

## Area Producers Needed For Market

QUARRYVILLE (Lancaster Co.) — Farmers looking for a new opportunity to retail their products this season are invited to attend an exploratory meeting about a new producer-only growers' market in Quarryville.

The meeting at 2 p.m. on Saturday, February 11, will be held in the Hoffman Community Building located at the Quarryville Fairgrounds.

Selling fresh produce and other farm products directly to consumers at a new market is a golden opportunity to either expand your existing sales or get started in retail marketing. New growers' markets in some of our neighboring states have proven to be a wonderful bonanza to both new

and existing farmers. The goal is to create such a market here, where farmers will reap new financial benefits from their efforts.

This meeting will help set the direction of such a market. Farmers who raise fruits, vegetables, herbs, eggs, plants, honey, or any other shelf-stable farm product should attend. They will hear a brief overview of the opportunity and have ample time to discuss it. Details such as rules, products and sale times will be covered.

This marketing effort is being sponsored by the Pennsylvania Association for Sustainable Agriculture (PASA). For more information about the meeting, contact Leon Weber at (610) 683-1401.



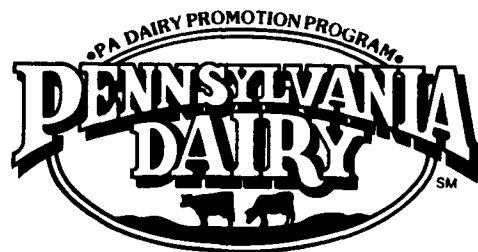
Bill and Rose Eason show their 6-quart White Mountain ice cream freezer they won through a Farm Show contest sponsored by Lancaster Farming. The Easons, operators of a roadside farm market, collect freezers.

### Eason Wins Ice Cream Freezer

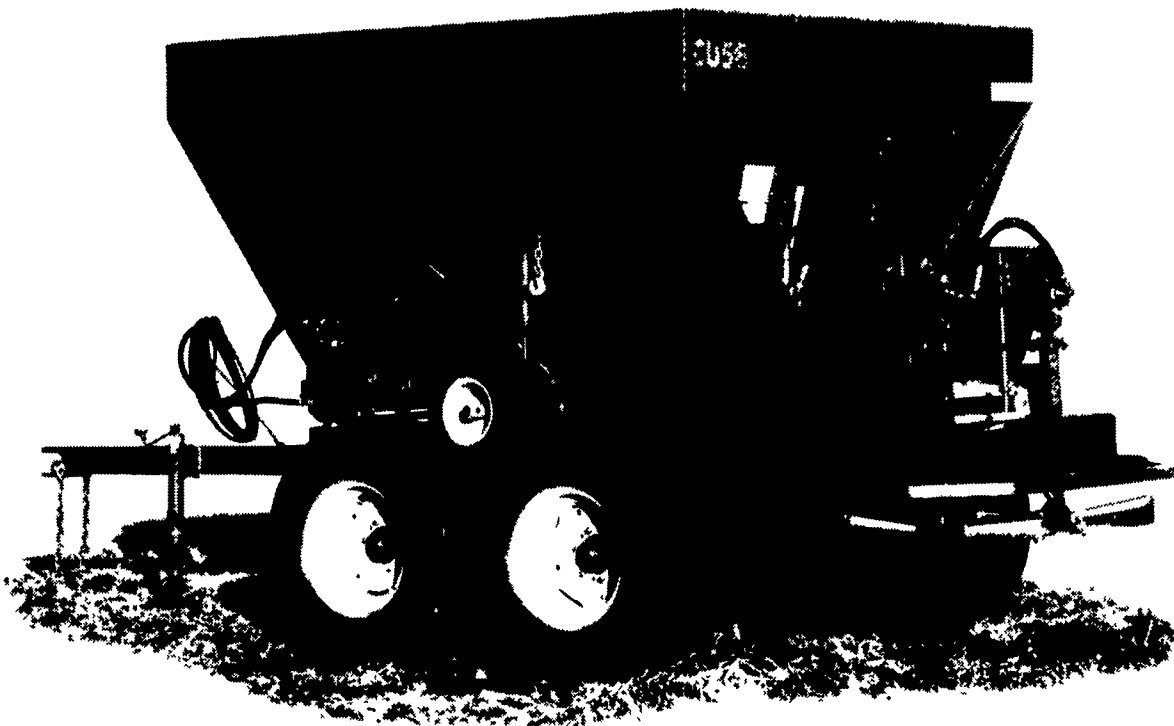
EPHRATA (Lancaster Co.) — Bill Eason is well known

in the Chesapeake Bay-area community of Oxford, Maryland.

where he and his wife Rose have been operating a roadside market for 23 years.



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A person who said he never wins anything, Eason on Wednesday picked up a 6-quart original old fashioned White Mountain ice cream freezer at the office of *Lancaster Farming* — Eason's entry was the winning one out of 2,000 entries made at the newspaper's Farm Show booth in Harrisburg last week.

Eason said he collects the White Mountain ice cream freezers, although his collection is small. He said that now that he won the hand-cranked freezer, he will probably retire an 8-quart model that he and Rose have been using for years. They said they love to make homemade ice cream.

He said he owns a small 2-quart model that was never used and is still in the original box. He said he was tempted several times to make a small amount of ice cream in that one, but didn't want to ruin its collector value.

The couple grows a variety of vegetables on their owned seven-acres to sell at their roadside stand. At first, in addition to sharecropping grains on 250 acres, Eason raised sweet corn and sold it wholesale to local groceries.

When gas prices skyrocketed during the 1970s, they started selling the corn at a stand at the end of the farm lane, to eliminate the hauling costs.

Soon, customers wanted tomatoes, and Rose and Bill said they began raising tomatoes, along with the corn.

While he still sharecrops grain using all no-till (he said because of the heavy concern for soil erosion and runoff that he and the landlord share), but the roadside stand has grown significantly over the past 20 years.

This past year, catering to customer demand and preferences, they marketed 42 different fruits and vegetables at the stand, which is open from April, with the start of the asparagus season, through the end of October with pumpkins, fall flowers and maize.

The stand is located along Rt. 333, about 2.5 miles from the heavily traveled Rt. 250, and the emphasis is marketing to local people.

Eason said he frequently travels north to southern Pennsylvania and he is familiar with produce coming from the area, because a larger market in Annapolis is supplied by Pennsylvania producers. He and Rose said they go there to buy their eggs, and different foods, such as rotisserie chicken.

The two were raised on farms. Rose's father, Roland Blades was a truck farmer in Caroline County, known as a truck farming area and also known for its cantaloupe. "His last year he had 90 acres all handpicked," Rose said. "And there was 30 acres of cucumbers."

Bill's mother Evelyn is better known as "Honey," they said, and while Rose has a good vanilla ice cream recipe, Honey's real fruit ice creams are some of their favorites.

"We like homemade ice cream," Rose said, adding that their grandchildren, who come to the farm every chance they get, also enjoy it.