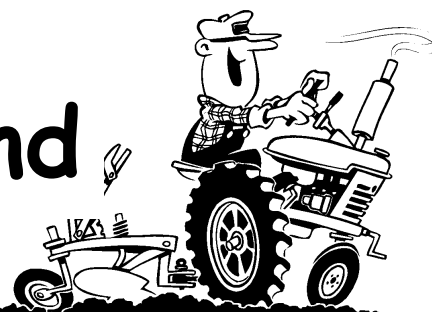


Cultivating Cumberland

June-2010 VOL. 15, ISSUE 6



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Christmas Tree Management Twilight Program



Date: June 8, 2010

Time: 6:00 p.m.

Place: Yuletide Christmas Tree Farm, 138 Evergreen Road, New Egypt, NJ

Sponsored by the NJ Christmas Tree Growers Association and Rutgers Cooperative Extension

The NJ Christmas Tree Growers Association and Rutgers Cooperative Extension will co-sponsor a Christmas Tree Management Twilight Program on Yuletide Christmas Tree Farm at 6:00 p.m. Monday, June 8, 2010. The Perry family are the owners and host for the farm, located at 138 Evergreen Road, New Egypt, New Jersey.

Discussions will be conducted by Dr. Mark Vodak, Forestry Extension Specialist, Rutgers Cooperative Extension and Mr. John Perry, owner of the Yuletide Christmas Tree Farm. Discussion topics will include species selection, weed management, insect and disease control, erosion control practices, deer issues and marketing. Proper shearing techniques will be demonstrated.

For further information or questions regarding the twilight meeting call 732-932-8993 x14.

Produce GAPs Harmonization Initiative

Background

Many leaders throughout the produce industry have increasingly recognized the cost and inefficiency of multiple standards and audits now being used to measure compliance with Good Agriculture Practices (GAPs). Neither produce suppliers nor retailers and foodservice companies are well served when duplicative standards and audits raise total supply chain costs without enhancement of overall food safety.

In addition to general business leaders, the United Fresh Produce Association Food Safety & Technology Council, consisting of food safety and quality assurance experts across the supply chain, has looked at a variety of GAP standards and audits in use and under development, and has concluded that there is sound scientific potential for harmonizing basic GAP standards to meet the needs of these many stakeholders.

As a means to further explore the potential and accelerate the possibility for industry-wide commitment to harmonized standards, United Fresh hosted a [Global Conference on Produce Food Safety Standards](#) immediately following its annual convention in April 2009. Some 300 leaders from each stage of the produce supply chain, government, and third-party standard owners and auditors from around the world participated in the two-day conference.

During the conference, government and private-sector stakeholders involved with both on-farm produce GAP standards/audits and post-farm gate audit protocols presented overviews of their own systems, followed by group break-outs exploring questions about the potential value of harmonization and greater alignment of standards.

As suspected, a clear pattern of duplication and overlap among the many standards became apparent, leading participants toward a general consensus on the need to work together toward harmonization of standards.

Outcomes from the Conference

Conference participants reached a number of conclusions that may serve as a platform for further effort ahead:

- Produce GAP standards used in various audits seem to be at least 90% the same, providing a clear opportunity for harmonization.
- Commodity-specific food safety standards and audits (leafy greens, tomatoes) are being done and being accepted through the supply chain. The process of bringing key stakeholders together to develop and endorse commodity-specific standards provides a good model for building consensus on general GAP standards.
- Inclusion of non-food safety standards (environmental, social issues) is a likely obstacle to harmonization, particularly in North America. These issues may need to be addressed separately.

- Harmonization of general GAP standards/audits must be transparent with open communication of intent, progress, and conclusions.
- Retailers, foodservice companies, fresh-cut processors, grower-shippers, and government must all be at the table working together.

Auditors and standard owners need to be at the table as well, but not at the expense of the harmonization goal.

