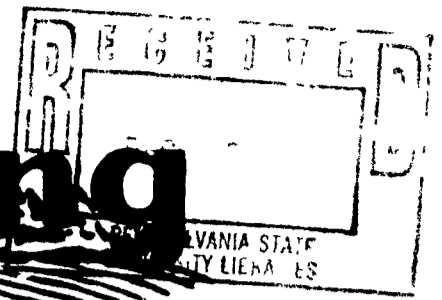


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# Lancaster Farming



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## Farm-City Exchange Takes Place Daily At Berks County Farm Market

**ANDY ANDREWS**  
**Lancaster Farming Staff**  
**READING (Berks Co.)** — In a way, a "farm-city" type of exchange takes place every week during farm market season for one Berks County orchard.

Customers of Angora Fruit Market, most of them not born and raised on a farm, often pose the following popular question to owners Alan and Leslie Roth:

*Do you grow your own apples?*

"I am really surprised by the lack of knowledge of consumers," said Leslie, when she pointed out some 4,000 trees on the property, many of them in the orchards visi-

ble from the farm lane. "It's frightening."

Leslie, an exchangee this year at the Berks County Farm-City event, said the 22-acre farm market posts fliers, helping to educate consumers. But in her job working behind the counter, she also understands the role of good customer communication — something she learned was integral when she joined Casey Allyn, morning show co-host on country radio station WIOV FM 105, Ephrata.

Alan Roth, Leslie's husband, purchased Angora Farm in 1976, home to 35 varieties of apples on

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Leslie Roth, left, an exchangee this year at the Berks County Farm-City event, posts fliers at the 22-acre farm market to help educate consumers. In her job working behind the counter, she understands the role of good customer communication. Alan, Leslie's husband, purchased Angora Farm in 1976, home to 35 varieties of apples on two-thirds of the farm. The orchard includes two acres of pears and a small parcel, the "garden plot," planted with pumpkins and gourds. The Roths also grow some tomatoes for the market. Photo by Andy Andrews

## Virginia Holstein Members Meet In Fredericksburg

**FREDERICKSBURG, Va.** — The annual meetings of the Virginia Holstein Association and the Virginia Junior Holstein Association were held in mid-November in Fredericksburg, Virginia.

The event began with farm tours of Eastview Farm and Edgewood Farm both of

Beaverdam. Edgewood Farm owned by Garnett Smith Jr. and operated with the assistance of his son Walter, milks 135 registered Holsteins with a herd average over 22,000 pounds and a BAA of 107 percent. Eastview Farm, owned and operated by Wayne and R.P. Nuckols milking over 150 registered Holsteins

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## Wide Awake Farm Is Environmentally Wide Awake

**EVERETT NEWSWANGER**  
**Editor**  
**CLEARVILLE, (Bedford Co.)** — Large, efficient, food production units are often thought of as being unfriendly to the environment. But Wide Awake Farm located near Clearville in Bedford County proves those thoughts wrong.

This 1,250-sow multiplier farm for Purina's Pig Improvement Co. recently received the national pork industry's environment award for being an example of how large hog operations can use their resources to enhance the environment while protecting it from any harm.

Much of the credit for the environmentally friendly farm goes to Robb Meinen, the farm's manager. Meinen says he often thinks about the relationship between the farm, its watershed and the embattled Chesapeake Bay where every drop of water

