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**Bushwick Commission finds success in local markets**

From Maine to Miami, local is what makes Bushwick Commission the successful organization it is today.

Since 1934, the Koondel family did what they do best: serve their community. From their original produce stands and push carts in the Bushwick neighborhood of Brooklyn to its current status as a full-service supplier offering daily delivery up and down the East Coast, Bushwick continues to be focused on the value of providing locally grown produce to retail customers of all sizes that are looking for fresh foods that give their customers the sustainable choices they desire.

Today, Ken Gray, vice president of sales and marketing for Bushwick, is the fourth generation to carry on the family legacy and he is focused on the same kind of service and quality that the business and reputation was built on from day one.

Gray admitted that although there are more needs for technology, sustainability, merchandising solutions and new varieties, today's consumer is still looking for good quality and good value, and to have a connection to the people who grow their food.

"The more things change, the more things stay the same and food is a great connection point," said Gray. "The good news is potatoes and onions are great staple foods that fit the needs of every shopper and they have always provided an excellent value. In addition, our focus on locally grown allows us to provide fresh vegetables direct from our growers as far north as Maine to mid-Atlantic areas like Virginia, and service retailers up and down the Atlantic coast with daily deliveries."

Gray said that today's consumer is looking for real value in every dollar they spend and that can be in cost, sustainability, social responsibility, health or more.

Bushwick's locally grown program offers assurances to buyers who are looking for not just supply chain security and the ability to manage costs, but also looking for producers who are looking ahead and making categorical changes in how they do business to keep pace with today's socially conscious consumer.

In fact, locally grown and related food miles is just part of Bushwick's commitment to sustainability. Gray said Bushwick continues to work with each of its growers to identify sustainability solutions that improve their environmental impact and reduce the overall carbon footprint. It also continues to benchmark all areas of production and packing operations while also pursuing more environmentally friendly packaging.

If retailers are looking for a success minded partner ready to deliver community solutions, Gray said they should look no further than Bushwick Commission, which is ready and able to delivery omni-channel marketing solutions to deliver sales while also being their valued locally grown supply partner.

*Photo: Andy Guerrette, a Maine potato grower for Bushwick Commission, checks some spuds in the field.*

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