Action Steps Toward Harmonization

A harmonization committee made up of growers, wholesale and retail buyers, third party audit firms and the federal government have been meeting each month since June 2009 to develop a standardized basic GAP audit. The Standards considered in this harmonization and used with permission:

- AFDO Model Code for Produce Safety
- AIB International
- Food Safety Programs and Auditing Protocol for the Fresh Tomato Supply Chain
- California Leafy Green Handlers Marketing Agreement
- California Strawberry Commission Food Safety Plan
- CanadaGAP Combined Vegetables On-Farm Food Safety Manual
- Community Alliance with Family Farmers
- GlobalGAP Fruit and Vegetables
- SENASICA
- Silliker GAP Audit
- SQF 1000
- USDA GAP Audit
- USDA Mushroom Production Audit

To review the harmonization standards and make comments to the committee go to <http://www.unitedfresh.org>.

Audits Benchmarking Matrix

The Audits Benchmarking Matrix was developed by members of the United Fresh Produce Association (United Fresh) Food Safety & Technology Council for use by the entire Produce Industry supply chain, i.e., growers, shippers, processors, retailers, foodservice and other buyers. The purpose of the Audits Benchmarking Matrix is to provide an infrastructure that facilitates a side-by-side comparison of audit organizations and food safety standard owners that are most commonly used in the produce industry today. To check out the matrix go to <http://www.unitedfresh.org>.

With this robust searching tool, users can:

Search and compare various features that are critical to the quality, reliability and integrity of these organizations' audit programs.

Assess the quality features of an audit or standards setting organization.

Make more informed decisions about which organizations' audit, auditor and audit performance quality programs best align with your supplier quality programs.

How to use the Audits Benchmarking Matrix

Read the TERMS OF USE and, if you agree, click on the link to the Matrix

Select "Pre-Farm Gate", "Post-Farm Gate" or "Standard Owner".

Select the organization(s) of interest.

Select the Program Element(s) of interest: Overview, Audit, Auditor/Certification Body, and Audit Performance.

Use the Search Function to locate 'key words' in the Program Elements or organizations responses.

Use the Print function of your browser to print.

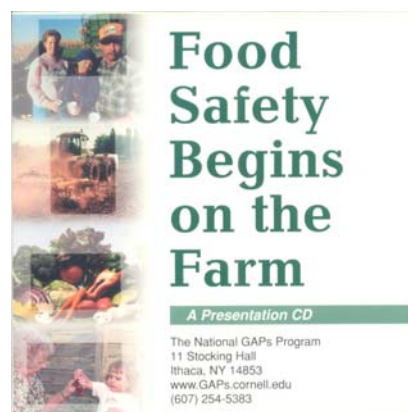
TERMS OF USE

The Audits Benchmarking Matrix provides an infrastructure that facilitates a side-by-side comparison of audit organizations and food safety standard owners that are commonly used in the produce industry today. It is not intended to, and does not provide any endorsement of any particular audit organization. United Fresh welcomes other audit organizations to seek inclusion in future editions of the Audits Benchmarking Matrix. United Fresh also welcomes corrections and additional information from any listed audit organization but United Fresh reserves the right, in its sole discretion, to include any additional material provided.

Any entity using this Audits Benchmarking Matrix must make its own individual business decision regarding using any given audit organization.

The auditing firms that are included in the benchmarking include:

- AIB International
- BRC Global Standards
- CanadaGap
- Fresh Florida
- Georgia Fruit & Vegetable Growers Association
- GlobalGap
- International Featured Standards
- California Leafy Green Marketing Agreement
- NSF Davis Fresh
- Scientific Certification Systems
- SGS
- Silliker
- SQF Institute
- Steritech
- USDA.



Calling All Conservationists!

Sign-up by June 11 for 2010 Conservation Security Program

Landowners still have time to sign up for the Conservation Stewardship Program (CSP), but the deadline for getting signed up 2010 funds is approaching quickly. According to NRCS State Conservationist Tom Drewes, now is the time for producers and landowners who have considered applying for CSP to sign up at their local NRCS field offices. USDA recently announced June 11, 2010 as the national cutoff date, which will require potential applicants to submit applications quickly.

CSP is a voluntary program that encourages producers to maintain existing conservation activities and adopt new ones on their farm and non-industrial forestland operations. The program is popular for those who go the extra mile with conservation and sustainable practices—whether they've accomplished it on their own or through USDA and NRCS programs.

