

# Three Generations

(Continued from Page 4)

The stand is ideally situated in a high-density area. "There's a lot of development around here," said Landis, who estimates that customers come from a broad area in Lancaster. It is also difficult to pinpoint a typical customer at the stand, as all ages of area residents or tourists come to purchase the products sold.

Although the stand receives a steady flow of customers during the day, according to Landis, most business is conducted during rush-hour traffic between five and six in the evening. "We have a lot of people that stop every day," he said.

The secret to building a profitable business is straightforward, according to Landis. "Quality, quality, quality. Location, location, location — that's a lot of it," he said. "Also freshness of product. If you don't have that, they (customers) can get it at a one-stop Wal-Mart.

"We have fresh-picked corn every day, not coming out of a cooler. We try to have it so we run out of corn every day. If they're buying cold corn, they might as well buy it at a chain store," said

Landis.

To harvest the day's supply, Landis begins picking at 6 a.m.

Advertising has traditionally been low-key for the stand. "I believe word-of-mouth has done a lot for us," said Landis. "A lot of people told us, 'so-and-so told us about your sweet corn.'

"It's more or less built on reputation here and it really has increased, business-wise," said Landis. He emphasizes quality products as integral to the success of the stand. "We try to give a good product for the price," he said.

Part of good business is keeping up with the pace of demand. In keeping with this idea, Landis plans to serve his clientele by building a farm market on nearby ground. He is hoping the stand will become a reality in the spring of 2001.

Besides selling the traditional produce that the family grows, he also plans to add baked goods to the food offered. Quality will remain unchanged, however, noted Landis.

"The stand is just not big enough. Sometimes in the evening, the cars keep

# Publication Examines Greenhouse Options For Homeowners, Gardeners

ITHACA, N.Y. — Whether it means tending to a collection of exotic houseplants or cultivating a year-round crop of vegetables, greenhouse gardening appeals to many people for many different reasons.

A greenhouse can help garden enthusiasts get through the cold part of the coming and it's hard to close the stand," he said.

Part of the lure of a roadside stand is the convenience of a quick stop, a fact which is not lost on Landis. "People always seem to be in a hurry. They want it convenient to park and walk up," he said. "They don't want to walk indoors."

Landis is taking that into consideration with his next establishment by planning a design with a large entryway.

Since fresh produce has such a short shelf life, Landis found alternate markets for his products. Besides supplying some products to area restaurants, the Landis family also sells excess products to Leola produce auction.

year. It fills a void during winter, when weather prohibits gardening outdoors.

Home greenhouses are ideal for introducing children to nature and showing them how seeds develop into flowering plants or nutritious vegetables. Retirees often adopt greenhouse gardening as a hobby to enjoy during their retirement years.

"Greenhouses for Homeowners and Gardeners," originally published June 2000 (\$25 plus S&H/sales tax, 214 pages) will help readers select and design the most appropriate size and style of greenhouse to fit their needs, find the best place to locate a greenhouse, and decide whether to build a greenhouse themselves or hire a contractor to do it. This comprehensive, easy-to-read book covers every style and type of greenhouse — from relatively inexpensive film-plastic-covered growing spaces to custom-designed, cozy sunspaces that extend the living space within the home.

The book addresses a wide audience, including gardeners, homeowners, cooperative extension educators, and institutions (such as retirement homes, schools, and prison associations). Small farmers may also find the book useful.

The book contains eight chapters on the following topics: greenhouse basics, selecting a greenhouse, greenhouse planning, framing materials and glazing, greenhouse layouts and equipment, the greenhouse environment, window greenhouses and growth chambers, and garden structures. With this book, aspiring and practicing greenhouse operators will be able to make informed decisions about foundations, glazing and framing materi-

als, space utilization, interior design, heating and cooling systems, supplemental lighting, watering and fertilizing systems, and other greenhouse design and construction issues. The garden structures chapter covers the design, construction, and use of cold frames, hotbeds, shade houses, rowcovers, and high tunnels.

About 150 line drawings illustrate the 214-page book to help readers visualize the way greenhouses are built, evaluate alternative methods of construction, design interiors, select labor-saving equipment, and understand the skills involved in designing, building, and operating a greenhouse.

Ten diverse do-it-yourself plans for home greenhouses and other garden structures are provided in an appendix. Each plan includes materials lists and construction diagrams and details. Three additional appendixes contain a greenhouse maintenance checklist, lists of greenhouse and equipment suppliers, and useful conversions. A glossary of terms that might be unfamiliar to readers and an index are included as well.

"Greenhouses for Homeowners and Gardeners" was written by John W. Bartok, Jr., professor emeritus in the Department of Natural Resources Management and Engineering at the University of Connecticut.

The book, NRAES-137, is available for \$25 per copy plus shipping and handling from NRAES, Cooperative Extension, 152 Riley-Robb Hall, Ithaca, NY 14853-5701. Shipping and handling for one copy is \$5.50 within the continental U.S. New York residents add eight percent sales tax (calculated on both the cost of publications and the shipping and handling charges).

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