

GROWER and MARKETER

SATURDAY, DECEMBER 7, 2002

ADVERTISING DEADLINE WEDNESDAY, NOV. 27

Promoting The Eastern Vegetable, Fruit, Nursery and Direct Marketing Business

REGIONAL WINEGROWING

- Features on several area vineyard managers and winemakers.
- Columns on direct-marketing wine.
- Tips on selecting proper grape varieties and managing the vineyard.
- Mid-Atlantic Fruit and Vegetable Convention preview.
- Calendar of events.

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Grower & Marketer

Promoting The Eastern Vegetable, Fruit, Nursery, And Direct Marketing Industries
Lancaster Farming, Saturday, May 18, 2002

At The Cramer Posie Patch, Flowers A Year-Long Endeavor

MICHELLE KUNJAPPU
Lancaster Farming Staff
ELIZABETH TOWN
(Lancaster Co.) — The best-kept secret in the business is that get out of control," said Ralph Cramer, owner of "Cramer's Posie Patch," a flower and herb farm in Elizabethtown.



"The business all started with a hobby that got out of control."
—Ralph Cramer, Elizabethtown

Although Cramer started the business as a hobby, it has become a full-time endeavor. Cramer has been growing flowers for 11 years and has been working with plants for 15 years and has a computer graphics and the best near White.

in the beginning, Cramer sold dried flowers to local retailers and florists. When the dried flowers market began to dry up in the late '90s, Cramer decided to focus on fresh flowers. With the backing of capital from family and friends, Cramer started "Cramer's Posie Patch" in 1991. Cramer moved into the local flower market in 1993. He has since then to Page 2

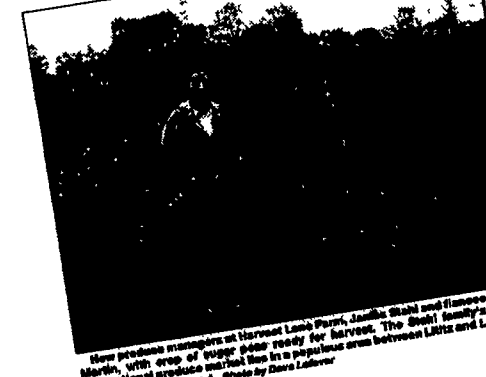
Marketers Can Learn To Design Wine Label With Heritage, Roots

ANDY ANDREWS
Lancaster Farming Staff
UNIVERSITY PARK
(Columbia Co.) — Your roots and beliefs are important to your wine and your locality.

as a winemaker and marketer, used a renewed sense of tradition and heritage. Keeping that identity on bottle labels, and the relation ship to "the wine and the



Don Chapman, president of the Pennsylvania Wine Association, left, joined Pennsylvania Secretary of Agriculture Sam Brown at the annual banquet in April. Photo by Andy Andrews, editor



These production managers at Harvest Lane Farm, Jennifer Ghall and Giuseppe Lanza Martin, with crop of sugar corn ready for harvest. The South Jersey's International Production Council has a reputation from between Lanza and Lanza. Photo by Dana Laffner

HortCountry
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Maintaining the quality of your greenhouse-grown plant

Grower & Marketer

Promoting The Eastern Vegetable, Fruit, Nursery, And Direct Marketing Industries
Lancaster Farming, Saturday, March 9, 2002

Grafting Yields A Spectrum Of Varieties For Orchard Grower



MICHELLE KUNJAPPU
Lancaster Farming Staff
AKRON (Lancaster Co.) — Variety is the spice of life. It's the key to a successful orchard. A grower should have a variety of products to offer the market. In the U.S. for 40 years, but still looks like a small farm where he grew up.

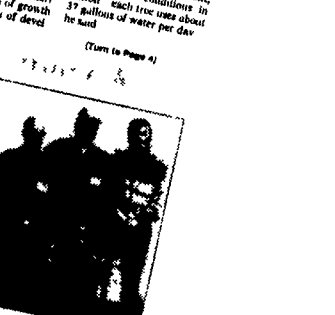
Eric Habegger, Akron, grows a large variety of fruit trees on his one acre orchard. In the past few years he has introduced the "Espalier" method of pruning trees still produce abundant amounts of fruit but are easier to care for.

"I probably have 140 varieties of apples. I have 10 varieties on one tree, made possible by grafting. I wanted to taste a lot of different apples."
—Eric Habegger, Akron

ANDY ANDREWS
Lancaster Farming Staff
ELIZABETHTOWN (Lancaster Co.) — How does a grower decide which variety to plant? The answer is simple: choose a variety that is well-suited to the local climate and soil conditions. The Mid-Atlantic Fruit and Vegetable Convention in late January at the

job of pruning, he said. It's easier to cut off the flowers or buds with shears than to go and remove the fruit. Trees hand pruned in the early stages of growth and the last stages of development.

ANDY ANDREWS
Lancaster Farming Staff
ELIZABETHTOWN (Lancaster Co.) — Tomatoes growers gathered here during the Mid-Atlantic Fruit and Vegetable Convention in late January and were awarded for their efforts. The annual award was presented to the growers who had the highest yields. The prize was \$100. The winners were James Kohl and Roger Rovinsky. Kohl moved this year to 400 bushels per acre and Rovinsky to 310 bushels per acre.



Tomato award winners. From left, James Kohl, who presented the awards; Cliff Charles, Eric Charles, Roger Rovinsky, and Andy Andrews, editor.