"We've had good interest in CSP last year and this year, but we did not reach all the producers this program was designed to reach. I'd like to change that this year, but the clock is ticking," explains Drewes.

The sign-up process for this program is more streamlined than its predecessor, the Conservation Security Program. "The conservation options available through CSP will make sense to New Jersey farmers," Drewes said.

Producers and farm families who have maintained a conservation legacy on their farm over the years or those who have changed the operation over the last few years to include more eco-friendly management strategies are rewarded through CSP. CSP pays you to maintain those successful practices AND it helps you add even more solutions that protect soil, water, and related natural resources on your land.

"I know New Jersey has more landowners and producers who are committed to conservation because I see evidence of it on the land every day," Drewes says. "If you are one of those stewards of the land, and you think it might be time to partner with NRCS to do even more of the right thing, I urge you to visit with your local NRCS staff and tell them all you've done. This program was designed to encourage more conservation activity and recognize good stewards like you."

To learn more and get involved with the program for 2010, visit your local USDA Service Center today. Visit http://www.nj.nrcs.usda.gov/programs/new_csp.

USDA-NRCS Locations:

Serving Atlantic, Cape May
and Cumberland Counties
Building 3, Suite A
1317 S. Main Road
Vineland, NJ 08360
(856) 205-1225 x3

Serving Burlington, Camden &
Ocean Counties
1971 Jacksonville-Jobstown Rd.
Columbus, NJ 08022
(609) 267-1639 x3

Servicing Mercer, Middle-
sex & Monmouth Cty.
4000 Kozloski Rd., Ste. D
PO Box 5033
Freehold, NJ 07728
(732) 462-0075 x3

Serving Gloucester and
Salem Counties
51 Cheney Road, Suite #2
Woodstown, NJ 08098
(856) 769-1126 x3

Servicing Hunterdon, Somerset &
Union Counties
687 Pittstown Rd., Suite 2
Frenchtown, NJ 08825
(908) 782-4614 x3

Serving Bergen, Hudson,
Essex, Passaic, Morris,
Sussex & Warren Cty.
Hackettstown Comm. Park
Bld. #1, 101 Bilby Rd.
Hackettstown, NJ 07840
908-852-2576 x3

Fruit and Vegetable Organic Production Guides Available

The New York State IPM Program has released a series of production guides for fruits and vegetables. Four guides (carrots, peas, snap beans and cucurbits, which include winter squash and cucumbers) were released in 2009 for processing vegetable growers. Nine new guides provide information for farmers on how to produce certified organic apples, blueberries, grapes, lettuce, white potatoes, spinach, strawberries and cole crops, including cabbage, cauliflower, broccoli and Brussels sprouts. The guides may be downloaded at Organic Guides on the IPM website: http://www.nysipm.cornell.edu/organic_guide/default.asp.

2010 Agricultural Scholarship Application

The Greater Vineland Chamber of Commerce is now accepting applications for the 2010 Agricultural Scholarship. Please see details below and contact us for an official application.

Eligibility:

- Must be a graduating high school senior who is planning to continue his/her education at a recognized school or college, OR a student currently enrolled in an accredited college or university for the study of agriculture including animal, plant, aquaculture or other related fields.
- Must be an active participant in school and community activities.
- Must be able to demonstrate academic responsibility.
- Must have applied to an accredited College or University, if not currently enrolled.
- Requires submission of official transcript.
- Requires submission of completed application, two recommendation forms and written essay.

Special considerations:

- Financial need
- School Counts! Criteria (To make a "c" grade or above in all academic courses, to achieve 95% or better attendance and punctuality record, to complete high school in eight consecutive semesters, and to take more courses than the minimum graduation requirements.
- Special circumstances

Submit applications to: GVCC 2115 S. Delsea Drive, Vineland, NJ 08360 or email to: info@vinelandchamber.org. **Deadline: June 25, 2010**

Preventive Controls for Fresh Produce; Request for Comments; Extension of the Comment Period

Food and Drug Administration, HHS

The Food and Drug Administration (FDA) is extending to July 23, 2010, the comment period for a notice that appeared in the **Federal Register** of February 23, 2010 (75 FR 8086). In that notice, FDA established a docket to obtain comments and information about current practices and conditions for the production and packing of fresh produce. The agency is extending this comment period to give interested parties additional time to provide the information requested by FDA in that notice.

