

# YU'S PRODUCE

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**AT YU'S PRODUCE AT THE MARKET AT THE FAREWAY IN CHESTNUT HILL, PHILADELPHIA, YOU CAN FIND AFFORDABLE PRODUCE AND GROCERY ITEMS. THEIR PRODUCTS COME FROM LOCAL SELLERS BASED IN LANCASTER AND NEW JERSEY AND ARE HAND-PICKED FOR GUARANTEED FRESHNESS.**

## **BACKGROUND**

Yu's Produce has been in business for almost twenty years. The owner, Chang Yi, took over after his father retired and currently has stores in two locations, one being at the Market at the Fareway. Running the produce stand is hard work, but Chang's favorite part of his job are the hours and freedom involved. Because both of the locations of Yu's Produce are based in farmers markets, Le has free time during the week. He explains, "I love that I have time for my kids at the end of the day."

## **DAY-TO-DAY OPERATIONS**

Chang shares that you must learn and master every skill involved with running a business. He says, "From accounting, to truck driving, you gotta learn everything if you're self employed."

His work is normally split into different days; Tuesdays are for picking up and organizing the smaller, non-produce items they sell, such as sauces and canned goods. Wednesdays are more involved. Le says his Wednesdays start in the morning around 4:00 AM. He goes down to the market, picks up the produce, loads the truck around 12-12:30 PM, and arrives back at the Market around 1:30 PM. Afterwards, he unloads the truck and begins the organizing and stocking process. Chang says that this past Wednesday, he didn't finish the entire process until around 9:00 PM.

The most popular selling items are the fresh, hand-squeezed juices, homemade smoothies, and fruit salads. They set themselves apart from the competition by "being honest and selling the freshest items for a reasonable price."