

**Business First of Buffalo - June 18, 2008**<http://buffalo.bizjournals.com/buffalo/stories/2008/06/16/daily28.html>

Wednesday, June 18, 2008

## Tops takes local produce to market

Business First of Buffalo

**Tops Markets LLC** is planning a campaign to let customers know the origin of locally grown produce available in the grocer's 71 stores.

Produce managers have begun visiting area farms, starting Wednesday with an operation in Eden Valley, to see and learn more about fruits and vegetable products grown at area farms and orchards as part of a marketing effort that will be put in play this summer. At the same time, the managers took part in a photo shoot that will be the basis of an in-store campaign to promote local produce and local growers.

"With Tops once again under local ownership and management, it is more important than ever for us to build the relationship between Tops and our local growing partners. That's what our homegrown campaign is all about," said Tops' President and CEO Frank Curci.

The campaign will include in-store signage that shows where the local produce comes from and tells who the local growers are. Tops is working with the Depew-based marketing firm **The SKM Group** to develop the homegrown campaign and in-store signage.

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