



## **From Rockets to Radishes: Moll Farms is September's Vendor of the Month**

**August 28<sup>th</sup>, 2018: For Immediate Release, ROCHESTER, N. Y.** – Moll Farms of Williamson, New York is September's recipient of The Summit Vendor of The Month award, presented by The Summit Federal Credit Union at the City of Rochester Public Market on Thursday, August 30<sup>th</sup> at noon.

It's an understatement to say that growing produce is a challenging line of work; to achieve success, it almost seems you'd need to be rocket scientist. Lucky for Abram Moll, he is one. In 2015, Abram and Angela Moll lived in Los Angeles, working for SpaceX, Elon Musk's rocket company, where Abram was an engineer and Angela a human resources recruiter. Seeking something more down-to-earth, the couple trekked eastward to Williamson- practically a different planet- to purchase what is now Moll Farms.

That decision to farm in Williamson didn't come out of the blue. Although Moll Farms is new, the Moll family's farming roots go deep. Moll ancestors farmed in the Netherlands for hundreds of years before a more recent generation established a farm in Williamson in 1893. That farm sold in 2014, just before Abram and Angela decided to pick up the family trade.

42 of the farm's 60 acres grow a dizzying selection of produce, including radishes, squash, broccoli, cabbage, tomatoes, peppers, cauliflower, zucchini, spinach, beans, lettuce and beets, as well as apples, which are sold locally to make hard cider. The entire Moll Farms operation relies on the toil of Abram and Angela, with occasional support from Abram's parents, Chris and Linda. At the Market, Abram enjoys interacting with customers, who give him first-hand feedback as well as insight into where demand is headed. In addition to selling at the Market, Moll Farms offers Bounty baskets, door-to-door produce straight from the farm to area residents. Week-to-week, customers can look at a list of the farm's current produce and choose six items to be delivered.

The Summit Vendor of the Month award honors those Market vendors who, like The Summit, offer locally-grown products and demonstrate a commitment to the Rochester community.

### **About The Summit Federal Credit Union**

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With approximately \$860 million in assets, The Summit has over 230 employees and provides a full range of affordable financial products and services to approximately 80,000 active members in Central and Western New York. For more information, visit [www.summitfcu.org](http://www.summitfcu.org).

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