

## Harvest Show Cultivates Seeds Of Knowledge

PHILADELPHIA — More than 700 gardeners from throughout the greater Philadelphia region grew their own vegetables and flowers, created their floral designs, and are ready to reap their summer rewards at the Pennsylvania Horticultural Society's 1998 Philadelphia Harvest Show.

The show, titled "Did You Know? ... Harvest Trivia" will be held Saturday, Sept. 19 and

Sunday, Sept. 20 at the Horticulture Center in Fairmount Park, Philadelphia.

A multimedia display and exhibit welcomes visitors to the show. Join the pumpkins, squash and gourds of the "Curcubit" family as they enjoy their favorite game show, "Horticultural Pursuit." Guests can test their horticultural knowledge with the curcubits and learn hundreds of fun gardening facts, tips and tech-

niques, as well as information about the Pennsylvania Horticultural Society and its programs. While viewing the Philadelphia Harvest Show, visitors can follow the intriguing "Q and A" trail and answer horticultural questions.

From city plots to backyard gardens, gardeners share in the seasonal festival by entering 1,000 varieties of fruits, vegetables and flowers, floral arrange-

ments, preserved products, and baked goods. Exhibitors compete for awards in the 350 artistic and horticultural categories including "You bet your life," a challenge class in which contestants are all given the same fresh plant materials and accessories and using their pruners, creativity and ingenuity create a tremendous flower arrangement; and "Little Things Mean a Lot," a miniature design no bigger than 5 inches. Exhibitors will also enter massive marigolds, stupendous seed-heads, colossal cabbages, gargantuan garlic, and titanic tomatoes in the popular "Harvest Heroes" class.

In the youth division, children also show off their gardening and artistic talents. Youngsters preschool through 12th grade will create "character masks" using dried plant materials that represent their favorite game character or "pumpkin pals," and three dimensional "crafty creatures" made from seeds, pods and other dried flowers and materials. Children also enter their home-grown vegetables, fruits, and plants.

The Philadelphia Harvest Show is a fun-filled weekend for the entire family. Visitors can wander through the show's multitude of entries and educational exhibits, enjoy a host of special events for children and adults, and take a stroll to the Japanese House and Gardens (with a special Harvest Show admittance price of only \$1).

Children's activities include pumpkin painting, scarecrow making, lawn games, decorating masquerade masks and the Junior Gardener's Studio, a hands-on demonstration station made for kids. Topics include butterfly gardening, tree farming, and urban vegetable gardening. Free hourly lectures and

demonstrations for adults include topics on harvest flower arranging, butterfly gardens and container gardening for fall. Among the festivities, apiarist Robert Harvey and his family will demonstrate beekeeping and honey collecting techniques and don his famous beard of bees, the Schuylkill Animal Rehabilitation Center will present some of the raptors, and the Fairmount Park rangers will lead tours of some nearby scenic attractions in the surrounding park area. On Saturday, Philadelphia Eagles mascot "Swoop," "Kirby the Krimpel" from the Tasty Baking Company, "F.P. Frog" from Fairmount Park, and other Philadelphia mascots will grace the grounds and be a part of the celebration.

New this year, is the Great Pumpkin Pie Contest, on Saturday, Sept. 19. Visitors can become competitors by bringing their best homemade pumpkin pie to compete for first, second, and third prizes.

Also new is the Visitor's Choice Award on Saturday, Sept. 19. Guests can become official judges by picking up one of the judging forms and choosing which artistic class exhibit they think is the best. Judging forms will be distributed at the entry station and can be returned by the artistic class area. The winner will be announced on Sunday, Sept. 20.

The Horticulture Center is located at Belmont Avenue and Horticulture Drive in Fairmount park. Hours are 10 a.m. - 5 p.m. both days. Admission is \$4 for adults and \$2 for children under 12 (must be accompanied by an adult). For more information, call The Pennsylvania Horticultural Society (215) 988-8800 or visit the society on the Internet [<http://www.libertynet.org/~phs>]

## Direct Marketing Conference To Be Held In Buffalo

BUFFALO, N.Y. — "Marketing for all Seasons" is the theme for the 1999 New York State Farmers' Direct Marketing Conference here at the Adam's Mark Hotel, from Feb. 1-3.

The annual conference features a bus tour, workshops, and two full days of informational sessions.

Monday, Feb. 1 features the annual conference bus tour. The 1999 tour promises stops at exciting roadside stands, farmers' markets, and other areas of interest to farm marketers. And for those remaining behind, there are several hands-on workshops to choose from. You can learn to make evergreen wreaths, dried flower arrangements, gift baskets. Surfing the web, advertising, and food preparation demonstrations round out the workshops.

