

Mertz Retires As PVGA Secretary-Treasurer

RICHFIELD (Juniata Co.) — After 30 years of service, Boyd Mertz of Northumberland retired as secretary-treasurer of the Pennsylvania Vegetable Growers Association (PVGA) and as a director when his terms of office expired at the annual meeting of the association on January 31. Mertz had also served two years as president of the association prior to becoming secretary-treasurer in 1971.

Two new directors, Lois Klinger of Catawissa and Keith Masser of Sacramento, were elected to their first three-year terms on the board of directors. The members also re-elected Elias Groff, Herbert Pollock, Robert Trax, and Dale Whitenight to three-year terms. Besides Mertz's term, the terms of Francis Janoski and George Richard expired. Thomas Styer of Muncy holds the designated berry grower seat. With the inclusion of potato growers into the association, the board decided it would be better to return to 18 directors rather than adding a 20th seat.

Keith Masser was specifically nominated to represent potato growers.

Members of the board of directors are elected by the general membership of the

association at the annual meeting during the convention while the board of directors elects the officers.

Officers were elected to one-year terms. Barron Hetherington was elected to a second one-year term as president along with John Mason as first vice president and Hilary Schramm Jr. as second vice president. Rudolph Grob was elected secretary-treasurer to replace Boyd Mertz, whom he preceded in that office 30 years ago.

Barron Hetherington has a fresh-market vegetable and berry operation in Ringtown, Schuylkill County. He also farms several hundred acres of agronomic crops. Many of the vegetables are sold wholesale and the strawberries and some of the vegetables are re-tailed at the farm.

Hetherington is a Master Farmer and a second-generation PVGA director who has been on the board since 1987.

John Mason, along with his wife and two sons, operate a vegetable and berry farm in Lake City, Erie County. They have a modern retail farm market in nearby Erie City and also wholesale certain crops such as fresh market sweet corn and green beans and processing grapes.

Mason has been a director since 1981 and previously served two years as president.

Hilary Schramm Jr., along with his brothers, operates Schramm's Farm and Orchards in Jeannette, Westmoreland County. The Schramms grow a wide variety of fruit, vegetable, and greenhouse crops which they retail at their farm market and several farmer's markets in the Pittsburgh metropolitan area. Schramm has served as a director since 1997.

Grob worked at Funk's Farm in Millersville for 48 years in both production and retail marketing of vegetables and berries. After retiring from Funk's, he worked at Schied's Produce in Millersville as a salesperson. He has been a director since about 1957.

Lois Klinger and her family operate a vegetable and bedding plant farm near Catawissa in Columbia County. They market much of their produce at several farmers' markets in the region.

Keith Masser and his family grow several hundred acres of potatoes near their home in Sacramento, Schuylkill County. Besides their own potatoes, they pack and ship potatoes from other

growers on a year-round basis. Masser is also president of the Pennsylvania Cooperative Potato Growers.

Elias Groff and his son Steve grow vegetables and field crops using no-till methods on their Lancaster County farms in Holtwood. Their primary vegetable crops are tomatoes (fresh market and processing) and pumpkins.

Herbert Pollock operates a pick-your-own strawberry operation near Indiana, Indiana County. He is retired as a salesman/consultant for Agway in southwestern Pennsylvania. Pollock has served on the board since

1994.

Robert Trax has served as a director since 1989 and is also a member of the Vegetable Marketing and Research Board. The Trax family operates a large farm market, orchard, greenhouse, garden center, and vegetable business in Finleyville, Washington County.

Dale Whitenight and his family operate a vegetable, berry, and grain farm near Danville, Northumberland County. They also grow bedding plants and maintain a retail farm market. Whitenight has served on the board since 1975 and as president from 1982 to 1983.

Standard For Frozen Celery

WASHINGTON, D.C. - The USDA is proposing a new grade standard for frozen celery and is inviting comments.

The proposal was initiated by a celery grower who petitioned USDA to establish a new standard. This new standard is intended to provide a common language for trade, a means of measuring value in the marketing of frozen celery, and guidance in the effective use of frozen celery.

This new standard could affect an average of 15 million pounds of celery pro-

duced yearly in the U.S.

The existing standard and proposal can be viewed at <http://www.ams.usda.gov/fv/ppb.html>.

Comments, postmarked no later than July 2, should be sent to Karen L. Kaufman, Processed Products Branch, Fruit and Vegetable Programs, Agricultural Marketing Service, USDA Stop 0247, 1400 Independence Avenue S.W., Washington, D.C. 20250-0247. Comments also may be faxed to (202) 690-1087; or e-mailed to karen.kaufman@usda.gov.

Guide Looks At Facilities For Roadside Markets

ITHACA, N.Y. — Selling produce from a roadside market can be satisfying and profitable, but only with careful planning.

A valuable planning tool for persons considering a roadside market, or looking to improve or expand a current one, is "Facilities For Roadside Markets," NRAES-52 (published April 1998), a publication from the Natural Resource, Agriculture, and Engineering Service. It features plans for a roadside stand and a roadside market, along with 26 illustrations and four tables.

This 32-page publication addresses the factors that affect whether a market will succeed or fail. The first step, choosing a site, is discussed with respect to zoning and building ordinances, visibility and accessibility, utilities, and appropriate drainage.

"Facilities For Roadside Markets," NRAES-52, reviews the necessary features of the sales area. It should allow for smooth customer traffic and space should be used such that items for sale can be prepared, stocked, and stored efficiently. Other aspects of the market which can influence customers to come or to return include adequate parking, good lighting, fire protection, and an accessible building.

"Facilities For Roadside Markets," NRAES-52, was written by Arthur W. Selders, extension agricultural engineer and professor at West Virginia University; Ransom Blakely, marketing consultant in Dryden, New York; Grant Wells, extension specialist at Iowa State University Extension; Robert Martin, consultant and former extension agent at the University of Massachusetts; Lynne H. Irwin, associate professor at Cornell University; and University of New Hampshire faculty Otho S. Wells, extension specialist, and Francis E. Gilman, former extension agricultural engineer.

NRAES-52 is available for \$8 per copy (plus shipping and handling) from NRAES, Cooperative Extension, 152 Riley-Robb Hall, Ithaca, New York, 14853-5701. The shipping and handling charge is \$3.75 for orders totaling \$20 or less within the continental U.S. If an order totals more than \$20, or if ordering from outside the U.S., contact NRAES for quantity discounts and shipping rates.

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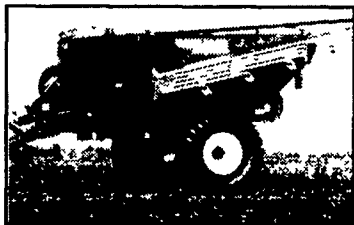
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