

Nail down markets before planting vegetables

LANCASTER — market, advises There are lots of good opportunities to profit from commercial vegetable production. But before you plant your crop, line up your

University of Delaware extension specialist Mike Orzolek. This is important regardless of your acreage or the crop

involved.

To decide where to market your vegetables, ask yourself these questions:

What resources do I have available (capital, labor, land, equipment)?

What level of harvesting and handling effort am I willing to make (mechanical harvest only, hand harvest, cleaning and packing, product delivery, development of a package label)?

How much of the sales responsibility am I willing to assume?

Once you've answered these questions, you can take a look at the available market options. These include: (1) fresh market—direct to retailer; (2) fresh market—direct to consumer; (3) fresh market wholesale; (4) grower co-ops; (5)

processing; as well as (6) other market outlets such as restaurants and institutions that serve meals.

Agreements with retailers to buy your produce for fresh market use should be negotiated well before planting, says Orzolek. Start contacting potential retailers at least six months before the start of the season.

You'll be expected to meet the same strict requirements for product quality and "shelf life" as you would through a wholesale agency. A commitment of large acreage is not necessarily required.

Grower responsibilities in direct retail sales are usually the same as those for marketing through wholesale agencies. They include: a planting

schedule; harvesting, cleaning and grading the product; product delivery; and assurance of the availability of production resources.

A retailer may not require as much packaging as wholesale agencies do. He may require as much as four weeks notice of product availability in order to make sure it's on hand to satisfy customer demand.

In this form of marketing, the grower assumes part of the sales responsibility.

If you're selling direct to consumer no preplanting marketing arrangements are made, except possibly with consumer groups. Large acreages aren't required. But quality requirements are as strict as for other outlets.

You also have the same production, harvesting, handling and delivery responsibilities as for sales to retailers, except for U-pick, where you do no harvesting, handling or delivery. At the same time, you assume all responsibility for sales.

Fresh market wholesale crops are normally grown under the terms of a negotiated agreement or other formal agreement between grower and handler. Agreements should be negotiated well before planting, though it is possible to do so afterwards.

Normally agreements cover only marketing of the product.

There are strict quality requirements to be met including freedom from insect and disease damage,

illegal pesticide residues, and nutrient problems. You don't have to commit a lot of land, but the economics of wholesaling produce may well favor the commitment of larger acreages.

The planting schedule is usually the grower's responsibility when growing for the wholesale market. Harvesting, cleaning, grading and packing are also usually your responsibility, except in some special situations when the marketing agency does some of the grading and packing. But you must be willing to grade out inferior product.

The delivered product must have satisfactory "shelf life" to reach the consumer at peak quality. This means removing field heat as soon as possible after the crop is harvested.

Delivery depends on the terms of the wholesale marketing agreement. You may need to show that you have the necessary production resources, before a contract is awarded. Orzolek advises contacting potential marketing agencies six months or more in advance of planting if you decide to wholesale your crop.

Processing vegetables are normally grown under the terms of a negotiated contract. Terms vary with the commodity and the processor. A commitment of relatively large acreage is required except for a few specialized low-volume crops.

Processors have strict quality requirements including freedom from

disease and insect damage, illegal pesticide residues, and nutrient problems that impair product appearance. Planting is usually scheduled by the processor to ensure dependable flow of produce into the processing facility.

Usually the crop is delivered in bulk to the plant and weight and graded there. Harvesting and delivery may be the responsibility of the grower or the processor, depending on terms of the contract.

You may need to show that you have the necessary resources and skill to grow the product. Normally you should contact processors nine months or more before the start of the growing season.

The grower has no sales responsibility.

Besides these options, there are also grower co-ops which perform all or part of the market responsibilities. In some cases a co-op only grades and packs for a group of farmers. In others it also handles sales as a wholesale agency would. Other requirements are usually the same as for the wholesale fresh market.

Don't overlook some of your other market opportunities either, says Orzolek. Besides restaurants, schools, businesses, hospitals and other institutions serve meals. And with a little imagination you should be able to think of many other possibilities.

Regardless of which outlet you decide to use or how much you decide to grow, how you sell your crop should be your first concern and your marketing plans should be made well ahead of planting time.

