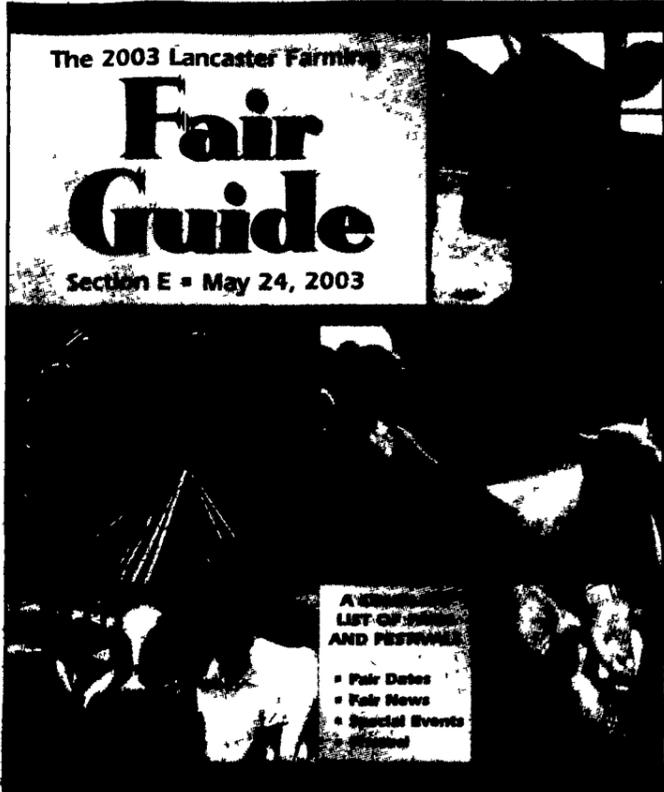


Life Scan  
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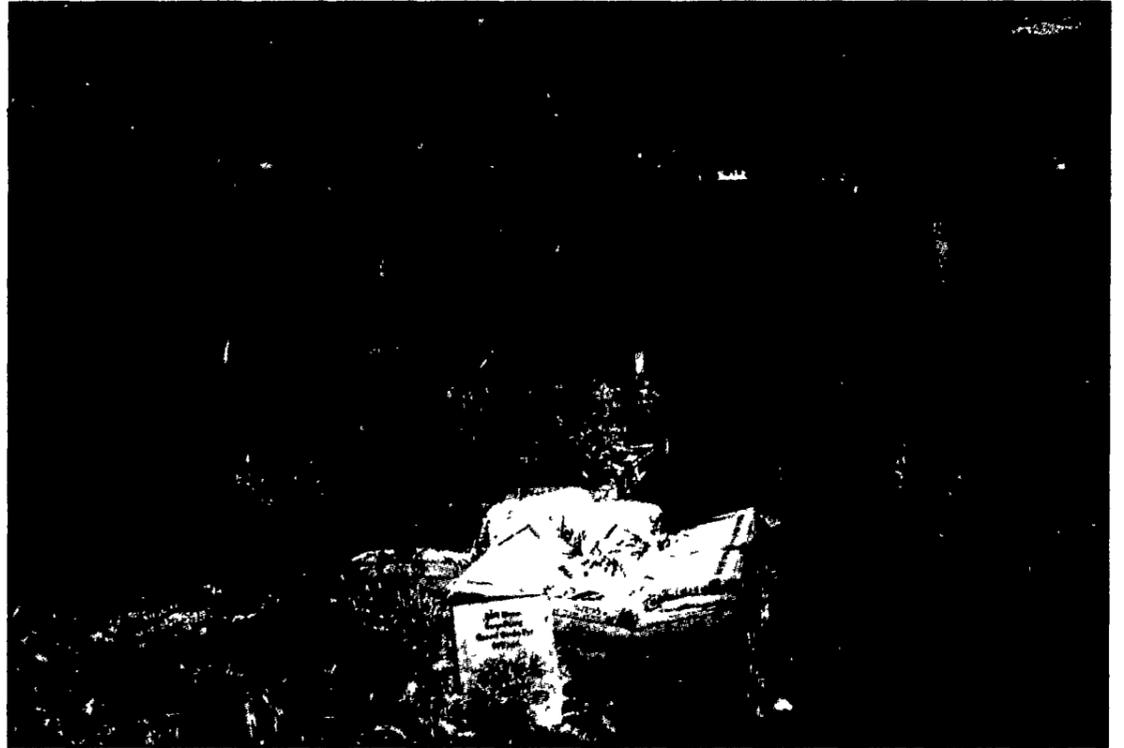
# Lancaster Farming

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## Lancaster Farming Introduces A New Booklet



Here's something Lancaster Farming subscribers have been waiting for: the premier issue of the 2003 Lancaster Farming Fair Guide booklet, included this issue. Thousands of our readers count on us to provide them with the latest fair news during the summer and fall season. This directory covers the Mid-Atlantic region, with fair schedules, fair association news, and other items.



