



## 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.

1964, William Golub instituted a program through Schenectady County 4-H 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.

The 40 + year partnership has taught invaluable hands-on business and plant science skills to over 5600 youth .

## Who Can Participate?

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

Albany County – 518-765-3500

Fulton/Montgomery– 518-762-3909

Rensselaer County– 518-272-4210

Schenectady County– 518-372-1622

Schoharie County-518-234-4303 or



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



## How Does it Work?

It is so simple to take part.

- Pick up your application at the 4-H Office January—February
- Attend the orientation meeting at Golub, February
- Pick up seeds from 4-H Office, March
- Attend the May Marketing training & pick up plants & tour Golub
- Plant the garden
- Weed, Weed, Weed the garden.
- Harvest vegetables
- Deliver vegetables
- Keep records of your deliveries.
- Receive Payment from your area leader.

Earn up to \$500.00 per youth



## 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.*



4-H Vegetable Marketing 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.