PIRRUNG'S ONCE A YEAR AUCTION OF FARMER OWNED EQUIPMENT TUESDAY, APRIL 7 9:30 A.M. COHOCTON, NEW YORK

This sale will feature the complete dispersal of excellent potato farm machinery, bulk trucks and irrigation equipment of Hubbard Farms, Avoca, N.Y.; PLUS the complete line of general equipment from the David Hasler Farm at Springwater where fire recently destroyed the barns; and the machinery from the estate of Alfred Clymo and others!

This is an established marketplace where consignments of good used and new machinery are accepted. Expecting 400-500 pieces of all large items. No small items at all! Watch for further ads and reserve the date.

Sale Managed By, PIRRUNG AUCTIONEERS, Inc. Wayland, N.Y. 716-728-2520

PIRRUNG'S ONCE A YEAR AUCTION OF FARMER OWNED MACHINERY FEATURING: HUBBARD FARMS POTATO AND IRRIGATION EQUIPMENT AUCTION TUESDAY, APRIL 7

1:00 P.M. - COHOCTON, NEW YORK

Sale to be held at the Terry Wilkins Farm located on rte. 371 midway between Cohocton and North Cohocton, New York.

Discontinuing potato farming entirely, selling without reserve all potato equipment! You will find well cared for machinery here!

POTATO EQUIPMENT: Lockwood "Mark Aire" Harvester in good condition; Extra I.H. rebuilt harvester motor; Haines bulk truck loader with 40 ft. telescoping boom and grader picking table; I.H. - Lockwood 4-row potato planter with Gandy applicators and dry fertilizer boxes; Haines new style seed cutter with treater unit; Haines 30 ft. bin stacker; Haines potato windrower; Haines double bagger; Haines portable 36 in. grader; Haines bulk hopper; 22 ft bag elevator on wheels; 2 sets of I.H. 4-row cultivators; 2 sets of 3 pt. 4-row tool bars; 15000 watt p.t.o. 3 pt. generator, J.D. 30 digger.

IRRIGATION EQUIPMENT: Meyers p.t.o pump; 60 pieces of 30 ft. section 5 in. pipe; irrigation trailer; 2 guns; various fittings.

4 TRUCKS: 1971 Ford F-700 with 16 ft. bulk body; 1968 I.H. with 18 ft bulk body, 1968 Ford F-700 with 16 ft. bulk body; and 1962 I.H. dump truck.

NOTE: Anyone that knows Dave Hubbard knows his equipment is in good order and ready to use. A fine line for large or small farmers. All machinery "fumigated" by U.S.D.A. and ready for immediate inter or intra-state shipment.

OTHER POTATO FARM MACHINERY CONSIGNED TO THIS SALE WILL FOLLOW THE HUBBARD LINE-UP. COMPLETE LINE OF GENERAL EQUIPMENT CONSIGNED BY LOCAL FARMERS, ESTATES AND FINANCIAL INSTITUTIONS SELLS BEGINNING AT 9:30 A.M. sharp! ABSOLUTELY NO SMALL ITEMS! CONSIGNMENTS WILL BE ACCEPTED UNTIL 4:00 P.M. MON., APR 6. ABSOLUTELY NOTHING TO BE BROUGHT IN SALE DAY. LOADING DOCK AND FORK TRUCK AT SALE SITE. LUNCH AVAILABLE SALE DAY.

TERMS: Cash or good check day of sale. Nothing to be removed until settled for. Proper I.D. required. Motels Nearby.

ABOVE LISTED MACHINERY OWNED BY DAVID HUBBARD, AVOCA, NEW YORK 607-566-8360.

Auction Managed and Sold by, PIRRUNG AUCTIONEERS, Inc. Wayland, N.Y. 716-728-2520

PUBLIC AUCTION

2-TRACTS VALUABLE REAL ESTATE HENRY J. OSBORNE ESTATE 56 ACRES WITH BUILDINGS ABSOLUTE AUCTION - 31.6 ACRES

To be held on site located taking U.S. Route 30, 5 1/2 miles East of Gettysburg, Pa. or 3 miles West of New Oxford, Pa. turn onto T-514 (Road leading to New Chester), continue just over railroad tracks, first farm on right side (SALE SIGN POSTED) on

FRIDAY, APRIL 10

2:00 P.M.

