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Greg Wilson's spices, seasoning and dry rubs are a big hit at the Downtown Farmers Market! The spice rack, pictured below, can hold 48 flavors!





Meet the Farmers: Greg Wilson Wilson Garlic and Produce, LLC Scipio Center, N.Y.

2016 may be Greg Wilson's first season at the Downtown Farmers Market, but halfway through the Market season, he already has regular customers.

"We meet a lot of really nice people here," the owner of Wilson Garlic and Produce said. "I actually have people thanking us for being here, and thanking us for growing crops for them. That's something you don't get at other markets."

Wilson Garlic and Produce is known for its non-genetically modified (non-GMO) products, which include eggs, produce, garlic and dozens of dry rubs and spices. Greg says he decided to take the non-GMO route when people started to ask about what ingredients were used, voicing concerns about what large companies might be changing in laboratories.

"Now they know us, or they're getting to know us first-hand, and they know where their food is coming from," he said. He added that it's satisfying to know he's able to supply people with unique non-GMO products they might not be able to find elsewhere, such as the eggs. "It's really nice to know that you can supply people with food that they know where it's coming from."

The only thing product Greg sells that's not yet completely non-GMO is his beef, but he's working to change that. The beef, which comes from cattle at his farm, is also sold at the Downtown Farmers Market. It's kept cold in a freezer on Greg's truck.

"We sell quite a bit of meat here. It's becoming popular," he said when we interviewed him on July 12. At that point – just **four weeks** into the Downtown Farmers Market season – he said he had sold the equivalent of a whole beef cow's worth of beef.

Greg's farm, located in Scipio Center in Cayuga County, is sprawled across 150 acres.

"The farm has been in my family since the 1800s," he says proudly. "I've been farming since I was 14 years old. I started with beef cattle – I had my first cow when I was five years old."

Today, the farm, located in the Finger Lakes, is also home to hay, various vegetables including corn and beans, and eight acres of garlic. In fact, you might recognize Greg's garlic from Cayuga Garlic Farms, which he ran with his brother. Since then, Greg has expanded the farm to also include spices, seasoning and dry rubs, branded under the name "Finger Lakes Grown." Market-goers will find dozens of flavors, ranging from Cow Tippin' Seasoning, to various barbeque flavors inspired by the nation's most popular BBQ cities, to Greg's bestseller, the Espresso Rub.



"It's just like coffee espresso," is how Greg describes the Espresso Rub flavor. He recommends using it to season Pork Chops.

As Market-goers peruse the flavors, Greg encourages them to ask for recommendations or even recipes, to see what the flavors will pair well with. Or, if customers have suggestions of their own, he welcomes those too. He said he loves swapping stories with Market-goers.

"Meeting new people, listening to their stories, and sharing our stories as well – that's my favorite part," he smiled.