

## Berks County To Update Market Map

LEESPORT (Berks Co.) — Berks County Cooperative Extension is producing an updated "Retail Farm Market Map & Guide." The idea behind this project is to increase awareness and sales of locally-grown farm products. The target audience includes residents and visitors.

Today's consumer is seeking the experience of buying farm products directly from the grower. Local residents and the increasing tourist traffic in Berks County represent an expanding market for farm products. If you grow and sell agricultural products directly to consumers in Berks County, this is

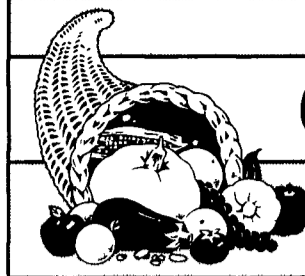
an opportunity to promote your products.

This publication will be a multi-fold sheet, similar to a traditional road map. The publication will have a "farm location" map on one side and detailed farm product information on the reverse side. Product seasons, preparation tips and agriculture statistics will be included as space permits.

The map will be available to consumers throughout eastern Pennsylvania at locations carrying tourist destination promotional materials. These locations include tourist centers, historic sites, inns, hotels, restaurants, resorts, malls, and libraries.

The response to the 2000 map was tremendous. The 2000 map was distributed over 22 months. This gave full, consumer exposure for all commodities. The updated one will do the same. The new map is expected to be ready by strawberry season. To cover expenses for printing, a fee of \$25 will be required per listing. Please make check payable to "Berks Co. Ext. Special Account."

To be included in the updated Berks County Farm Market Map & Guide, or for more information, call John Berry at (610) 391-9840.



## Calendar

(Continued from Page E10)

ence, Omni Hotel, Charlottesville, thru Feb. 15, (540) 869-2560, ext. 341. Farm Business Planning, Schuylkill County extension office, Pottsville, 9 a.m.-3:30 p.m., (570) 622-4225.

Saturday, February 15

North Carolina Winegrowers' Association annual meeting, Marriott Hotel, Greensboro.

"Introduction to Small Farm Enterprises," Maryland Cooperative Extension Office, Elkton, Md., six consecutive Wednesdays, 6:30 p.m.-8:30 p.m., (410) 996-5280.

Tuesday, February 18

Northeast Vegetable Growers meeting, Thompson's Dairy Bar, Clarks Summit, (717) 963-4761.

Wednesday, February 19

Mid-Atlantic Direct Marketing Conference, Holiday Inn Select, Timonium, Md., thru Feb. 22, (301) 405-2436.

Christmas Tree Management Short Course, Penn Stater Hotel and Conference Center, University Park, thru Feb. 20, (814) 863-0908.

Living on a Few Acres, Lehigh County Ag Center, Allentown, Wednesdays thru April 2, (610) 391-9840.

York and Lancaster Fruit Growers All-Day Educational Meeting, York County Extension office, (717) 334-6271.

Thursday, February 20

Viticulture 2003, Buffalo Convention Center and Buffalo Hyatt Regency Hotel, Buffalo, N.Y., thru Feb. 22.

Agricultural Outlook Forum, Arlington Virginia Crystal Gateway Marriott Hotel, thru Feb. 21, (877) 891-2208.

Friday, February 21

Annual KAFMO Athletic Field Conference, Holiday Inn, Grantville, (717) 921-8803.

Wednesday, February 26

Southeast Pennsylvania Tree Fruit Meeting, Berks County Ag Center, Leesport, (610) 378-1327.

Greenhouse and Landscape School, Patterson Building at Guthrie Square, Sayre, 9 a.m.-3 p.m.

Thursday, February 27

Schuylkill County Regional Fruit Meeting, Schuylkill County Ag Center, Pottsville, (570) 622-4225.

York Flower and Garden Show, York Extension, thru March 3, (717) 840-7408.

Friday, February 28

Northern Piedmont Specialty Crops School, Regency Inn, Oxford, N.C., (919) 603-1350.

Saturday, March 1

Maryland Grape Growers Association annual meeting, University of Maryland, Howard County Fairgrounds, West Friendship, Md., (301) 432-2767.

Monday, March 3

Sweet Corn Production and Marketing Short Course, York extension, (717) 840-7408, thru March 4.



## Pennsylvania Crop Insurance Program

The PA Crop Insurance Assistance Program has been extended for crop year 2003. Benefits include:

**FREE "CAT" Coverage**

**Discounted Premiums & Fees  
(Paid for "Buy-Up" Coverage)**

To receive these benefits, contact a crop insurance agent today. List available at [www.rma.usda.gov](http://www.rma.usda.gov)



Enrollment Deadline:

**March 15 - Spring Planted Crops**

Pennsylvania encourages growers to have crop insurance protection as part of their farming risk management plan. All policy fees and approximately 20 percent of net premium costs are paid for growers.

Sponsored by the PA Department of Agriculture with cost share support from RMA/USDA.

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