

Vegetable Growers Hand 'Strawberry Surprise' To Ag Progress Visitors

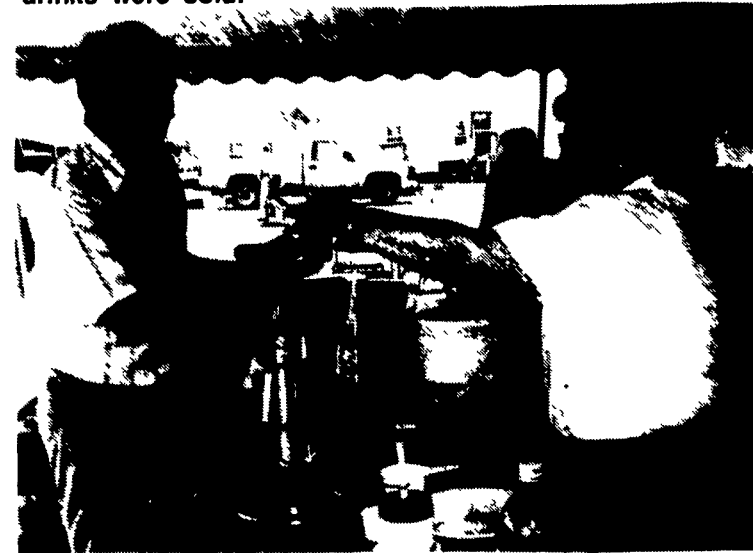
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year, after expenses, the organization raised \$19,000 at the Farm Show, which directly benefits veg-

etable research. This year the growers offered three items for sale, including the fresh strawberry drink for \$1.75 a



People who found the growers association stand, said Rudy Grob, right, a director of the organization, "say, 'Oh, we're so glad to get this.'" On opening day of Ag Progress, according to Grob, about 400 of the strawberry surprise drinks were sold.

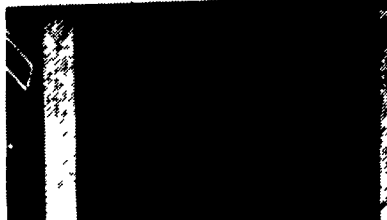


In all, the stand helped about 500 customers on Tuesday, with more stopping by Wednesday and Thursday. Those who assisted at the stand included Bill Troxell, executive secretary of the association, left, and Vivian Wertz.

Pennsylvania Vegetable Growers Association

REFRESHING Strawberry Surprise \$1.75

Sliced Watermelon and Cantaloupe



Visitors to this year's Ag Progress ventured, for the first time, to the corner of Main Street and East First to sample fruit and vegetable treats from the Pennsylvania Vegetable Growers Association.

cup. Also served were sliced, seedless watermelon on a dish and cubes of cantaloupe in a cup, each for \$1.

In previous years the vegetable growers maintained an information booth in the tents at Ag Progress. For years the growers association board of directors discussed setting up a booth to sell Pennsylvania-grown products to sell. They joined the "waiting

list" and were finally accepted to sell products at Ag Progress.

At first, even though the location was at the far end of Main Street and experienced slow sales, business picked up throughout the week.

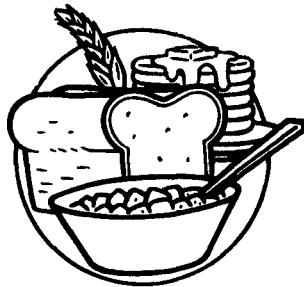
Grob said he remembered what it was like when the growers started the stand at the Farm Show in 1978. He said business was "the pits, too, until you got a following

and they got to know you're there. That's maybe what's happening here, until we get a following."

Some of the most common questions that Grob had to field were "What's in the strawberry surprise?" and "How do you get watermelons without seeds?"

Also, as a result of seeing the stand, the association signed up a grower in Clarion County who vis-

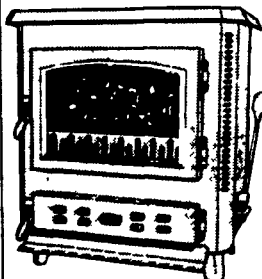
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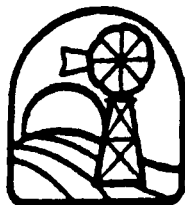
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