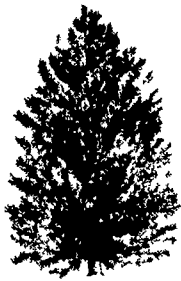


# Grower & Marketer

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

Lancaster Farming, Saturday, May 19, 2001



## Market Manager: 'My Neighbors Are My Customers'

**MICHELLE RANCK**  
*Lancaster Farming Staff*

**NEFFSVILLE** (Lancaster Co.) — "Directing traffic" has multiple meanings at the Erb family's "Brooklawn Farm" roadside stand.

Now in the midst of planting season, owner Jim Erb is planting sweet corn, field corn, Indian, popcorn, and ornamental corn in the warming earth.

In addition, "we still farm 100 acres of field corn and soybeans," said Erb, who is joined by his wife Romaine, daughter Diana, a horticulture student at Penn State, and son Jeffrey.

"We're serving the immediate community. We don't do a lot of advertising. We see our customers over and over again during the season, and see them season after season. We view what we're doing as being their gardeners. It feels like, in a sense, we're an ex-

tension of the community. My customers are my neighbors.

"The essence of what we're doing here is our own home-grown produce. That's still the key," he said. Strawberries, varieties of corn, sugar, snap, and hull peas, peaches, plums, nectarines, pears, and apples are some of the home-grown produce that Brooklawn customers enjoy.

### A Seasonal Business

In April, bedding plants and mulch products open the season, which closes with Christmas trees the end of the year. During the off-season, the Erbs and employees service and maintain their equipment, take a vacation, houseclean, and attend conferences and trade shows.

"I love to go to meetings and get ideas. I have more ideas than what I can get done," he said. One of these

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Diana, Romaine, and Jim Erb, along with son Jeffrey (not pictured) together with 25-30 seasonal employees, own and operate Brooklawn Farms produce stand. Photo by Michelle Ranck

## Full Summer Sun Critical As Growers Prepare For Raspberry Season



**LITITZ** (Lancaster Co.) — Raspberries are flowering on the vines as summer weather shows up early in Lancaster County orchards. Raspberries, either summer-bearing or ever-bearing, do well when planted on an open site with at least 6-8 hours of sunlight, according to Ohio State University Extension Fact Sheet HYG-1421-98, "Raspberries For the Backyard Fruit Planting." Page 12 includes recommended raspberries and cultural characteristics, including a chart for training systems and plant spacing, from the university. Learn more about bramble plants by checking the Website for the North American Bramble Growers Association, [www.hort.cornell.edu/grower/nabga/](http://www.hort.cornell.edu/grower/nabga/) or the contacting the asso-

ciation at 13006 Mason Road NE, Cumberland, MD 21502, (301) 724-4085.

This scene shows early May growth of raspberries at Shenk's Berry Farm near Lititz, which also features pick-your-own strawberries in season. Owners John and Linda Shenk maintain about two acres of three different varieties of raspberries. They have mostly black raspberries, pictured here, including Bristol and Jewel. They also have some red raspberries, including Lauren. Many were planted about six years ago. The raspberries can be picked beginning in early July. Photo by Andy Andrews, editor