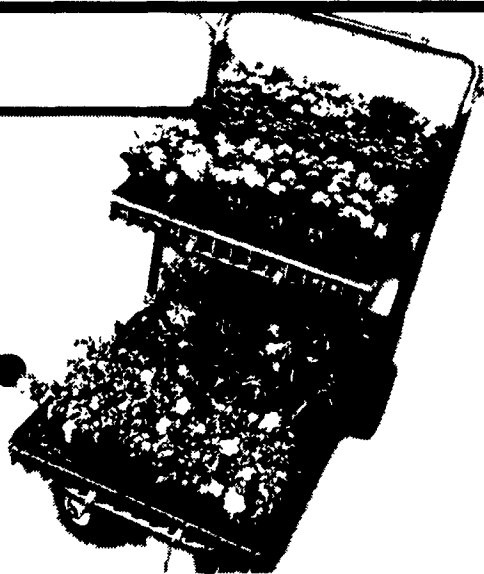


# Grower & Marketer



## SATURDAY, FEBRUARY 1, 2003

### ADVERTISING DEADLINE THURSDAY, JAN. 23

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

### February's Features

Growing Specialty Vegetable Crops

Horticultural Supply Items

Growing Exotics such as Amaranth, Alaskan Yard-Long Bean, Jute, and Malabar Spinach

Preview and Schedule of the Mid-Atlantic Fruit and Vegetable Convention In Hershey.

Calendar of Events, Including Producer Meetings

## ADVERTISER

PLAN NOW TO RESERVE YOUR AD MESSAGE SPACE FOR THIS SPECIAL SECTION OF LANCASTER FARMING  
**CALL 717-721-4416 NOW!**

**Grower & Marketer**  
Lancaster Farming • Section E • Saturday, December 7, 2002

### Crossing Vineyards, Winery A Family Endeavor

**MICHELLE KUNAPPA**  
Lancaster Farming Staff  
WASHINGTON (Book Co.)—Crossing vineyards is an old-fashioned way of growing grapes, said Tom Carroll.

It is a labor-intensive job that involves a lot of hand work, and it is a family endeavor. Tom Carroll, 57, and his wife, Carol, have been growing grapes in Lancaster for over 30 years. They started with a small vineyard in 1970 and have since expanded to over 100 acres. The Carrolls are now producing over 100,000 gallons of wine annually.

Tom Carroll is a fourth-generation grower. His grandfather, John Carroll, started the family vineyard in 1880. Tom and Carol have followed in his footsteps, maintaining the family tradition of quality wine production.

The Carrolls are currently growing several varieties of grapes, including Cabernet Sauvignon, Merlot, and Pinot Noir. They also produce a variety of wine blends. Their wine is sold through several local distributors and is popular in the Lancaster area.

Tom and Carol are also involved in the local wine community. They are members of the Lancaster Wine Association and have participated in several wine tastings and events. They are also active in promoting the local wine industry through various marketing efforts.

Tom and Carol are looking for more growers to join their family endeavor. They are currently seeking growers who are interested in producing high-quality wine and who are willing to invest in the infrastructure of a vineyard.

If you are interested in learning more about the family endeavor, please contact Tom Carroll at (717) 291-1234.

**Grower & Marketer**  
Promoting The Eastern Vegetable, Fruit, Nursery, and Direct Marketing Industries  
Lancaster Farming, Saturday, May 10, 2002

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

**MICHELLE KUNAPPA**  
Lancaster Farming Staff  
ELIZABETHTOWN (Book Co.)—The business all started with a hobby that got out of control.

Ralph Cramer, owner of Cramer's Posie Patch, a flower and herb farm in Elizabethtown, began full-time with 10 acres in 1995. Since then, the original 10 acres have increased to 53 acres. He is joined by his son, Kevin, who has been working with him for 11 years and son-in-law, who develops computer graphics and the business website.

In the beginning, Cramer sold dried flowers to small retailers and crafters. When the dried flower market began to sag in the late '90s and early '00s, however, he began to concentrate on direct marketing. With the backing of expert consultants, Cramer established a reputation as a direct marketer of dried flowers. Cramer's dried flowers are sold through several local distributors and are popular in the Lancaster area.

Cramer's Posie Patch is currently growing several varieties of flowers, including gerberas, daisies, and chrysanthemums. They also produce a variety of dried flower blends. Their flowers are sold through several local distributors and are popular in the Lancaster area.

Cramer and his family are looking for more growers to join their year-long endeavor. They are currently seeking growers who are interested in producing high-quality dried flowers and who are willing to invest in the infrastructure of a flower farm.

If you are interested in learning more about the year-long endeavor, please contact Ralph Cramer at (717) 291-1234.

### Marketers Can Learn To Design Wine Label With Heritage, Roots

**ANDY ANDREWS**  
Lancaster Farming Staff  
UNIVERSITY PARK (Book Co.)—Your roots and heritage are important to your wine and your identity.

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