

John, Amish Market Manager

- 00:51 Talks about family business and the chain of farmers markets they have
- 1:46 “We start fresh at the beginning of the week and go to the end.” (only a 3 day a week market)
- 2:08 Personalize your experience as a customer with each vendor
2:14 “I want that steak but I want it cut a bit thinner.”
- 2:36 Customer service is our number one priority
- 2:39 “People want their local farm. There are local tomatoes. That's what we cater to.”
- 3:44 Talks about organics throughout the market
- 4:12 Discusses organic franchise that is coming to the market
- 6:20 Talks about relationship with farmers
- 7:00 Talks about elite bakery
- 8:26 “We observe what customers look for.”
- 9:03 “I went out and started knocking on doors. On farmers' doors.”
- 9:07 talks about relationship with farmers, door delivery, if it's picked at 5, it's delivered at 7
- 9:40 Farmers deliver produce themselves
- 10:26 Reality of the situation—full line of produce 52 weeks a year, produce is imported
- 11:05 personally goes to Philly docks at 2:00 am on Wednesdays to inspect every box he buys, no broker involved
- 11:43 can explain to customer where the food comes from
- 11:50 Chain stores use brokers
- 12:34 “We see what we buy.”
- 12:50 don't advertise organic produce if it's not—seen many places
- 13:19 it's deceiving to the customers to say it's organic when it's not
- 13:22 can tell customers where it comes from if organic
- 14:08 the market is a one stop shop, unlike roadside stands—meat, produce, etc. convenience

- 14:52 where tomatoes come from in relation to customer inquiry
- 15:25 not Jersey produce but it's high quality
- 15:36 accountability—ex. bad strawberries, can bring back for a refund, replacement, or something else
- 16:15 never let a person have a bad experience
- 16:42 buying watermelon—tastes before he buys, there may be one bad watermelon the customer receives
- 17:46 meat guy knows where his meat comes from

Meat Manager

- 00:22 all natural-guaranteed to never have hormones
- 00:44 all natural beef, grass fed beef