DATES: Submit electronic or written comments by July 23, 2010.

ADDRESSES: Submit electronic comments to *<http://www.regulations.gov>*.

Submit written comments to: Division of Dockets Management (HFA-305),
Food and Drug Administration
5630 Fishers Lane, rm. 1061
Rockville, MD 20852.

FOR FURTHER INFORMATION CONTACT:

Michelle A. Smith, Center for Food Safety and Applied Nutrition (HFS-317)
Food and Drug Administration
5100 Paint Branch Pkwy.
College Park, MD 20740-3835
Telephone: 301-436-2024.

Pitman Farmers' Market

The Greater Pitman Chamber of Commerce is planning to have a farmers' market this year. They are planning on starting it by the end of June.

The farmers' market will be located in Sunset Auditorium where 40+ vendors can be supported.

If you are interested in participating in the Pitman farmers' market, contact Cory Sickles by email: corysickles@comcast.net or by telephone: 609-707-3571.

2010 Nursery Disease Control Meeting

Thursday, June 24th is the date of our Disease Control Twilight meeting. Our Nursery Plant Pathologist, Dr. Ann Gould will be speaking on both warm and cool season diseases. Dr. George Hamilton will also be presenting updated information on Farmworker Safety requirements.

Host: Don Johnson

Location: Johnson Farms Nursery
1868 Highway 77
Upper Deerfield, NJ

Speakers:	Dr. Ann Gould	5:00-5:30	Warm season diseases: Identification and management
	Dr. Ann Gould	5:30-6:00	Cool season diseases: Identification and management
	Dr. George Hamilton	6:00-6:30	Farmworker safety

Pesticide Recertification Credits: 2-10; 2-1A; 2-3A; 1-Core and 2-PP2

For additional information contact Jim Johnson at 856-451-2800

Calendar of Important Events

📅 Indicates the newly added event since last calendar

JUNE **June 2010**

June 7

Rutgers Ag. Research and Ext. Center Programs and Projects, Brad Majek, Rutgers Ag Research and Extension Center of Upper Deerfield; 7 pm, Cousteau Center at Bridgeton, David Sheppard House, 31 W. Commerce St., Bridgeton, NJ. For info contact the Cousteau Center at 856-575-5580.

June 16-18

National Potato Council Summer Meeting, Inn of the Rio Grande, Alamosa, Colorado. For info contact Hollee Alexander 202-682-9456 or email: hollee@nationalpotatocouncil.org

June 18-19

Beyond the Basics: Practical Hive Management Tools for Beekeepers, Eco Complex, 1200 Florence-Columbus Road, Bordentown, NJ. For info call 732-932-9271 or visit: www.cpe.rutgers.edu/bees

June 24, 2010

2010 Nursery Disease Control Meeting, 5:00-7:00. Location to be announced. Anticipated pesticide credits: 1-Core; 2-PP2 and 2-3A. For more information call Jim Johnson, Nursery Agent CC 856-451-2800.

July 2010

📅 **July 21-24**

National Onion Association Summer Convention, Hilton Portland Executive Tower, Portland, Oregon. For information contact NOA at 970-353-5895; fax 970-353-5897 or visit: www.onions-usa.org

July 22-25

New Jersey Peach Festival & Gloucester County 4H Fair, Gloucester County 4H Fairground, 275 Bridgeton Pike (Route 77), Mullica Hill, NJ

📅 **July 26-28**

34th International Carrot Conference, Kennewick, Wash. For information contact Lindsey DuToit by email: dutoit@wsu.edu or visit: www.pnva.org/carrotconf.

