

Meet the Farmers: William Fowler Fowler Farms / Fowler's Farm Market

Hannibal N.Y.



William and his granddaughter, Jodi, at their Downtown Farmers Market stand

With a sunflower tablecloth spread across his table at the Downtown Farmers Market, William “Bill” Fowler, owner of Fowler Farms, is already prepared for the transition from summer to fall.

“It’s kind of a fall thing,” he chuckles. “We’re getting a little bit ahead of schedule.”

Market visitors will find beautiful flowers – including sunflowers – at the Fowler Farms booth at the Downtown Farmers Market. The family-run operation is based in Hannibal in Oswego County. The Fowler family has seven greenhouses in addition to fields where they grow beans, broccoli, peppers, pickles, cucumbers, squash, melons and berries. But by far, William says the most popular produce he sells during this time of the year is corn and tomatoes. Often, the corn he brings to the Market sells out by lunchtime.

A fourth-generation farmer, William has represented Fowler Farms at the Downtown Farmers Market for 25 years. While he enjoys interacting with visitors, he loves the farming process most.

“I like growing it better than selling it,” he shares with a smile.

In addition to the Downtown Farmers Market, Fowler Farms also has a presence at the Auburn, Oswego and Fulton Farmers Markets. For 12 years, they have had farm stand on Route 104 in Hannibal, where they sell sweet corn and tomatoes.

“We open as soon as we have sweet corn in the middle of July,” William says. “The corn typically lasts until about November 1, when we close the stand for the season.”

But that doesn’t mean work at the farm stops. Fowler Farms is busy all year long.

“We start the greenhouses in February, then we begin planting produce in April, starting with the corn. The tomatoes start in May,” he explains. “We do most of the picking ourselves.”

William says his best advice for the next generation of farmers is to get involved in the process early on. This will help plant seeds to be successful.



“They have to like it, both growing and selling, and they really have to have a feel for it,” William says.

Make sure to say hello to William at the Downtown Farmers Market every Tuesday!