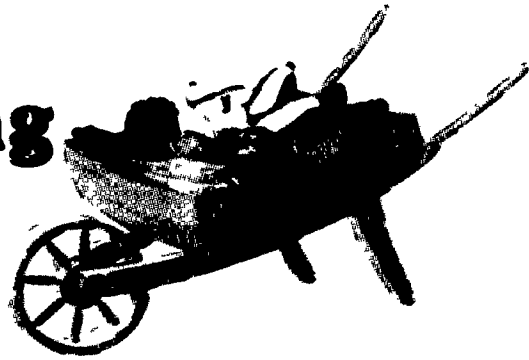


The Farmstand: Direct Marketing Tips



**SUBSCRIPTION SERVICE
GETS FRESH**
Ginger S. Myers
Agriculture Economic
Development Specialist
Howard County Economic
Development Authority

Here's the business plan. Four Howard County farmers and a baker are looking for a new market outlet during the prime-growing season for their produce, flowers, herbs, honey, fruit, and artisan breads.

They jointly form a marketing partnership, the Howard County Growers, LLP, to help support their small, family-owned and operated businesses. The farmer-partnership will provide a convenient weekly delivery of their freshest, best quality produce and bread to subscribers who recognize not only the value and great taste of sustainably grown food, but also that supporting local farmers helps improve the quality of life for everyone here.

Does the plan work? Potential subscribers through Howard County and the neighboring USDA Beltsville Agricultural Research Center hold the answer to that question.

The Howard County Growers offer a unique opportunity for their subscribers to pick up fresh produce, once a week for 16 weeks beginning in June and ending in September, at one of four locations—Triadelphia Lake View Farm, Glenelg; Mt. Pisgah AME Church, Columbia; The Howard County Government Complex, Ellicott City; and the Beltsville Agricultural Research Center in Beltsville, Md.

The market baskets will include a bountiful selection of seasonable vegetables, fruit, herbs, and flowers with updates from the farms and recipes to match the weekly abundance. The subscription price is \$28 per week.

The price was determined by a number of factors, including what the farmers need to earn to remain economically viable, the quantity and diversity of the produce provided, and the fair market value for such items.

What are the advantages of subscribing to this service? Ginger Myers, agriculture economic development specialist with the Howard County Economic Development Authority, said, "This service provides both convenience and a chance for the customer to meet the person who grows their food. The pickup sites were selected for their

proximity to busy folks who may not have the time to get to a Farmers Market."

She continues, "Subscribers for this service not only get the freshest, best tasting products, but also the satisfaction that their food dollars are going directly to local family farmers.

For enrollment packages and informational fliers detailing how the subscription works and what to expect in your weekly delivery, contact Carrie Minard, Howard County Growers Manager, 15155 Triadelphia Mill Road, Glenelg, MD 21737 (410) 489-0139. Or contact Ginger S. Myers, Howard County Economic Development Authority, (410) 313-6500.

2003 Beginning Beekeeping Seminar Set

MONTOURSVILLE (Lycoming Co.) — A date has been set for the 2003 Beginning Beekeeping Seminar in Lycoming County.

The seminar will be Saturday, March 22, from 9 a.m. to 4 p.m. at Penn State Cooperative Extension in Montoursville.

Each seminar will include the following presentations: "Equipment I Need for a Successful Start" by Darryl Rebeck, president, Lycoming Beekeepers Association; "Getting Started" by J. Lee Miller, Penn State extension agent; "Management Through the Season" by Dennis van Englesdorf, chief apiary inspector, Pennsylvania Department of Agriculture; and sessions titled "Harvesting Your Crop" and "Bee Biology."

The early registration fee by March 14 is \$15 and includes lunch and a book, "The Fundamentals of Beekeeping." Your check, made payable to "Penn State Cooperative Extension," must accompany your reservation. Registration after March 14 or at the event will be \$20.

To request a registration form and brochure, contact Tom Murphy, Penn State Cooperative Extension, 542 Co. Farm Rd., Suite 206, Montoursville, PA 17754, (570) 433-3040, fax (570) 433-4331, e-mail LycomingExt@psu.edu, or download a registration form from our Website: <http://lycoming.extension.psu.edu> and click on the "agriculture" button.



With a focus on show horse success, Lancaster Farming's Boarder & Trainer for March 15 includes ways to improve horse health using a new treadmill developed at the Marion DuPont Scott Equine Medical Center in Leesburg, Va. Also scheduled for that issue highlights of the Steeplechase in Leesburg, Va., the work of farriers, and lots more!



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