

agriculture program in the State College area. Brubaker's wife Liz likes working with the 40-50 members who participate in the community support agriculture program.

The farm is also used to raise seed garlic called Juniata Stinking Rose, which sells for \$8 a pound, and Brubaker's daughter grows 80 varieties of flowers to sell to florists and retail.

Although 25 percent of the profits go to the co-op, Brubaker said the price he receives is still better than he could do selling locally on his own.

**Direct Marketing**

Direct marketing has provided the income of Romaine Erb, her husband Jim, and two children on their Brook Lawn Farm Market, Neffsville.

The market is open from April through October. Strawberries, sugar peas, sweet corn, tree fruit, pumpkins, fall ornamental crops are sold retail in addition to pick-your-own

produce. Christmas trees, lawn furniture, and mulch are also marketed at the stand.

Flowers and a herb garden attract a growing number of customers, but the Erbs are prevented by zoning to expand that aspect of business the way they'd like.

Erb said that they tend to comply with local zoning rather

than fight for exemption. Because they are not allowed to build a greenhouse, they have had to work with a labor-intensive method of rolling and unrolling plastic. Plastic is also used to start corn, which is mostly handpicked.

Attractive displays and placement of items are important marketing tools according to Erb. She likes to place in-season produce at the rear of the store to encourage customers to pick up other items as they walk through the store.

She said that it is amazing the difference display can make in sales. She placed patty pan squash in a little wooden wheelbarrow. The attractive display grabs customers' attention, and they buy the squash.

**Other Topics**

A panel discussion by the speakers enabled the audience to ask questions. Many seemed concerned about the liability of on-site sales.

"A successful business needs a good banker, a good accountant, and a good insurance man," Quigley said. Insurance men check out potential dangers and suggest changes before an accident happens. In all the years of operation, Merrymeade had only one claim for injury.

James Beirlein, Penn State ag economist, conducted a workshop on developing a business plan.

Dr. Lou Moore, Penn State ag economist, gave an overview of agriculture and said that U.S. farmers have out-produced population growth. Although the number of farms continue to decline, production is up.

Farmers share of the food dollar has declined from 48 percent in 1913 to 21 percent. The percent of income the average American spends on food is 10 percent and declining. Other countries spend about 50 percent of their income on food.

The annual conference, sponsored by Pennsylvania Council of Cooperatives and Penn State's Cooperative Business Education and Research Program, is designed for educators and those interested in the future of agriculture. This year's 11th annual conference was conducted at Holiday Inn, Grantville Tuesday.

## 'Progressive' Field Meeting Aug. 19

MILTON (Northumberland Co.) — Saturday, Aug. 19 will be the date of a "progressive" field meeting with travel to four different farms throughout the morning!

This meeting is being sponsored by the Pocono-Northeast and Headwaters RC&Ds with cooperation from NRCS, DEP, and Penn State Extension.

The purpose of the meeting will be to look at different fencing systems that have been implemented in the area with support from a grant received by the RC&Ds. The grant promotes managed pasture systems as a way to reduce agricultural pollution.

All of the farms are in the watershed area of the Chillisquaque creek, which is classified as impaired by DEP. Focus is on farms that are converting cropland into pasture.

**The meeting roster:**

- 9 a.m. at the Jeff Foust farm, Mexico Road. Fencing was completed last year to establish a rotational grazing system for dairy heifers. Exterior fence is five-wire high tensile.

- From Rt. 254 west of Washingtonville take Mexico Road which runs back of the Montour DeLong fairgrounds. After passing the stone piles at the quarry, it is the first farm on the right.

- From Rt. 642 just east of Milton after crossing over Rt. 147, go about a mile and take Mexico Road to the left. Follow Mexico Road, cross under I-80, and go 3.5 more miles. Look for the meeting sign.

- 10 a.m., Bill Vegh farm, 189 Hillside Road. Fencing was expanded this year and a water transfer system is being added to get water out to all paddocks. Exterior fencing is six-wire high tensile. Rotational grazing is used for the dairy herd.

- From Rt. 254 a mile east of Washingtonville, turn on Steffen Road. After about a mile, turn left onto Hillside Road at the intersection. It is the first farm on the left.

- 11 a.m., High Ridge Farm, PPL Road. Fencing was installed this spring. Exterior fence is seven-wire high tensile. Interior alleyway and pond fencing is two-wire high tensile. Fields are currently being renovated from an expired CRP contract.

- The farm is located a half mile south of Exchange. From Rt. 44, turn onto PPL Road at the intersection in Exchange. After about a half mile, at the top of the hill, turn left on the lane which runs beside the black high tensile fence. Park beside the white storage building.

