

Senator Pam Helming

Representing the 54th New York Senate District



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Senator Pam Helming Celebrates Gro-Moore Farms Selection for the New York State Historic Business Preservation Registry



L-R: Sen. Helming, Brenda Moore, George Moore, Jack Moore (not pictured: Kathy Moore)

Senator Pam Helming joined brothers, Jack and George Moore Jr., and his wife Brenda to celebrate the selection of Gro-Moore Farms for the New York State Historic Business Preservation Registry. The state program highlights businesses that have been in operation for at least 50 years and have contributed to their community's history, heritage, and identity.

Gro-Moore Farms has been owned and operated by the Moore family for three generations. The family has farmed in the Henrietta and Rush area since 1917. George, his wife Brenda, and their son Tom manage the farm and the pick-your-own strawberry fields. Jack and his wife Kathy manage the pick-your-own blueberry fields.

Senator Helming said, “Gro-Moore Farms is a true family affair. This recognition not only honors their commitment to sustainable agriculture and community engagement but also celebrates the rich history and the generational impact of this great business. One of the sweetest signs of summer is when strawberry U-pick season gets underway. The Moore family has cultivated these fields with love and dedication creating a staple in the Finger Lakes Region for visitors for 95+ years.”

George Moore Jr. adds, “50 years in the strawberry business has gone by rather quickly. As we transition into another generation of Moore’s we are very thankful and appreciative of the great community who have patronized us and allowed us to be successful. We can’t wait to get started on the next 50 years.”

Gro-Moore Farms U-pick blueberry season gets underway in Henrietta shortly.

The New York State Historic Business Preservation Registry recognizes those businesses with a longstanding investment in local communities' economic vitality and quality of life. Since launching the program in 2022, more than 100 businesses have been added to the registry.

For more information on The New York State Historic Business Preservation Registry, go to:

<https://parks.ny.gov/historic-preservation/business-registry/default.aspx>

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