

Learning Retail Realities

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tomers giving the stand's wares to friends who call to get more supplies. He has shipped as far away as California.

"We don't grow everything that we sell, but we try to," he said. Most of the products that are sold, however, are grown by Delaware Valley College students and staff. Even if the produce does not originate at the college, it comes from a local grower, such as the stand's milk and eggs.

Moran also prefers supporting Delaware Valley College graduates who are selling produce in the area.

In all, the campus' greenhouses, nursery, 35 acres of fields, apiary area, and orchard provide products for the stand.

Even the college's dairy farm has something to contribute. The operation's composting research product provides compost sold at the stand.

The farm market starts off the

season by selling flowers for Easter, which transitions into Mother's Day flower sales.

"Our first major crop is strawberries, probably in about three weeks," said Moran, who estimates that the crop is about two weeks behind schedule because of the cool spring.

After strawberries come blueberries, which will be followed by vegetables available in July. Later, Moran and the students will sell peaches, summer apples, fall apples, mums, pumpkins, and gourds.

With a supply of Christmas trees from a local producer and Delaware Valley College graduate, the season doesn't end until Christmas. Wreaths and arrangements at that time also draw customers to the stand.

Additionally, to add to the activity in the cooler seasons, the college runs a poinsettia trial in mid-November. The blooms are sold around Thanksgiving. In

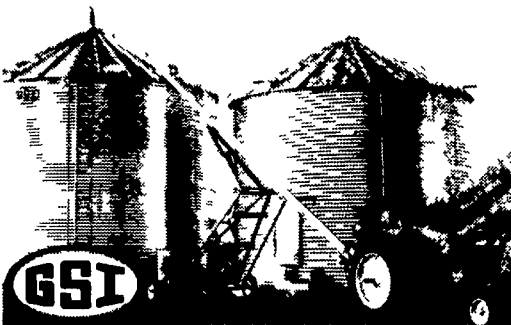
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Leslie Cole, greenhouse manager, is especially busy this year keeping up with customer flower demands.

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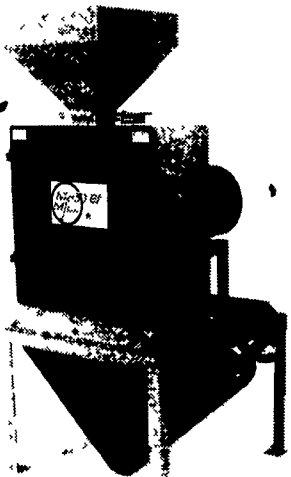
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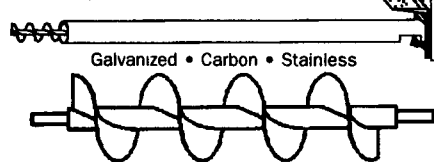
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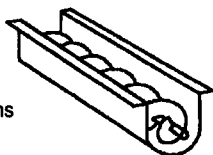
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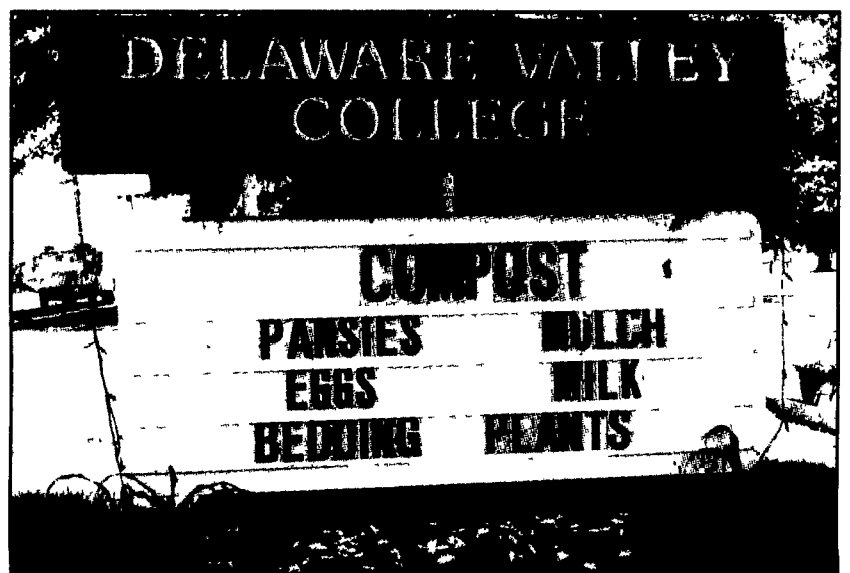
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