



# Local Picking's

*Locally Grown by Michigan Farmers, Crisp & Delicious!  
Fresh Michigan Peppers, Eggplant, & Hard Squash*

Farm Profile: Dreyer's Produce & Greenhouse, Hudsonville, MI

Attributes/Quality Features:

- *Eggplant is considered a fruit, not a vegetable.*
- *A strange fact about eggplant is that it belongs to the tobacco family. It contains nicotine alkaloids.*
- *Green peppers are rich in Vitamin A & C.*
- *The best time to eat is while the greens are young & tender.*
- *Select nice colored greens while avoiding any brown or discoloration.*



Growing up as a young boy, Ed Dreyer III watched and helped his father farm many different types of vegetable commodities. Ed's father, Ed Dreyer Jr., purchased the family's farm back in 1960. In 1988, Ed Dreyer III bought the farm from his father and continued to grow produce along with operating a wholesale greenhouse operation in the off season. Ed's hope is that his two young sons, Joel and Joshua, will someday carry on the legacy by taking ownership of the family farm.

Ed Dreyer III, now owns and operates approximately 70 acres where he grows peppers, eggplant, and many varieties of hard squash. When Ed first started farming, he grew 18 different commodities that he sold at his retail produce store. But since he has come on board with Superior Sales, Inc. he grows peppers, eggplant, and hard squash exclusively for them, making it much easier farming on his end.

Although Ed's sons are still not old enough to take things over he does like them to have their own gardens to get a feel for the different types of planting and commodities that are not grown on the big fields. Ed hopes that his children will have the same love for being outdoors while growing fresh produce that he has and his father had before him. "The type of farmland you have certainly makes a difference," Ed explained. "We have good, rich soil that produces top-of-the-line produce." However, farming still presents its challenges. "It is scary for everyone these days, but the economy is not the only thing in Michigan that makes farming so unpredictable. Weather, pests, diseases, and prices are the biggest challenges with farming." Ed admits that so many things can be a factor in a good crop, and the weather is certainly one of the biggest issues to growers. Insects are also huge concerns. When asked what he finds most rewarding about farming, Ed's response was "watching the produce grow from the seed to the final product."



The farm averages about 25 seasonal employees during the busy summer months, with about 5-10 full time employees year around, including his greenhouse employees that he employ on a permanent and seasonal basis.

Dreyer Produce has been working with Superior Sales, Inc. since 1997. The relationship with Superior Sales, Inc. began through another local grower and good friend Mike Dykstra. Dreyer's Produce & Greenhouses has been PrimusLabs audited for the past 8 years and has received a "Superior" rating for those years.