

Vegetable Growers

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started during the last decade, are starting to attract an increasing number of growers.

Through the auctions, Schantz said, wholesalers can purchase the quantity and quality of produce they need to fill purchase orders from large grocery stores and chain markets. He said the auctions are growing in popularity, because they offer a ready market for the small-volume producer and local quality to the large-volume buyer.

He said that the state's small-volume vegetable growers, who constitute most of the industry, need to change two ways of doing business.

"The biggest problem is to have enough of, and a consistent supply of produce. And we need a commitment by the growers that they are going to market their produce regularly, not just when they have a surplus," he said.

Pennsylvania currently imports much of its produce because production isn't big enough, or regular enough, so that large demand buyers can use it. Schantz said that with the advent of the auction houses and with the cooperation of growers, the small business can keep the roadside markets, but expand too.

In other business at the convention, Schantz said the young, but expanding, marketing board unveiled to the public its first promotional artwork. It is a line-art depiction of vegetables most popular in the state. At the top it says "Pennsylvania," at the bottom, it has printed, "Produce." Across the

artwork, appearing as though it were made with an inspection stamp, is the word, "Proven."

Schantz said he was proud that, in its first year and working with a budget of \$50,000, the board was able to secure the promotional

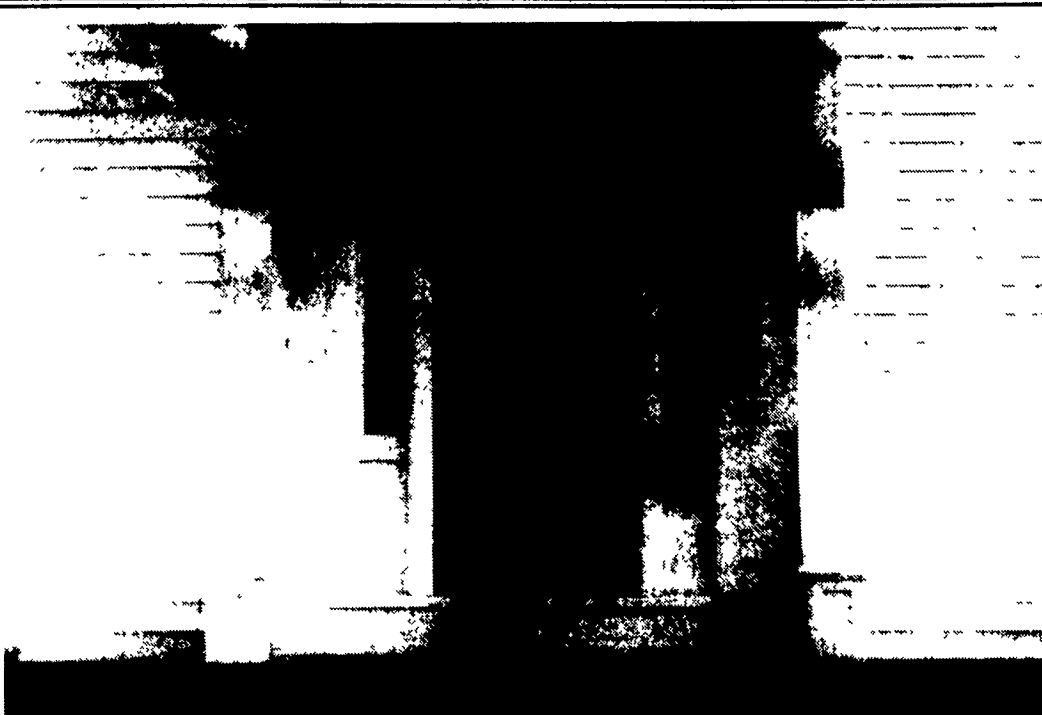
piece and fund two research projects at Penn State University.

"The biggest step was to hire an advertising agency," he said. Other work the board was involved with this past year included a food-stamp program to unwed mothers with the stamps being redeemable at roadside stands; producing newsletters for member growers and participation in the multi-commodity tailgate party during a



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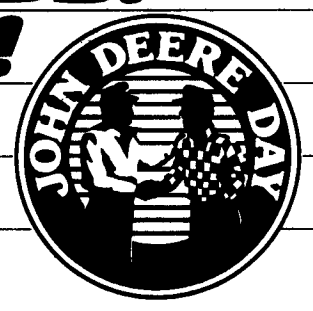
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