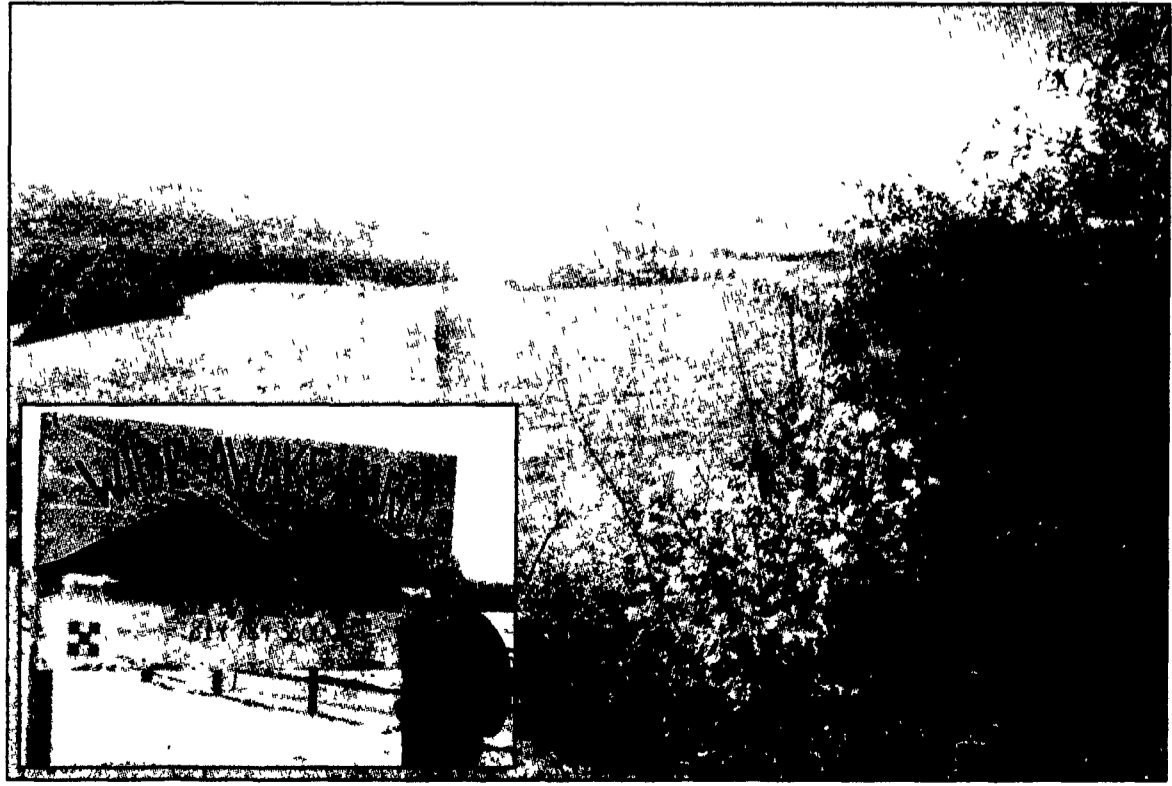
from the farm eventually goes. Meinen worked in Delaware before moving to Wide Awake Farm four years ago. There he became aware that every farmer must know where his watershed is. "Cleaning up the Bay is not only a responsibility, but a necessity," he said.

The two ponds that provide wildlife habitat and good fishing for employees and neighbors are the first noticeable friendly environmental aspects of the farm. In addition, their lagoon that holds 2.2 million gal. of manure is lined with a polypropylene liner and is fenced.

The perimeter is walked weekly to check for potential problems and to record activity from the leak detector. A rain gauge is checked weekly or after any precipitation along with the lagoon depth gauge.

The lagoon is emptied to its lowest level every fall and spreading resumes in spring. Manure is applied to the farm's hay fields or neighboring land. They have a total of eight farms. Hay fields are made up of mixed grasses to maximize nutrient uptake and to control runoff and erosion.

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Wide Awake Farm located near Clearville in Bedford County is seen in the background. Robb Meinen, who manages the facility, stands by the farm sign and is credited with helping this large food production unit to receive national recognition for the extensive environmental practices on the farm. Photo by Everett Newswanger, editor.

## Special Deadlines For Holidays, Farm Show Issue

*Lancaster Farming* has scheduled special sections in the next several weeks, up to and including the state Farm Show. In addition, because of the holiday schedule, new deadlines have been established.

But first, a few special sections are scheduled.

Grower & Marketer, serving the eastern vegetable, fruit, nursery, and direct marketing industries, will appear in the paper Dec. 11. Advertising deadline is Dec. 3 and editorial deadline is Nov. 29.

In the Dec. 18 issue, *Lancaster Farming* has scheduled the semi-annual newsletter for Pennsylvania DHIA. Advertising deadline is Dec. 10 and Dec. 13 is the news deadline.

For the first two issues, special reports are planned for not only the state Farm Show but the annual Keystone Show as well. The Keystone Farm Show issue is Jan. 1, with an advertising deadline of Dec. 3 and a news deadline of Dec. 23.

The state Farm Show issue is Jan. 7. Advertising deadline is also Dec. 3 with a news deadline of Dec. 23.

Other deadlines are as follows:

**Dec. 25 Issue**  
 Public Sale Ads: Monday, Dec. 20, noon.  
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