August 2010

August 10

2010 Fall Nursery Weed Control Meeting, 5:00-7:00 pm. Location to be announced. Anticipated pesticide credits: 1-Core; 2-PP2 and 2-3A. For more information call Jim Johnson, Nursery Agent CC 856-451-2800.

August 15-19

94th Potato Association of America Annual Meeting, Corvallis, Ore. For info call 800-678-6311 or visit: <http://oregonstate.edu/conferences/pss2010>.

October 2010

October 15-18

Produce Marketing Association Fresh Summit; Orange County Convention Center, Orlando, Florida. For info call 302-738-7100 or visit: www.pma.com/freshsummit

November 2010

📅 November 11-12

Pacific Northwest Vegetable Association Conference & Trade Show, Three Rivers Convention Center, Kennewick, Wash. For information call 509-585-5460 or visit: www.pnva.org

📅 November 17-18

2010 Pacific Northwest Vegetable Association Conference and Trade Show, Three Rivers Convention Center, Kennewick, Wash. For information contact Sheri Nolan, PNVA, 509-585-5460; fax 509-585-2671

December 2010

📅 December 1-4

National Onion Association Annual Convention, Hilton Long Beach Hotel, Long Beach, California. For information contact NOA, 970-353-5895; fax 970-353-5897 or visit: www.onions-usa.org

📅 December 7-9

Great Lakes Fruit, Vegetable and Farm Market EXPO, DeVos Place Convention Center, Grand Rapids, Mich. For more information visit: www.glexpo.com

📅 December 8-10

2010 National Allium Research Conference, John Ascuaga Nugget Hotel and Casino, Sparks-Reno, Nev. For information contact 775-721-5599; fax 775-463-5588 or email: wchounet@srsupply.us

REGULARLY SCHEDULED MEETINGS

✓ Indicates meeting will be held at RCE of Cumberland County

<p style="text-align: center;">✓</p> <p style="text-align: center;">Pesticide Certification Exam Schedule—Cumberland County 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2010</u></p> <p>Jun 2 Sep 22 Oct 27 Nov 17 Dec 15</p> <p>To Register call 609-984-6614 For directions call 856-451-2800 *****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">Cumberland County Agriculture Development Board 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p style="text-align: center;"><u>2010</u></p> <p>Jun 15 Jul 20 Aug 17 Sep 21 Oct 19 Nov 16 Dec 21</p> <p>Meetings start at 7 p.m. Call DeAnn at 856-453-2211 *****</p>	<p style="text-align: center;">✓</p> <p style="text-align: center;">Cumberland County Board Of Agriculture 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel) 7 pm meetings</p> <p style="text-align: center;"><u>2010</u></p> <p>Sep 16 Oct 21 Nov 18 Dec 16</p> <p>For info call Mike Griffith, Presi- dent 856-451-9400, x215 *****</p>
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Cumberland County Improvement Authority (CCIA)

Pesticide Container Recycling

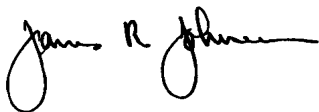
Cumberland County Solid Waste Complex

169 Jesse's Bridge Rd. (located off Route 55 Exit 29)

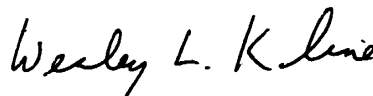
Deerfield Township, New Jersey

2010 Dates published when available

Sincerely,



James R. Johnson
Agricultural Agent
Nursery Management Commercial
Internet: jjohnson@njaes.rutgers.edu



Wesley L. Kline, Ph.D.
Agricultural Agent
Vegetable & Herb Production
Internet: wkline@njaes.rutgers.edu

Pesticide User Responsibility: Use pesticides safely and follow instructions on labels. The user is responsible for the proper use of pesticides, residues on crops, storage and disposal, as well as damages caused by drift.

Use of Trade Names: Trade names are used in this publication with the understanding that no discrimination is intended and no endorsement is implied. In some instances the compound may be sold under different trade names, which may vary as to label.

