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From the Buffalo Business First:

<https://www.bizjournals.com/buffalo/news/2019/08/01/productive-pair-gary-and-gina-wieczoreks-farm-tech.html>

## Productive pair: Gary and Gina Wieczorek's farm-tech startup is gaining traction

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Think about the cauliflower you buy at the supermarket. The garnish on your plate at a restaurant. The yellow bananas needed by a school cafeteria. The side of green beans offered through a meal prep service.

Each of the entities needs vegetables in distinct conditions, including their look and ripeness.

And farmers are stuck between satisfying the needs of their biggest retail customers and the different demands of other businesses.

Gary and [Gina Wieczorek](#) want to bring tech-enabled efficiency to this chaotic system.



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Gina and Gary Wieczorek at Draudt Farms. The couple are the co-owners of Produce Peddlers, a farm tech startup.

with quick delivery. Produce Peddlers provides the logistics.

“The clock starts ticking on produce as soon as it’s picked and the way it is sold is very primitive,” Gary Wieczorek said. “With my technology background, I knew there was a way to connect those dots quickly because of the perishable nature of the crops.”

He and his wife aren’t new to this scene.

Gary spent 25 years in the food industry – in roles that included everything from sales to inventory control to information technology – before making the leap full time earlier this year.

Produce Peddlers has also attracted an influential group of advisers including ACV Auctions co-founders [Dan Magnuszewski](#) and [Jack Greco](#), who know a thing or two about building a symbiotic online marketplace and wrapping it with high-touch customer service.

Other advisers are Paul Billoni of Colvin Cleaners, Patrick O’Brien of LenderLogix, [Michael Casciano](#) of [Casciano Consulting Group](#) and local tech executive [John Joseph](#).

The software was built by Buffalo-based Helm Experience and Design. The company has been approved for the Start-Up NY tax breaks program and is raising a pre-seed round of funding.

Produce Peddlers has been built in close consultation with the farmers who will be using it.

Brad Draudt of Draudt's Farm in Hamburg said it complements the general course of business for the Eden Valley Growers Cooperative.

He can receive an order, pick the crop and have it in boxes waiting for Produce Peddlers' pickup within hours.

In some cases, the produce was still hot from the sun when it arrived at a customer's door.

"It's fresh," Draudt said. "It's not just sitting around."

The Wieczoreks said the goal is to incrementally build both sides of their marketplace – they have farms as far north as Ransomville and south as Ellicottville.

In the meantime, revenue has been growing each month.

They also said the company fulfills their personal belief in the nature of local produce and the value that farmers provide.

"We want this to be the Door Dash of local produce," [Gina Wieczorek](#) said. "We are at a certain point in our lives where we want to build something that's going to last and change the world for the better."

**Dan Miner**

Reporter

*Buffalo Business First*



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