

PA Preferred™ Recognizes Member: Shenot Farm and Market

Since 1852, six generations of Shenots have provided fresh produce to the Wexford, Allegheny County area. Robert Shenot is carrying on that tradition, working alongside his parents Mary Lou and Ed at the family's Shenot Farm and Market.

Mary Lou manages the farmers market, Ed oversees the farm and Rob runs the greenhouse. Rob enjoys working the land and seeing the growing process unfold through harvest and selling the product.

"As I pick eggplants I get to watch a green, unripe pumpkin turn orange," said Rob. "I can watch the trees bloom into full production. No matter the season, there is always something to look forward to on the farm and in the market.

"It's a great feeling to wake up every day and do what you love," he said. He understands, too, the importance of showing the consumer where their food is coming from, particularly because the farm is just 20 miles north of Pittsburgh, nestled in the city's northern suburbs.

"We have the opportunity to make strong connections with our customers on a day-to-day basis and market our products directly," said Rob, and he takes advantage of it. "It's nice to see the smiles on our customers' faces when they come back and share how good their visit was last time, and how much they enjoy our products."

Shenot Farm and Market was established by Christopher Shenot, who delivered milk, sweet corn, apples and other vegetables door-to-door. Today, the business is a full-service farm market, stocked from the family's farm operation and other local businesses.

"Buying locally is basically the cornerstone of our business, as we are in Pittsburgh's northern suburbs," Rob said. "Even with large grocery chains in our area, there's a surge of interest in locally-grown food here and across the state." PA Preferred™ is helping identify those products for Shenot Farm and Market.

"It was great to watch as pieces came together and we got even more support at the state level," he said. "I've seen a strong shift toward buying local, and I believe PA Preferred™ has helped to make a big impact that way for us and other farmers."

The market is open year-round with customers' favorites like pumpkins, sweet corn, apples, tomatoes and peaches. Pick up a gallon of their award-winning apple cider, which was named First Place Cider at the 2011 Mid-Atlantic Fruit and Vegetable Growers Conference cider contest. Hours are Monday through Friday 9 a.m. to 7 p.m. and weekends 9 a.m. to 6 p.m.