Tree Assistance Program for Orchardists and Nursery Tree Growers (TAP)

Overview

USDA Farm Service Agency's (FSA) Tree Assistance Program (TAP) provides financial assistance to qualifying orchardists and nursery tree growers to replant or rehabilitate eligible trees, bushes and vines damaged by natural disasters occurring on or after Jan. 1, 2008, and before Oct. 1, 2011. TAP was authorized by the 2008 Farm Bill and is funded through the Agricultural Disaster Relief Trust Fund.

Eligible Tree Types

Eligible trees, bushes and vines are those from which an annual crop is produced for commercial purposes. Nursery trees include ornamental, fruit, nut and Christmas trees produced for commercial sale. Trees used for pulp or timber are ineligible.

Eligible Producers

To qualify for TAP, orchardists and nursery tree growers must:

- suffer qualifying tree, bush or vine losses in excess of 15 percent (adjusted for normal mortality) from an eligible natural disaster for the individual stand;
- have owned the eligible trees, bushes and vines when the natural disaster occurred; however, eligible growers are not required to own the land on which eligible trees, bushes and vines are planted;

- replace eligible trees, bushes and vines within 12 months from the date the application is approved.

Risk Management Purchase Requirement (RMPR)

Orchardists and nursery tree growers must have obtained a policy or plan of insurance for all crops through either the Federal Crop Insurance Act or FSA's Noninsured Crop Disaster Assistance Program (NAP). There are limited exceptions to this rule. Eligible producers who meet the definition of "Socially Disadvantaged," "Limited Resource," or "Beginning Farmer or Rancher" do not have to meet this requirement.

Adjusted Gross Income (AGI)

For the 2009 and subsequent program years, producers or legal entities whose average nonfarm AGI exceeds \$500,000 are not eligible. For the 2008 program year, producers are not eligible if their average AGI is \$2.5 million or greater, unless 75 percent or more of their AGI is from agriculture.

Payment Calculation

For tree, bush or vine replacement including replanting and the cost of seedlings, the payment calculation is the lesser of the following:

- 70 percent of the actual cost of the practice, or

- the amount calculated for each practice using the established rates.

For salvaging existing trees, bushes or vines—including the costs of pruning, removal, or other costs—the payment calculation is the lesser of the following:

- 50 percent of the actual cost of the practice, or
- the amount calculated for each practice using the established rates.

Payment Limitations

For 2009 through 2011 TAP payments, no person or legal entity may receive, directly or indirectly, more than \$100,000 per program year. TAP payments for 2008 are limited per "person" according to payment limitation rules in effect for 2008. The cumulative total quantity of acres planted to trees, bushes or vines for which a producer can receive TAP payments cannot exceed 500 acres during the period of Jan. 1, 2008 and Sept. 30, 2011.

Signup Period

Orchardists and nursery tree growers may apply to receive TAP benefits at local FSA county offices beginning May 10, 2010, for losses suffered during calendar years 2008 and 2009, and for losses suffered during Jan. 1, 2010, to May 7, 2010.

FACT SHEET

TAP - Tree Assistance Program

May 2010

The following table provides the final dates to submit a TAP application and supporting documentation:

Date of Loss	Final Date to Submit an Application and Supporting Documentation
Calendar Year 2008	July 6, 2010
Calendar Year 2009	July 6, 2010
Jan. 1, 2010 to May 7, 2010	July 6, 2010
May 8, 2010 to Sept. 30, 2011	Within 90 calendar days from the later of the disaster event or the date when the loss of trees, bushes or vines is apparent.

More information on TAP is available at local FSA county offices and on FSA's website:
www.fsa.usda.gov/tap

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of Discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Ave. SW, Washington, DC 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

Registration

Pre-registration is necessary because of bus and lodging reservation requirements and space limitations. Registration will be honored on a "first-come, first-served" basis.

Registration should be received by July 1, 2010. No refunds after July 1st.

Name(s): _____

Business Name: _____

Address: _____

Contact Phone: _____

e-mail: _____

The registration fee covers tour bus transportation, one night hotel with breakfast, reference materials, refreshments and lunch both days.

