Eisenhower had just been sworn in for a second term, and Elvis was releasing "It's Now or Never." Farmers were asked to concentrate their efforts on growing one major crop each, and Central Markets guaranteed that it would purchase that crop at fair market prices. The "Grower-Producer Program" helped many small family farms stay in business by helping local farmers develop modern business methods and new farming techniques.

Later, William Golub instituted a program that offered free seeds to 4-H youngsters with the agreement that the company would buy back the best of the young farmers' crops for sale at Central Market stores.

Who Can Participate?

Interested families from participating counties should contact their county 4-H Office listed below for details.

Albany County – 518-765-3500
Contact Person Barb Stevens

Rensselaer County- 272-4210
Contact Person - Bernadine Wiesen

Schenectady County– 518-371-2671,
ext. 261

Schoharie County-518-234-4303 or
518-296-8310

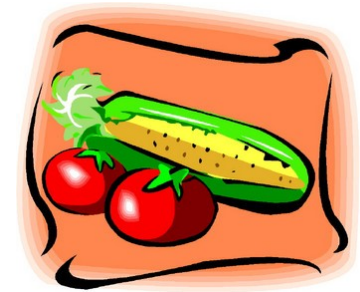


4-H is a community of young people across America who are learning leadership, citizenship and life skills. For more information go to: <http://nys4h.cce.cornell.edu/>.



**4-H and
Price Chopper
Growing Together**

Vegetable Marketing Program



**Cornell University
Cooperative Extension-
Albany, Rensselaer,
Schenectady, Schoharie
Counties**



What is the Vegetable Marketing Program?

The Vegetable Marketing Program

gives youth the chance to grow vegetables in their home garden and earn money by selling vegetables to Price Chopper stores.

Golub Corp. (Price Chopper) supplies the seeds and plants. The 4-H Program conducts training with assistance of Master Gardener volunteers.

The 4-H vegetable garden may be located in a village or town, on a farm or in a small yard. You do not need a large garden to participate.



How Does it Work?

It is so simple to take part.

1. Sign up with the 4-H Office in January/ February of each year.
2. Attend the orientation meeting at Golub (Price Chopper) headquarters in Rotterdam.
3. Pick up seeds or plants from 4-H Office.
4. Plant seeds or plants in the garden.
5. Weed, Weed, Weed the garden.
6. Pick the vegetables and prepare according to instructions.
7. Deliver vegetables to the store or warehouse.
8. Keep records of your deliveries.
9. Receive Payment from your area leader.

Every participant can earn up to \$500. Per growing season.



What Can You Grow?

Here is a Sample of Vegetables that You Can Grow

Swiss Chard
Pickling Cucumbers
Snap Peas
Miniature Pumpkins
Green Acorn Squash
Buttercup Squash
Butternut Squash
Delicata Squash
Zucchini
Yellow Cherry Tomatoes
Red Cherry Tomatoes

And... as a 4-H member, vegetables grown in a youth garden may also be entered as an exhibit at your county fair.