

MEET OUR TEAM



JIM McWHORTER

Owner

Jim was born in Youngstown Ohio and grew up in Cleveland, Hartford and Philadelphia. He came to Washington DC in 1973 to attend college hoping to get a degree in political science.

The degree never happened but in 1977, Jim and a co-worker at Hamburger Hamlet founded L & M Produce which in 2007 combined with Coastal Sunbelt Produce and East Coast Fresh to become the largest distributor of fresh fruits, vegetables and dairy products in the mid-Atlantic.

The Market at River Falls opened in 1998 and since then has served as the singular resource in Potomac, Maryland, for high quality, fresh seafood, meats, and prepared foods. Under the new stewardship of husband-and-wife team James McWhorter and Yasmin Abadian – long-time Potomac residents and avid Market patrons – The Market at River Falls was revitalized with fresh new offerings delivered by the same knowledgeable, friendly service staff, including David Fletcher, and Michael “Junior” Turgott.

Yasmin moved to the Potomac area with her family in 1966, when her father accepted a position with the World Bank. She has considered Potomac her home for decades, watching it grow and expand and is extremely proud to now be a part of this iconic community market.

With over 35 years in the food distribution business, Jim has a unique perspective on the Market. He is familiar with the farmers, growers and producers as well as the top chefs and purveyors in the Washington, DC Metro area. His knowledge is put to good use with new local items and special events, highlighting certain products as well as introducing the community to some of our area’s finest chefs.

Over the years, Jim and Yasmin have met all manner of food entrepreneurs and are proud to be investors in some young, cutting edge ventures such as DC Brau Brewing, &Pizza, and Fruitive DC. Additionally, Jim serves on a couple of boards, most notably that of FreshFarm Markets, a highly visible DC group whose mission is to support the growth of local, sustainable foods while providing food access and education to those in need.

To that end, The Market at River Falls is proud to offer a curated selection of high-quality meats, seafood, produce, baked goods and prepared items from only the finest vendors, including many products from local producers.

Jim and Yasmin have four children, two boys and two girls who are scattered along the east coast from Boston to Miami.

Lastly, Jim is a die-hard Cleveland sports fan who's had a bit of a rough go of it over the past 50 plus years of his life. He remembers well the Cleveland Browns winning the NFL Championship in 1964, but wouldn't bet on seeing that again anytime soon. In the meantime, he's happy to root for the Indians and Cavaliers!