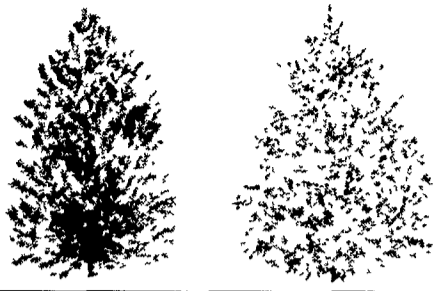


Grower & Marketer

Promoting The Eastern Vegetable, Fruit, Nursery, And
Direct Marketing Industries

Lancaster Farming, Saturday, May 20, 2000



For Masts, Strawberry Picking Time Generates Its Own Advertising

ANDY ANDREWS
Lancaster Farming Staff
MORGANTOWN (Portion of Lancaster Co.) — Paul D. Mast and family of Conestoga Meadow Farm understand the importance of advertising.

They recently planted additional strawberries behind their farm stand on Rt. 23 about a mile west of Morgantown.

"People drive by and they see you picking strawberries," said Paul at a recent interview at his farm. "So you don't need any signs."

Many who drive by the bright white stand, less than a quarter mile east of the Little Red School House tourist information site, come from Philadelphia and New Jersey.

Jim Groff, a full-time hired

man who manages the strawberry fields and helps run the farm stand, said that "you wouldn't believe how far they come for our strawberries. In Jersey, they don't like their berries."

Groff noted that the sandy soil in the neighboring state could have something to do with the effect of taste on certain strawberry varieties. Apparently some better Northeast-type berries, such as Jewel and Early Glow, do well on the clay loam in the eastern part of Lancaster County.

The Masts have planted equal amounts of both strawberry varieties.

Conestoga Meadow Farm is home to about 500 tillable acres, including rented ground, noted Paul Mast.

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Ernie Mast, at right, cares for about 3-4 acres of strawberries. The Masts have been growing strawberries since 1984. At left is Jim Groff, strawberry field manager. Photo by Andy Andrews

HortiCountry
by
Tim Elkner
Lancaster County
Horticulture Agent

STRAWBERRY QUALITY

One of the advantages you have as a local grower is the ability to let your strawberries remain in the field until they develop excellent flavor, color, and aroma.

Strawberries found in the grocery store are frequently not fully ripe and have poor

flavor. Once a berry is removed from the plant it will develop little (if any) additional flavor. While the berries you harvest early will continue to develop red color, their lack of flavor and aroma will make your berries similar to those in the grocery. This may cause your

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Team Effort Will Help Eradicate Plum Pox

ANDY ANDREWS
Lancaster Farming Staff

BIGLERVILLE (Adams Co.) — A video was shown at a series of recent fruit grower meetings throughout the southeast and central parts of the state detailing ways in which, through a joint agriculture department/university effort, growers and agri-industry are working together to contain and control the plum pox virus (PPV).

The virus was first identified in an Adams County orchard seven months ago. The PPV Virus Strain D can add up to big losses for growers,

reaching as high as 80-100 percent.

The virus first showed up in Macedonia and Eastern Europe in about 1910-1913 and has spread all over the world.

The virus was introduced to the U.S. a few years ago, brought in by infected material.

In a survey conducted in Adams County, two townships showed positive tests for the virus — Latimore and Huntington, near York Springs. A quarantine was established, extending to a two-mile radius around the infected zone.

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Adams County Fruit Farm And Market Emphasizes Ag Education

JAYNE SEBRIGHT
Lancaster Farming Staff
BIGLERVILLE (Adams Co.) — Education is an essential part of the business for Hollabaugh's Fruit Farm and Market, located here.

Kay Hollabaugh, who

manages the market, keeps books and handles the school tours for the fruit farm. She gets really excited about educating children and adults about where their food comes from.

"Children are becoming

more and more removed from agriculture," said Hollabaugh. "They need to learn more about where their food comes from and not take it for granted."

Kay's husband Brad is a co-owner of the 500-acre fruit farm, along with his father Donald, Uncle Harold, and brothers Neil and Steve. Twin brothers Donald and Harold purchased the family-owned and operated farm in 1955.

Management responsibilities are divided among the family members. Donald handles pest management and Harold is the assistant production manager. Brad is the personnel/production manager, and Neil is the sales manager. Steve handles service, maintenance, and container management. Steve's wife Vicky also works on the farm as shipping manager.

On the 500 acres, the Hollabaughs grow 350 acres of apples, 75 acres of peaches, and have the balance in plums, apricots, nectarines, pears, and Asian pears. They produce about 100,000 bushels of apples annually.

About 60 percent of their

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Kay Hollabaugh manages the family fruit farm's market for Hollabaugh Brothers Fruit Farm and Market in Biglerville. The market emphasizes education by hosting farm tours and seasonal fruit festivals. Photo by Jayne Sebright