

# BUSINESS RECOGNITION

the town of  
Conception  
Bay South



*Celebrating fifty years of community.*

## Jefford's Enterprises

294 Conception Bay Highway  
Established 1971

Since 1971, the Jefford family has been steadfast providers of fresh produce, homemade preserves, and agricultural supplies to the residents of Conception Bay South. Initially established as Jefford's Supermarket and later renamed to Jefford's IGA, the family enterprise evolved in 1990 to its current brand, Jefford's Enterprises. Owner Boyd Jefford, alongside his son Corey and grandson Ethan, manage the operations of this family-run business.



Some of the fresh produce sold at Jefford's.

The family cultivates some of their own produce, and offers a varied selection of goods including livestock feed, fresh brown eggs, and split peas within their store. "A lot of people see our roadside tables, but don't realize there is a little store down here," explained Corey.

Operating primarily through word-of-mouth recognition, the business prides itself in its old-school approach. "Fresh produce is something that people of all ages can enjoy," remarked Corey. Today, Jefford's Enterprises stands as a cornerstone in the community, embodying a rich legacy of over 50 years in providing quality goods while embracing traditional business values.



Boyd Jefford, along with his son Corey and grandson Ethan.

"For quite some time, Jefford's Supermarket was the only large grocery store in the Long Pond area," remarked Corey. Jefford's continues to support local farmers by offering a range of locally-sourced vegetables and preserved meats.

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