

# BUSINESS RECOGNITION

the town of  
Conception  
Bay South



*Celebrating fifty years of community.*

## Taylor's Fish, Fruit and Vegetable Market

528 Conception Bay Highway  
Established 1962

Among the common threads for long-time businesses in Conception Bay South are family and tradition. Taylor's Fish Fruit and Vegetable market in Foxtrap continues to live and breathe that ethos.



L-R: Kelly, Ruth, Jane, Reg, and Nancy Taylor celebrate winning a Bright Business Achievement Award.



One of the original owners Reg Taylor in Lewisporte picking up wild salmon from Labrador, circa 1987.

The tradition of business in the Taylor family goes back many generations. Reg Taylor remembers first selling fresh herring door to door and making money as a very young kid. The family worked hard as farmers and sold all over the Avalon with their parents and brothers.

In the 1960s and 1970s, Reg and his brothers made inroads by purchasing fresh seafood products from across the Province, as well as local game, seal, berries and vegetables, and setting up

their very successful mobile shop all over what became metro St. John's.

Their brick-and-mortar operations in Foxtrap began in the mid 70s, with the current shop built in 1988. The cod moratorium hit the business very hard, and in 1996 Reg's brothers sold their shares to him and his wife Ruth.

Current owners Jane, Kelly and Nancy Taylor bought the business from their parents in 2014, and pride themselves on continuing a family tradition.

"We grew up working with vegetables, moving product, and selling products all over the Avalon. We will always strive to provide local, traditional food with top-notch customer service," says Nancy.

Know a business we should feature?  
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