

They spring up seasonally, like weeds after a summer shower.

And few things bear greater testimony to the entrepreneurial spirit of our capitalist democracy than this institution we probably take for granted hereabouts—the rural, roadside produce mar-

After passing several during a venture into neighboring Lancaster County recently, the lure of these homey sales stands finally proved irresistible. Especially after having decided that strawberry shortcake would be a quick and appropriate lunch, easily fixed in the short time that would be left when I got home, and before The Farmer would show up for midday food refueling.

A quick pass around the luscious fresh goods displayed reminded me that there was already plenty of produce waiting at home: half a large watermelon in the refrigerator, bananas,

pears and apples in the kitchencounter fruitbasket, summer squash, cukes, sugar peas, onions and asparagus ready for picking in the garden. So I settled for just the originally-intended box of berries.

Success for a roadside market hinges on various factors, not the least of which is the old first-rule of real estate: location, location and location. It certainly can't hurt if a roadside produce stand is sited on a well-traveled highway, with adequate pull-off and pull-on space and easy parking accessibility. Some shade trees don't hurt, either, not only for the well-being of the produce but for the comfort of sellers and buyers, as well.

Roadside stands range in size from tiered-shelves and tabletops piled high with berries, corn, tomatoes, even fresh flowers, to sprawling market "mini-malls." Those little impromptu ones sited right at the farm or garden, the kind where 4-H gardeners get their first taste of retailing or the family markets their garden surpluses, never fail to especially intrigue me. Especially if they're being manned by youngsters.

On the other hand, the sophisticated new farm markets of today, those with rustic settings and computerized check-out registers, usually offer a wealth of specialty things and quality gift items along with your basic seasonal berries, fruits, tomatoes, corn and pumpkins. The popularity of these well-done markets seems to be growing by leaps and bounds, reaffirming how much folks still like to get fresh-fromthe-farm goods...from the farm. An expanding wonderful one in our neighborhood is so busy it almost needs its own traffic light.

A bit further along in my return trip toward home, I investigated another new country retailing site, a rural farm-supply store handily located to supply basic husbandry and hardware needs of the Amish and us "English" farmers of southern York and Lancaster counties. My search for "sticky" fly tapes for the calf barn was promptly satisfied, a product so basic and simple one can hardly find them in the giant mega-malls so currently trendy - and which leave me tired just from traveling miles of aisles trying to find stuff.

Adding to the pleasure of finding those fly tapes so readily was

the envy I felt for two young Amish youngsters jumping with laughter and delight on a trampoline at a home nearby. What a neat, carefree way to spend a gentle June morning!

And, closer to home, I pulled off the road one more time for a quick check of yet another new farm market. This one — sited at a dairy farm — offers its home-based milks, ice creams, yogurts and cheeses, along with a variety of speciality foods, deli items and gifts. My cheese purchase added another layer to the "goodie" pile on the back seat of the car and enhanced the strawberry-short-cake menu planned for lunch.

In this day of expanding, merging, mega-merchandise-marketing sprawling farther and farther to gobble up increasing acres of our shrinking country-sides, it's uplifting and encouraging to find the farm community responding to modern retailing in its own creative variety of ways

From three-tiered stands manned by fresh-faced youngsters to new and larger on-farm retailers, we still cherish our ability to enjoy fresh food still damp from the morning dews or warmed by the afternoon sunshine.

How fortunate we are to have them so handy and so abundant.

And, how critical that we fiercely protect that blessing and do all in our power to protect it for future generations.

# Olde Tyme Days

FAWN GROVE (York Co.) — Fawn Grove Olde Tyme Days is July 7-9.

Massey Harris tractors and equipment will be featured with a quilt raffle of a cross-stitched Model 22 Massey Harris tractor.

More quilts are needed for the quilt display. Call Jean Bryan (717) 382-1028.

Other events include a garden tractor pull, pedal tractor pull, and antique tractor pull.

Baking contest will feature cookies made from scratch. The museum is open for display. Flea market and craft vendors will be set up.

Entertainment includes Stikes & Moore, The Countrymen, Clueless, Down Home Gospel Singers, and Together.

In order to prevent a conflict with Mason Dixon Fair, the show dates of the Olde Tyme Days is changed from the previously advertised dates.



### Lebanon Area Fair Queen Contest

LEBANON (Lebanon Co.) — Entries are now being accepted for the 2000 Lebanon Area Fair Queen Contest.

The contest is open to residents of Lebanon County who are at least 16 years of age and not over 20 years of age by June 1. Contestants must be single and all contestants must have a parent or guardian's consent to compete.

The competition consists of a 300 word essay on "What My Fair Means to Me" as well as a three to five minute speech titled "Why You Should Come To My Fair." Entrants will be judged on poise, essay, speech and interview.

The winner must be available to represent the Fair whenever needed during the entire week of the Fair and in parades, promotions, etc. throughout the year.

The Lebanon Area Fair runs from July 29th through August 5 at the Lebanon Area Fairgrounds and EXPO Center.

Gifts will be given to all who enter and the winner receives an assortment of prizes provided by local businesses.

Entry deadline is July 14. For more information, please contact the Fair Office at 273-3795 or Lorraine Royer at 867-1021.

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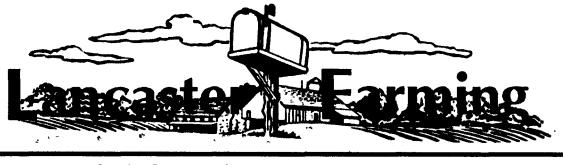
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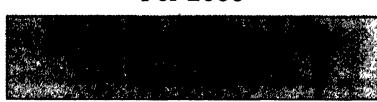
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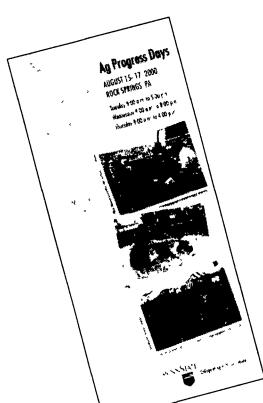
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