

Farmers' Market Profits From Impulse Trade

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GETTYSBURG (Adams Co.)**

— From the beginning of June to the end of September for the past six years it's been a place to enjoy the bounty of Adams County.

The county with a history that ranks it up there as one of the nation's favorite tourist attractions also ranks first in Pennsylvania in apple and peach production and farming is its number one industry so why shouldn't it have a local market to sell those products — and more.

That's why the Gettysburg-Adams County Area Chamber of Commerce got involved and set up a farmers' market that operates through the end of September in the borough's square — which is really a circle.

Marketmaster John Bartlett, who operates a stand in the marketplace for his Gettysburg Gardens, said the venue is a great place to capture clients.

"It's niche marketing and a very pleasant place. People from all over the world come by. And the customer you wouldn't get at the nursery will stop by. You can talk to them and interest them into coming to the gardens. It's a very pleasant way to do business. We get the impulse trade," he said.

Bartlett explained that members of the Gettysburg Farmers' Mar-

ket Association get to vote on who will join their ranks. "We try to keep a balance," he said, looking over stands that offered canned beef, herbs, honey, fruits, vegetables, flowers, baked goods, hot peppers, and horseradish.

Next to Bartlett's stand was Rich Sawyer who lives near Gettysburg, with his many multi-colored — mostly hot — peppers. In his garden at his home, he said, you could find 30 pepper varieties which he eventually hopes to use in hot pepper vinegars.

On this Saturday, as in all the weeks during the summer months, he brings his peppers to Gettysburg's square for those who would like to put some zing in their cooking. On other days you might find him wandering down Frederick Avenue in Baltimore selling his peppers.

On the end of the same corner of the square — since Gettysburg's square is actually a circle the vendors are divided with several set up on each quarter — is Debbie's Breads.

Selling bread this day is Bob Foster of Gettysburg, Debbie's husband. She has more important duties at home where she is caring for twins who were born May 19.

With Bob is the couple's son, Timothy Foster, 13, who has also turned the market into a money-making venture. The teen-ager makes muffins "from scratch."

"My mother does the bread and I do the muffins. Mom said 'I think we'd have a market for muffins'," he said.

And mother was right because Timothy has been able to save enough money from the sale of muffins to buy a piano. "It's a nice one," he said proudly.

His father, beaming, adds, "He's a wonderful pianist."

For Timothy the experience in the market has taught him how to budget his money. "I buy all of the ingredients I use myself," he adds.

On another corner customers will find Gruver's Baker and Long's of York Horseradish sharing a stand. Larry Golden of York who bought Gruver's one year ago, and Bob Clipp of Emigsville who bought out Gerald Long and his horseradish business, come to Gettysburg each Saturday.

The men are familiar faces in many of the farmers' markets in the area. They can be found in Central, Farmers, and Eastern markets in York, the Middletown Market and, of course, Gettysburg. Golden notes that he only bakes his products at his Newberry Street bakery in York, and does not sell from there "unless you knock at the back door."

Clipp who calls selling horseradish his "retirement job" also makes his own product by grinding horseradish root. He laughingly adds, "I don't have sinus problems."

Kay Hollabaugh, treasurer of the association, who waits on customers buying produce at the Hollabaugh Brothers stand, advises any community thinking of starting a similar venture to "keep it local."

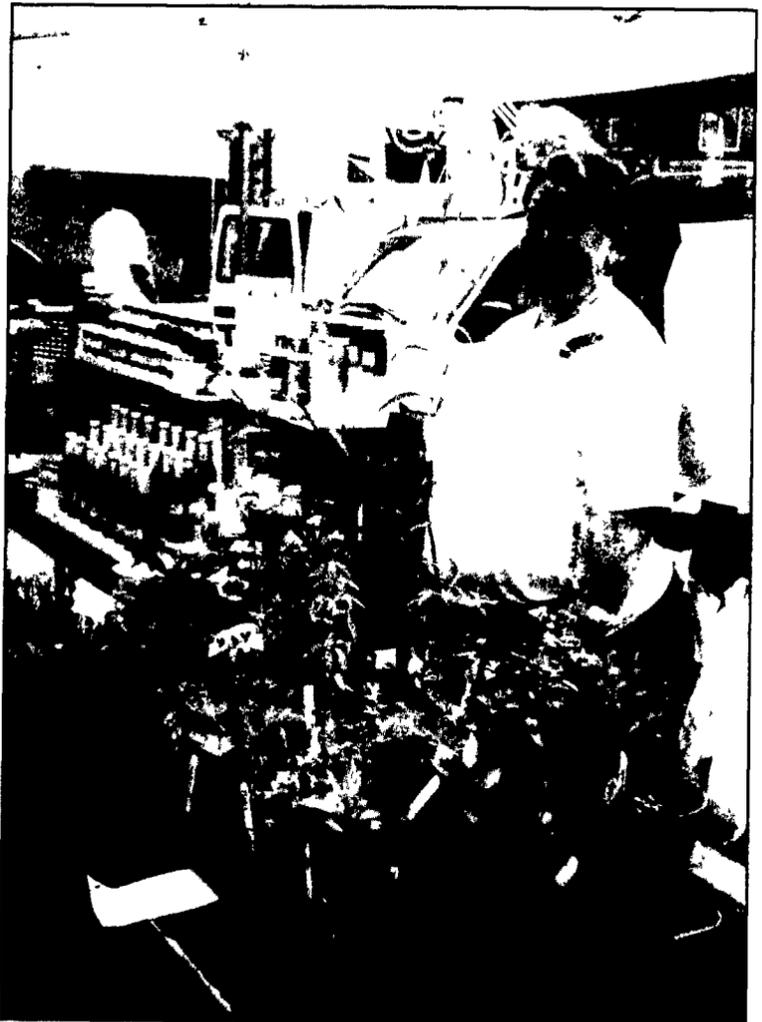
"Encourage producers with locally grown products only," she said, noting that she has been taking part in the Gettysburg market since its inception. There are about 15 vendors who take part in the weekly market, she said.

Hollabaugh adds that while the market might be a curiosity to the tourists who come to Gettysburg, it's the local people who support it.

"The local people are very supportive. There is a demand for this market," she said.



Timothy Foster, 13, and father, Bob Foster, wait for customers at Debbie's Bread Stand. Mother, Debbie Foster, is at home caring for newborn twins. Timothy makes muffins "from scratch" to sell along with the breads made by his mother.



Jean Heare helps out at the Willow Pond stand at Gettysburg Farmers' Market where herbs, homemade jellies, and various flavors of honey are for sale.



From the fields around Barbara Allen's home between Fairfield and Gettysburg, flowers of every kind find their way into bouquets. Customers come to her stand Saturday mornings to select flowers she sells at the Gettysburg Farmers' Market.



Locals and tourists come to center square in Gettysburg Saturday mornings during the summer months to sample Adams County products and produce at the Gettysburg Farmers' Market. The market is open from 7 a.m. to noon. The market is in its sixth season.