Michael Moran, farm market manager, stands in the doorway of Delaware Valley College's roadside stand, open from Easter through Christmas. The stand has proven to be a valuable learning tool for the college's students. Photo by Michelle Kunjappu

## Learning Retail Realities

### Roadside Stand Teaches Students, Meets Customer Needs

**MICHELLE KUNJAPPU**  
Lancaster Farming Staff  
DOYLESTOWN (Bucks Co.)  
— "When the students get out of here, they can say, 'I not only

learned this in a book, I learned it by doing,'" said Michael Moran, farm market manager here at Delaware Valley College.

A farm market in operation since 1932 on the campus has provided not only an educational opportunity but also an outlet for the college's products.

Flowers, vegetables, fruits, nursery plants, honey, and compost produced as students get hands-on experience find their way to the roadside stand.

"The students enjoy being here," he said. However both market manager and students have faced stressful days, as in any retail operation, he said. Pressure from customers, for example, may be a trial "but the kids learn to deal with it," he said. "We try to satisfy everyone."

Students who work at the stand help customers, run the register, take care of the produce and plants, restock shelves, open and close the store, and price the products under Moran's direction.

In the summer three full-time, one part-time, and one intern aid Moran at the stand. During the school year, 7-8 students help at the stand, each giving about 12 hours a week.

In addition, the stand is "occasionally used as a lab where teachers will bring the class" to

learn about retail sales and the workings of the stand, according to Moran.

Earnings from the stand go into the college's general fund.

About seven workers provide produce from the fields.

An ornamentals production manager, a full-time assistant, and six students in the spring (their busiest season) produce the colorful plants that draw customers to the stand. One student remains employed for the summer.

A Following  
"We do have a following," said Moran. "The public wants our product."

"The private labeling has given us name recognition," said Moran. He cited examples of cus-

(Turn to Page A21)

## Canada Discovers BSE In Alberta

### NCBA Says U.S. Beef Supply Is Safe

ALBERTA, Canada — The Canadian Minister of Agriculture announced May 20 the confirmation of a case of Bovine Spongiform Encephalopathy (BSE, also known as mad cow disease) in a 6-year old cow in Alberta.

According to the National Cattlemen's Beef Association, (NCBA), the cow has never been in the U.S. The process of tracing the offspring of the infected cow is proceeding successfully and has resulted in finding the moth-

er cow of the infected animal. Both the mother cow and the offspring will be depopulated and tested for BSE.

Also, a total of three farms have been quarantined because

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## IH Prototype Dealership Open During Red Power Roundup

MILLVILLE (Columbia Co.) — The Frank Bartlow International Dealership, Millville, closed in 1972, but will open for

tours June 26-28 during the Red Power Roundup at Bloomsburg Fairgrounds.

The International Harvester (IH) prototype building evokes nostalgia that only "Red Power" fans can understand. Sort of like McDonald's golden arches, the prototype building design was identified throughout the U.S. as an IH dealership.

In 1946, the first day of deer season, Frank Bartlow began construction based on the IH Company's specifications. Offices are made of knotty pine and glass. The parts room houses bins constructed of lumber from trees harvested on the land on which it sets. Bartlow sawed and planed the wood himself.

The showroom has floor-to-ceiling glass windows that illuminate the International Harvester/McCormick Deering wares that were on display. For the past 35 years, a 1928 10-20 McCormick

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Farm and Home Foundation \$4,000 scholarship recipients, from front left, are Sarah Quigg, Regina Zimmerman, and Kate Sollenberger. Back from left are Paul Hostetter, Joshua Shenk, Jeffrey Erb, and J. Kyle Hershey. See story page A33.  
Photo by Lou Ann Good, food and family features editor

## Inside The Farmer

- ✓ Colored breed bull proofs starting page A28.
- ✓ Additional fair previews page A36.
- ✓ Kids Hooked On Trout Fishing page B10.

# MEMORIAL Day

May 26