- 12 p.m., Warrior Run Acres, Lamar Eby, Warrior Run Boulevard. Fencing and watering system were completed last year to manage sheep and goats. Exterior fence is high-tensile woven wire.

- From Rt. 54 one mile west of Turbotville, turn north on Warrior Run Boulevard. It is the third house on the right.

Lunch will be at the Eby's immediately following the pasture tour.

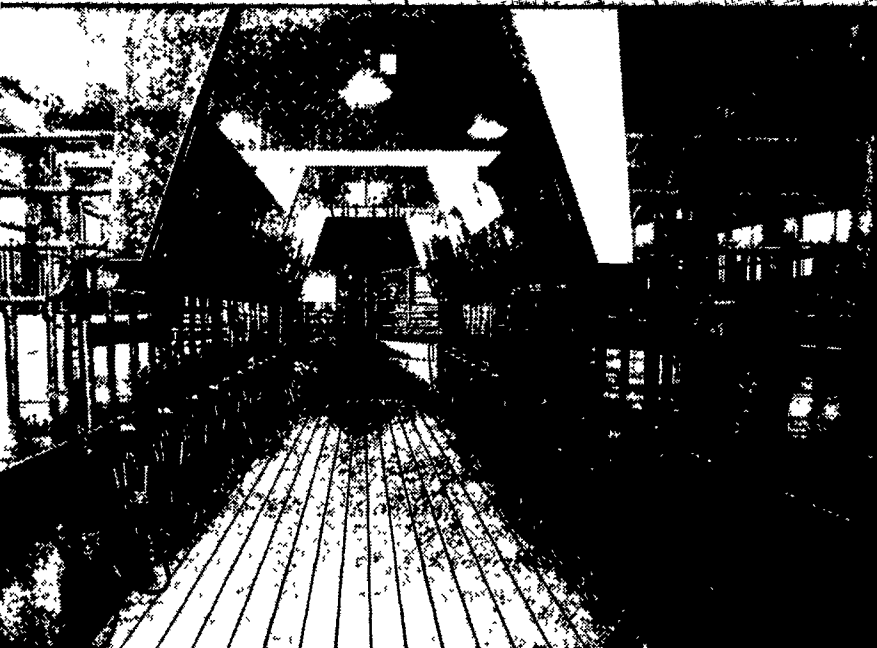
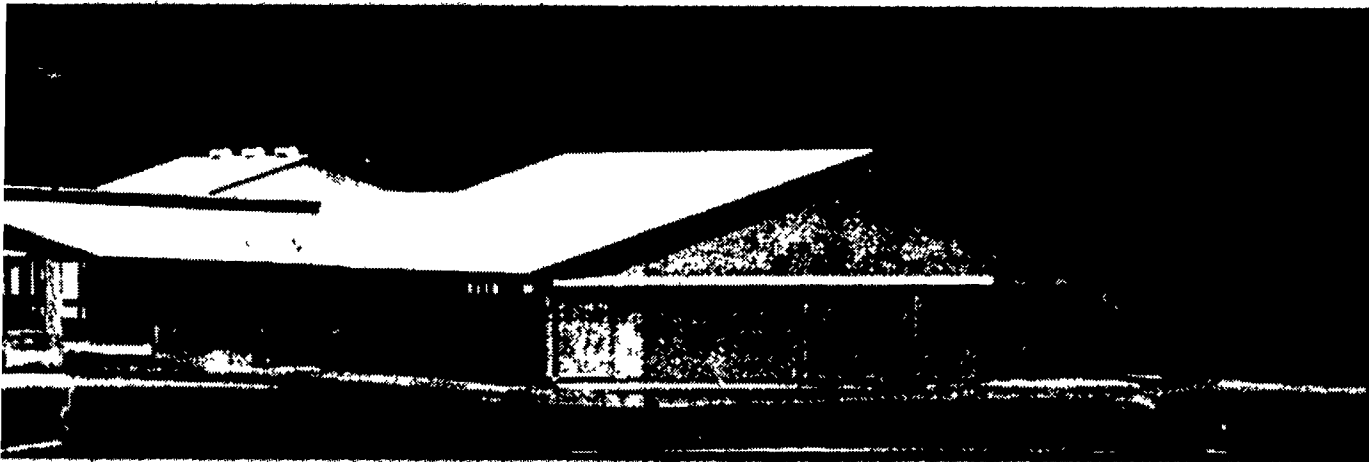
Please call Ray Hosler at the NRCS office at (570) 784-1062 ext. 101 to let him know that you will be attending the field day. Call no later than Tuesday, Aug. 15.

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