

Grown: Then Delivered

BRINGING WESTERN NEW YORK'S FARMS
STRAIGHT TO YOUR DOOR

STORY BY LORI BRUTON



Buffalo River Grove



Jamie Bruce

As Western New Yorkers look for cleaner, simpler ways to nourish themselves, one Buffalo entrepreneur is quietly reshaping how fresh food reaches local homes. For Jamie Bruce, founder of Organic Produce Direct, eating well shouldn't require complicated planning or multiple grocery stops. It should feel natural and rooted in the rhythms of the seasons and the farms that feed our community.

And it should be accessible.

Organic Produce Direct began with Jamie's desire to strengthen the relationship between local farms and the families who rely on them. He saw an opportunity to create a smoother, more intentional connection that honors the work of small growers while giving customers an easier way to bring fresh, local food into their homes.

The Idea Took Root

The seeds of this business were planted years ago when Jamie volunteered at a local farm. Immersed in the daily work of planting and harvesting, he saw the challenges small farms face in a system dominated by large commercial operations. Grocery stores rarely carry local organic produce, and when they do, the markup is so steep that farmers earn very little.

That is why many rely on farmers markets or Community Supported Agriculture (CSA) boxes. Jamie loved his weekly CSA, but like many families, he often received items he didn't need or know how to use. Meanwhile, he noticed a shift happening around him. People were getting almost everything delivered, including groceries, meals, and household essentials. Convenience had become a way of life.



Heartland Organics



Organic Produce Direct brings together the freshness of a CSA and the ease of delivery, offering an online farmers market that makes seasonal eating simple, customizable, and beautifully fresh.

Seasonal Eating Made Simple

Each week between Wednesday and Sunday, customers visit OrganicProduceDirect.net and choose exactly what they want: crisp green peppers, golden corn, tender squash, purple cabbage, fragrant herbs, earthy mushrooms, and berries that taste like summer. The selection shifts with the seasons, offering a natural way to eat in harmony with Western New York's harvest calendar.

Unlike traditional CSAs, there are no surprises and no commitments. You pick what you want, skip what you don't, and order only when you need to.

"People don't realize how old grocery store produce really is," Jamie says. "Those strawberries that look perfect? They were picked days ago, then sat on a truck for days more. By the time you buy them, they're already about two weeks old."

In contrast, Organic Produce Direct customers often receive strawberries from Abers Acres in Kennedy picked that very morning. The difference in taste is unmistakable.

Why Local and Organic Matters

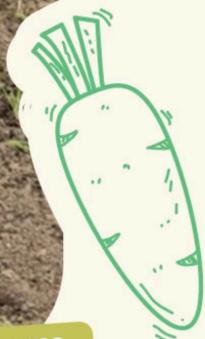
Jamie is passionate about organic farming not as a trend, but as a long term investment in health. Commercial farms often rely on pesticides because it is cheaper and faster than caring for plants by hand. But that cost savings comes with a hidden price.

"Commercial farms don't hire people to care for the plants; they use chemicals because it's cost effective on the front end," Jamie explains. "But in the long run, many people end up sick. We have to think about where our food comes from and how it's grown."

He believes people deserve transparency. That is why the Organic Produce Direct website includes educational resources on the benefits of eating local and organic. Sometimes he even tucks a recipe into the delivery box. It is a simple way to help customers enjoy something new, like chestnut mushrooms from Heartland Organics in Gasport.



Root Down Farm



Supporting the Hands That Feed Us

Organic Produce Direct partners with a growing network of local farms and producers. Each partnership reflects Jamie's mission to support small farms and keep more revenue in the local economy.

For farmers, the system is a lifeline. Running a farm is already a full-time job. Adding sales, marketing, and weekly farmers markets can be overwhelming. Jamie's model gives them a predictable, prepaid outlet for their goods. They know exactly what to harvest, when, and in what quantity. This reduces waste and increases stability.

From the vibrant greens and squash of Root Down Farm in Clarence to the artisanal cheeses and organic milk from Eden Valley Creamery in South Dayton, Jamie's network showcases the diversity and richness of Western New York's agricultural landscape.

For customers, it is a way to bring more local goodness into their homes without overthinking it. No complicated meal plans. No guessing what is in season. No driving from store to store searching for organic options. Just fresh, local food ready for pickup or delivered to your door.

With each delivery, the season offers its own natural pairings: summer's tomatoes with basil, fall's apples with cinnamon, spring's tender greens with crisp radishes. Nature does the pairing for you, and it's delicious.

The Future Is Growing

Organic Produce Direct is a family run operation serving Erie County. Jamie and his family handle everything from farm pickups to doorstep deliveries. But the vision is expanding. They are exploring grants for a dedicated delivery vehicle and planning for a permanent warehouse space to support future growth.

For anyone looking to embrace a more seasonal, intentional way of eating, Organic Produce Direct offers the perfect entry point. No contracts. No obligations. No mystery items. Just the best of Western New York grown with care and delivered with purpose. Shop Wednesday through Sunday at organicproducedirect.net, with Tuesday afternoon delivery available throughout Erie County.

Because sometimes the easiest way to live well is simply to start with what is grown close to home.

ORGANICPRODUCEDIRECT.NET

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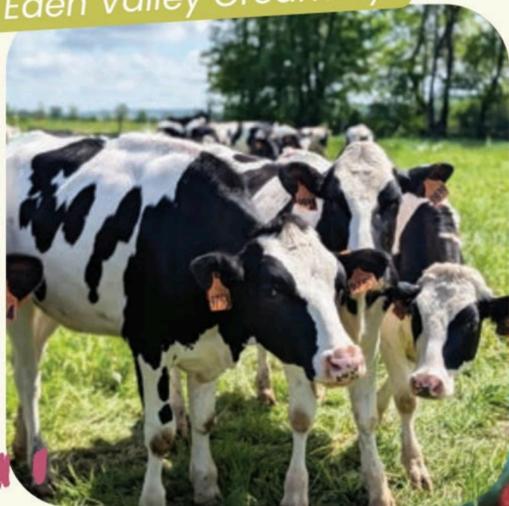
[@organicproducedirect](https://www.instagram.com/organicproducedirect)



Eden Valley Creamery

"Eating local is not only good for your body; it's good for the local economy. Every dollar spent here stays in our community and supports a family farm."

- JAMIE BRUCE



Abers Acres



Green Eats