

## PRFMA Announces October Marketing Tour

ALLENTOWN (Lehigh Co.) — The Pennsylvania Retail Farm Market Association has announced plans for an Oct. 14 educational bus tour of four southeastern Pennsylvania retail farm markets that have experienced continued successes.

The program is designed for any farm market owner, manager, or anyone else interested in seeing and learning from retail farm market entrepreneurs about what they are doing to be successful.

The cost for the program is \$10 and it covers bus transportation, reference materials and lunch. The program is supported by Penn State Cooperative Extension.

Registration is required, and is being accepted on a first-come, first-serve basis no later than Sept.

30. There are no refunds after that date.

A check should be made payable to: Pennsylvania Retail Farm Market Association.

Registration and payment should be sent to: PRFMA (Room 104), 4184 Dorney Park Road, Allentown, PA 18104-5798.

There are three different bus pickup sites.

For those leaving from Harrisburg, meet at the Farm Show Complex, Parking Lot J, at 7:15 a.m. The bus will depart at 7:30 a.m.

For those leaving from Allentown, meet at 8:45 a.m. at the county Agricultural Center parking lot, located next to Dorney Park, at 4184 Dorney Park Road. The bus departs at 9 a.m.

For those who live closer to Lansdale, join the tour at its first stop at Merrymeade Farm, located at 2222 Valley Forge Road (Route 363), between Rt. 73 and Morris Road.

For more information, call (610) 391-9840.

While the tour organizers recognize that the direct retail marketing season is still fully underway on Oct. 13, they also recognize the value in observing such operations when they are in peak business, as opposed to getting a post-season analysis.

The first stop is to be Merrymeade Farm, a Pennsylvania Century Farm with a country farm market that opened in 1971. School tours are an important educational and promotional activity for the operation.

Customers have run of the buildings at this farm market. In addition to milk and ice cream, the Rothenberger family also markets produce, herbs, hanging baskets, pumpkins, apples, cider and Christmas trees.

Freddy Hill Farms & Freddy's Family Fun Center is the second stop of the tour. Owned by the Seipt family, the store operation opened in 1972, and the fun center

was added in 1991. It features miniature golf, a driving range, and batting cages, as well as facilities for groups of people.

The Seipts also feature an annual fall festival, as part of their marketing calendar. Additionally the farm serves as host for school tours, hay rides, pig races and birthday parties.

The next stop is to be Shady Brook Farm owned by the Fleming family. It is located just west of New Jersey, just north of Philadelphia, and next to I95.

In addition to growing and selling produce, Shady Brook Farm also offers some of the most unique agri-tainment features. Their birthday party package includes Moon Bounce, budgys the Caterpillar, Pumpkin Typhoon, Pony Ride, Barn of Horror, and Fantasy Trail.

Other seasonal entertainment events include an Easter egg hunt,

and a spring blossom tour, and an educational garden series.

In Bucks County is the Yerkes' family retail farm market on their None Such Farm, the last operation to be visited for the day.

None Such Farm is open from February through December. The multi-generation farm recently celebrated its 20th anniversary of having a retail farm market.

They sell asparagus, broccoli, strawberries, blackberries, cut flowers, herbs and home-grown beef, among a wide variety of offerings.

Special events include school tours, hay rides, pick-your-own, and festivals.

Emphasized during the tour are to be each operation's use of merchandising, signage, display techniques, diversification, store design and layout, pricing, innovative products and ideas, and obstacles of the past and to come.



## PAADS Exhibitors First To Use New Tie-Stalls

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spacers have needed to be jig-cut from 4-foot by 8-foot sheets and bolted in 2-foot by 8-foot, and 2-foot by 2-foot sections.

Hayes and Grumbine said the

impetus for improving the Farm Show has been growing for years, and really started in 1986, when Hayes served as chairman of the House Appropriations Committee.

According to Hayes and Grumbine, the late Glen Keene, who was Secretary Hayes's animal husbandry professor at Penn State, and who "never allowed me to forget it," was a consistent promoter of Pennsylvania's agriculture, and pressured the two to get work done to improve the Farm Show Complex to the point that it actually reflected the quality of agricultural product being promoted.

Keene had specifically suggested some of the improvements, such as the refurbishing of the building's marquees, done last year.

It was Keene and Grumbine, as co-chairmen of the Keystone International Livestock Exposition, who had gone to Hayes years ago looking for help in purchasing new tractors for the Complex, when it was discovered just before a major livestock show that the existing equipment was no longer capable of moving manure.

The Legislature found its way to approve some funds to purchase new tractors, which are still in operation.

The Maclay Street front of the building now has wooden flower planters used as automobile baracades that help make better sense of the parking and serve not only as flower beds, but also as support structure for hanging baskets. Landscaping has been improved.

Just very recently, the Small Arena has been repainted and other work is ongoing.

### Livestock Export Seminar September 21, 1998

• 6:30 P.M. to 9:30 P.M.

The Pennsylvania Department of Agriculture is offering a workshop to allow farmers and others to learn what is involved with exporting dairy cattle and other livestock.

Learn about:

- What export health certificates are required
- How to make arrangements for transportation and export shipment
- How to finance export activities
- How to minimize export risks

LOCATION: The Pennsylvania Room in the State Farm Show Complex Free parking is available.

COST: The seminar is offered free of charge as a cooperative effort of the Pennsylvania Department of Agriculture and the Pennsylvania All-American Dairy Show.

For more information, contact Leo Dunn or Ron Miller at 717-787-4210, fax 717-787-1858.

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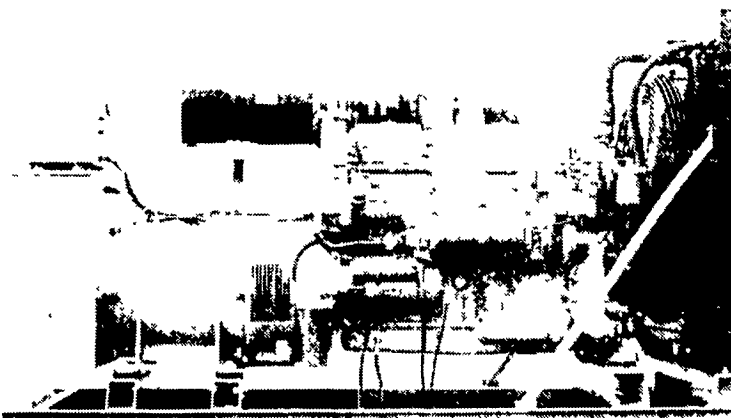
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