

Chester County Commissioners, Ag Council Honor Individuals

WEST CHESTER (Chester Co.) — Late in April the Chester County Commissioners and the County Agricultural Development Council honored three individuals for their outstanding contributions

to agriculture.

The Farmer of the Year Award was presented to Ben Beiler and Tim Barlow of Pinta Lane Dairy Farm in Upper Oxford Township. According to Kevin Baer, program coordinator of the County of Ches-

ter Agricultural Land Preservation, Beiler and Barlow were selected because of the innovative relationship they have established. Beiler owns Pinta Lane Farm and Barlow owns the farm's dairy herd

and maintains the farm's crops and grounds. The partnership was also recognized for its superb conservation work, high quality dairy herd, and superior farm maintenance practices.

Pinta Lane Farm was profiled in the Sept. 13, 1997 issue of *Lancaster Farming*.

The Distinguished Agricultural Service Award was presented to Robert McRae. McRae serves as

coordinator of the Chester County Act 319/515 programs. Through this position and his extensive volunteer activities, McRae has been instrumental in explaining preferential and land use value tax assessment to the Chester County farm community. He also serves on the County Agricultural Land Preservation Board and has been very supportive of pro-agriculture legislation.

Ridge To Present Pa. Trees As Gift To Israeli Children

HARRISBURG, Pa. (Dauphin Co.) — During his May 22-26 trade mission to Israel, Gov. Tom Ridge will present a grove of Pennsylvania-grown trees as a gift from the children of Pennsylvania to the children of Israel.

The governor will join Israeli children in planting a tree near Jerusalem in honor of Israel's 50th anniversary.

"Pennsylvania is blessed with some of the finest hardwoods grown anywhere in the world," Gov. Ridge said. "These trees, harvested from 'Penn's Woods' and re-planted in Israel, will serve as a constant, growing

reminder of Pennsylvania's close bonds with people of Israel."

State Agriculture Secretary Samuel Hayes unveiled several of the trees to students at the Yeshiva Academy in Harrisburg. Thirty eastern red cedar trees from Musser Forests Inc. in Indiana, Indiana County, are being prepared by the Department of Agriculture for air shipment to Israel early next week. The eastern red cedar is easily transplanted and is indigenous to Pennsylvania and Israel.

Secretary Hayes announced that Yeshiva Academy students

have written letters and taped songs for the children in Israel. Gov. Ridge will present those gifts to Israeli children during the tree-planting ceremony.

"These trees, a gift from this generation of Pennsylvania children, will be enjoyed by Israeli children for generations to come," Secretary Hayes said. "It is our hope that Pennsylvania students will develop a friendship with the children in Israel who will actually plant the trees in a grove near Jerusalem."

DIRECT RETAIL Farm Marketing

(Continued from Page A11)

Many vegetables can earn you more money from consumers who want new types, colors and uses.

For instance, last August, one Lehigh Valley store had standard large Italian eggplants priced at 89 cents per pound, and a baby egg-

plant (imported from Holland) at \$3.98 a pound.

The increased attention to Thai, Japanese, Chinese and Arabic cooking can help boost interest among consumers who like to try new foods and flavors.

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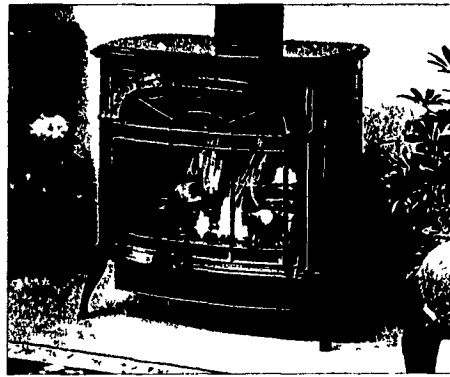
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Marketing may help you realize more than that 89 cents per pound for eggplant — and for other vegetables.

Internet Site?

Is a site on the Internet for you?

The Internet may offer an effective, new marketing tool for you.

If you have access to the World Wide Web, do a search for "farm markets" to gain ideas which might work for you.

If you decide to create a Homepage, be sure it is easy to use, spare in words and graphics and focused. It could be a great way to offer up-to-date information on seasonal produce and hours of operation. I can also be a tool for offering products by mail.

Before you decide to promote your farm market on the Internet, be sure you can commit the resources to keeping the information current and useful for consumers. It could be a great new marketing tool, if used correctly.

What's New?

The Pennsylvania Retail Farm Market Association aims to provide education, promotions and advocacy for farmers who sell agricultural products to consumers. Board members have granted a free membership for 1998 to all direct marketers.

Farmers listed in the Pennsylvania Department of Agriculture's 1997 Consumer's Guide to Farm Markets booklet will receive details.

For more information, contact PRFMA Executive Secretary John Berry.

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