

Teacher Program Tour

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Once the tree is dug, it is placed in a specially designed wire basket that can hold a few hundred pounds of soil with a burlap bag. The rungs at the top of the wire cage are used to tie the tree down after planting. Larry Knoll, farm manager, holds up one of the cages.

early in the morning each day.

One challenge the business faces: this year, early good weather allowed the store to post a 12 percent gain on sales. But they lost all the gains in the past two weeks with the steady rain, which kept a lot of customers from buying. Better weather should turn that around.

The Laysers make "maximum use of greenhouse space," he noted. Bedding plants and geraniums make up their number one seller. Hanging baskets, in abundance throughout the operation, make up only about 12 percent of total sales.

This time of year, impatiens and petunias are their number one sellers.

Future challenge is dealing with influx of the large megastores, such as WalMart and Target, that continue to make inroads into the market area. But some of the best business relationships have come by partnering with the store giants such as K-Mart, a customer of Layser's.

Lancaster Farming, Saturday, May 16, 1998-A39

During the tour, Judy Schwank, Berks County extension director, told the teachers about the importance of horticulture production.

She said, "We may not be number one (in the state) in production, but we are growing in end use, in consumer use, of products."



Donald Layser activates an overhead irrigation system in one of the greenhouses.

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IT DOES A
BODY GOOD.**

Office to be Closed Memorial Day

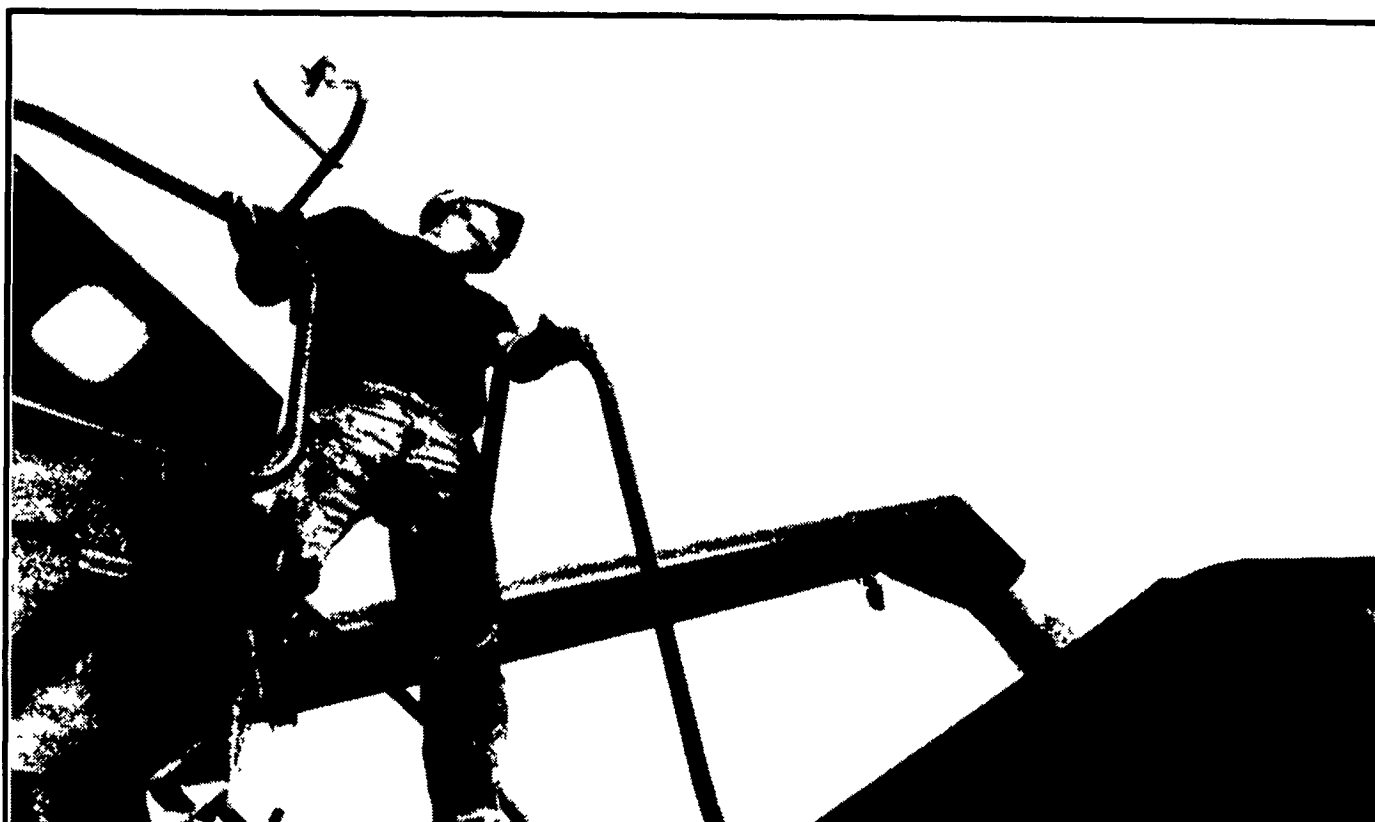
Deadlines for May 30th Issue

- Mailbox Markets - Friday, May 22 at 5 p.m.
- Public Sales - Tuesday, May 26 at 5 p.m.

Classified Ads and News

Deadlines Remain the Same

- Section D - Classifieds Wednesday at 5 p.m.
- Section C - Farm Equipment Thursday at 9 a.m.
- Sales Register - Friday, May 22 at 5 p.m.



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