The undersigned, executors of the Henry J. Osborne Estate, will sell at public auction the following described real estate:

TRACT I - All that tract of land lying and being in Straban Township, Adams County, Pa. having a frontage of approximately 2,100 feet on T-514 (New Chester Road), 470 feet frontage on T-515 (Swift Run Road), frontage of 1,530 feet on the Western Maryland Railroad and containing approximately 56 acres.

Improvements on tract are a 38'x26' - 2 1/2 story brick home with a 12'x18' - 1 1/2 story frame addition. Home contains 3 large rooms all with fireplaces, pantry, and out-kitchen with large fireplace on first floor and 4 rooms and balcony on second floor. Home has basement, aluminum storm doors & windows, side & front porch and storage attic.

Other improvements are a nice 50'x49 frame barn with an attached 14' loafing shed both with metal roofs; a nice 24'x28' frame with metal roof wagon and corn crib and other smaller frame buildings.

This tract consists of approximately 5 acres permanent pasture and balance is nice tillable land with a nice small spring fed stream.

TRACT II - Tract of land having 1,273 feet frontage on T-514 (New Chester Road) is just opposite Tract I and contains 31.6 acres. This tract consists of 5 acres nice woodland & timber, balance most all tillable and also has a nice small stream.

AUCTIONEER'S NOTE: These 2 tracts of land offer many possibilities agricultural, residential or commercial with a large amount of hard road frontage and railroad frontage. Property is nicely situated and is only minutes from all city facilities. Plan to attend the sale of these 2 fine tracts of real estate FOR INSPECTION of real estate, contact undersigned executors or undersigned auctioneer. TRACTS WILL NOT BE OFFERED TOGETHER.

TERMS - 10% DOWN AT TIME OF SALE - BALANCE ON OR BEFORE 30 DAYS - OTHER TERMS MADE KNOWN AT SALE.

HENRY J. OSBORNE ESTATE

R. Samuel Osborne

R.D. #2, New Oxford, Pa.

Guy E. Osborne,

R.D. #7, Gettysburg, Pa.

Executors

C. DAVID REDDING, AUCTIONEER

R.D. #6 - Gettysburg, Pa.

Ph: 717-334-6941 or 334-6598

Bigham & Raffensperger, Attorneys Lincoln Square, Gettysburg, Pa.

PIRRUNG'S ONCE A YEAR AUCTION OF FARMER OWNED MACHINERY FEATURING: The David Hasler Farm Machinery Dispersal TUESDAY, APRIL 7

11:00 A.M.

COHOCTON, NEW YORK

Sale to be held at the Terry Wilkins Farm located on rte. 371 midway between Cohocton and North Cohocton, New York.

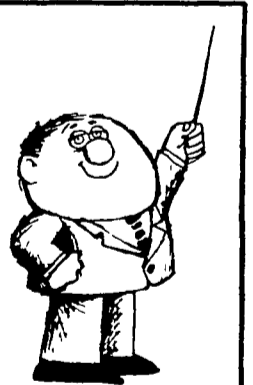
Discontinuing farming due to loss of cattle barns by fire, we are selling our machinery at PIRRUNG'S Auction without reserve!

Excellent I.H. 560 gas tractor, w.f.e.! J.D. 60 n.f.e. roll-a-matic front, excellent rubber; Excellent N.H. 256 rake; almost brand new Farmhand s.u. wagon on I.H. heavy duty running gear with flotation tires; Case 12 ft. transport disc.; N.H. 460 haybine; I.H. 47 kicker baler; 2 kicker wagons; A.C. ensilage blower; I.H. 4-row cultivator; 12 ft. harrow; I.H. 16 chopper with 1-row corn head and hay pick-up and direct heads; and all other machinery!

NOTE: This auction is a once a year round up of machinery consigned by local farmers, estates and financial institutions. Usually 400-500 lots of all big machinery including every conceivable kind of farm implement!

AUCTION STARTS AT 9:30 A.M. sharp! Hasler equipment time is approximate. See other ads this paper

Sale Managed By, PIRRUNG AUCTIONEERS, Inc. Wayland, N.Y. 716-728-2520



A LESSON WELL LEARNED...

LANCASTER FARMING'S CLASSIFIED ADS

GET RESULTS!

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