

FRUIT FACTORY

Vendor: Ronald Schletewitz

Location: Sanger, CA

Vendor Since: 1994



Ronald Schletewitz's farm is most certainly a busy one as his hardworking family prepares for the demanding schedule of summer farmer's markets. During the market season he often meets someone from the farm halfway to switch trucks to bring the freshest produce to market. Fruit Factory makes the rounds in the northern Nevada region selling at the Reno, Minden, Gardnerville, Shopper's Square, Village, Tahoe and Fallon farmer's markets. Schletewitz says he likes the Sparks Hometowne Farmer's Market especially though.

"It's a good time getting together for this event," Schletewitz says. "The public supports this market. It's a lot of fun for the farmers and the customers."

Schletewitz also says that he appreciates how secure the market is without all the "riff raff" he sometimes finds in other evening markets. He says the Sparks Farmer's Market is a fun time where you don't have to worry about trouble. "It's safe and pleasant."

Schletewitz was born into farming and has been farming his whole life. After his father passed away, he took over the family farm at the age of fifteen. At that time, he recalls his mother telling him, "You know you're farming now." Understanding this would now become a full-time effort, he dedicated himself to the family business. He even obtained an early driver's license so he could tend to his family's three farms before school every morning. He began going to the San Francisco Farmer's Market with his mother in 1969 and has been attending various farmer's markets since then. In 2008, he and his wife were named Mr. and Mrs. Farmer in their hometown of Sanger, CA. Farming continues to be a family affair as he prepares son and son-in-law to take over the farm in the years to come.

Fruit Factory's biggest selling items are their apricots and grapes. However, Schletewitz says that he thinks the reason people coming back to his stand every year is simply the "pleasantness" of the whole event. He says it's all about being out with the community and the atmosphere of camaraderie.

Fruit Factory Market Items: peaches, plums, nectarines, pluots, walnuts, grapes, raisins, yams, tomatoes and apricots (plus some citrus in early weeks)