Dr. Jennifer Wilkins, senior extension associate with the Department of Nutritional Sciences at Cornell University, will give the keynote address. She will speak on building local food systems in the Northeast. She'll follow up her address with a session on the Northeast Regional Food Guide: how to help your customer eat right and support local agriculture. Her talks promise to be inspirational as well as educational.

Following Wilkins will be two full days of educational seminars. The topics cover every subject direct farm marketers need to market successfully for all seasons. Conference attendees just entering the

direct farm marketing arena will find fresh new ideas on such topics as how to price their products, marketing techniques, and advertising. More experienced marketers will also have plenty of interesting sessions to attend — everything from developing your own processed product to adding value with herbs and fresh cut flowers, as well as some of the rules and regulations regarding petting zoos.

Several other organizations will be conducting their meetings during this conference. The NYS Berry Growers Association will be hosting a full day of educational seminars on the opening day of the conference, Monday, Feb. 1. The NYS Christmas Tree Growers will be sponsoring several sessions throughout the conference on direct marketing trees, wreaths, and holiday greens. The newest association to form, The Farmers' Market Federation of New York, will be conducting meetings all day on Wednesday, Feb. 3.

These sessions are open to market managers, farmers, and anyone interested in farmers markets. You may be interested to learn what this group is all about. And finally, the MidAtlantic Christmas Tree Growers Alliance will be holding their educational meetings with their membership on Wednesday, Feb. 3, and then hold over for another full day at the hotel to finish up.

An important event at each year's conference is the trade

show. The Marketing For All Seasons Conference will once again sponsor a large trade show. You'll be able to meet and talk with more than 40 vendors all related to direct marketing of farm products. Sofco, as the corporate sponsor of the NYS Farmers' Direct Marketing Association, will feature a wide array of products. Many other vendors, from bakery goods to seed companies, gift items, packaging, displays, signage, and countless others will all be spotlighting their wares at this conference trade show.

Rounding out the conference is entertainment. The first evening of the conference, Monday, Feb. 1, is the Taste of Buffalo Mixer. Conference goers will be treated to a wide array of food including authentic Buffalo style chicken wings, a steamship roast of beef, and turkey. It's also a perfect opportunity for conference attendees to mix and meet each other and exchange ideas and make new friends. Then on Tuesday is the annual NYSFDMA ice cream social and auction.

If you would like more information, contact Judy and Bob Schultz at (716) 484-7300.

## Junk Mail

To remove your name from junk marketing mailing lists, better known as "junk mail", write a letter giving your complete name, name variances and

mailing address to. Mail Preference Service, Direct Marketing Association, P.O. Box 9008, Farmingdale, N.Y. 11735

## Kutztown Selects Dairy Showmanship Experts

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**Dairy Fitting Class 2**, 1 Gregory T. Davis 2 Brennan K. Johns 3 Dwight D. Zimmerman  
**Dairy Fitting Class 3**, 1 Katie Harwick 2 Kara Brendinger 3 Jill Neiman  
**Dairy Fitting Class 4**, 1 Nathan M. Phillips 2 Brent Schuler 3 Suzanne Harwick  
**Dairy Fitting Class 5**, 1 Megan H. Phillips 2 Brett J. Treichler 3 George D. Brown

**Dairy Fitting Class 6**, 1 Melissa Schuler 2 Christopher Davis 3 Shayna L. Hertzog  
**Grand Champion Fitter**, Katie Harwick  
**Reserve Champion Fitter**, Enca Davis  
**Dairy Showing Class 1**, 1 Lynette J. Jeffner 2 Jill L. Vail 3 Enca R. Davis  
**Dairy Showing Class 2**, 1 Gregory T. Davis 2 Lucinda Bray 3 Joseph Phillips  
**Dairy Showing Class 3**, 1 Jill Neiman 2 Pamela S. Werley 3 Katie Harwick

**Dairy Showing Class 4**, 1 Mansa Kornski 2 Natalie Buch 3 Kellie Phillips  
**Dairy Showing Class 5**, 1 Brett J. Treichler 2 Lynae C. Johns 3 Megan H. Phillips  
**Dairy Showing Class 6**, 1 Melissa Schuler 2 Elizabeth H. Angstadt 3 Shayna L. Hertzog  
**Grand Champion Showman**, Lynette Heffner  
**Reserve Champion Showman**, Jill Vail



Berks County Dairy Princess Alisha Gross, Li'l Dairy Miss Brittany Haag, Grand Champion Showman Lynette Heffner, Reserve Champion Showman Jill Vail, Kaitlyn Poole, Berks County Alternate Erica Sollenberger, and Judge Sandy McCauley.



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