Your registration fee depends on how many you have sleeping in your hotel room:

One person/room tour fee: \$240.00

Two people/room tour fee: \$170.00 each

Three people/room tour fee: \$150.00 each

Four people/room tour fee: \$140.00 each

Make your check payable to:

Lehigh County Extension Special Account
Send the registration form and check to:

PaFarm (Room 104)
4184 Dorney Park Road
Allentown, PA 18104-5798

Bus boarding begins at 8:00 a.m. with departure at 8:30 a.m., Tuesday, July 13th, from the Lehigh County Ag Center, 4184 Dorney Park Road, Allentown, PA 18104.

The bus will depart promptly. Please be prepared to be on time, or better, a little early. We have been known to leave without you.

Expected return to Allentown is 5:00 p.m. on Wednesday, July 14th.

For additional information check www.PaFarm.com, call 610-391-9840 or e-mail John at johnberry@psu.edu.

WHAT:

A bus tour of nine premiere retail farm markets -- with plenty of ideas, education, food and fun for all. This year we are going to the north shore of eastern Long Island, New York. Long Island, New York, is rich in farming history and features many produce farms located in high concentration on East End which is the main agricultural area of Long Island. These farms and farmers' markets are major providers of fresh, locally-grown fruits, berries, vegetables and poultry.

We have something for everyone -- seasonal, year round, produce, food, tourism, entertainment and educational farm direct-to-consumer marketing.

WHO SHOULD ATTEND:

Any farm market owner, manager or other personnel interested in seeing and learning from a variety of retail farm market and agri-tourism entrepreneurs.

WHAT YOU WILL SEE:

We will tour each operation and focus on what has made it a success. The emphasis is on:

Merchandising, Signage, Display Techniques, Diversification, Store Design and Layout, Pricing, Innovative Products and Ideas that lead to success.

John Berry

John Berry,
Extension Educator
Agricultural Marketing

This publication is available in alternative media on request.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the non-discrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; telephone 814-865-4700/V, 814-863-1150/TTY.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Robert E. Leiby at 610-391-9840 in advance of your participation or visit.

A Tour In July!



Come On Board For The 14th Annual “Are You Crazy?” Retail Farm Market Tour

Tuesday and Wednesday
July 13 and 14, 2010



sponsored by:

Pennsylvania Retail Farm Market Association
Penn State Cooperative Extension
Pennsylvania Vegetable Growers Association
Pennsylvania Department of Agriculture
USDA, Risk Management Agency

Wightman's Farms

Morristown, NJ

"A Family Tradition Since 1922..."

Even today long-time customers remember the days when the fruits and vegetables were sold from a table under the mulberry tree across the street from today's market and cider mill. Today, various members of the second and third generations of the Wightman family continue the tradition of selling the fruits and vegetables grown on the surrounding land.

<http://www.wightmansfarms.com/>

Harbes Family Farm

Jamesport, NY

In 1978, two high school sweethearts (Ed and Monica Harbes) married young and started a new life on the family farm in Mattituck.

Ed worked with his father in a multi-generational potato and cabbage farming business. Monica devoted her time to homemaking and motherhood, helping on the farm when time permitted. In 1989, they built a 14' by 14' gazebo and started retailing with the salesmanship of ten-year-old son, Jason. With their eventual expansion to three locations and a vineyard, all eight of the Harbes children have kept busy by taking an active part in farm operations.

<http://www.harbesfamilyfarm.com/>

Bayview Farm Market

Aquebogue, NY

Bayview Farm Market is one of the largest farm retail locations on the East End. It carries a wide array of vegetables, fruits, flowers, baked goods, ciders and gift items. It retains all the feeling of a true farm market, while providing customers with shelter from weather.

Customers say: "Large farm stand with a nice gift shop inside also. Great selection of local produce. Carry just about everything you can think of as far as fruits and veggies. Good prices."

Briermere Farms

Riverhead, NY

John Berry says, "Some of the best pies I have ever eaten. Great food focused farm market with deep family involvement."

<http://www.briermere.com/>

Garden of Eve Farm

Aquebogue, NY

At this farm market, you will find their own organic vegetables, organic grocery items, snacks and sodas including raw, vegan and gluten-free options. You can visit their farm animals and collect your own eggs.

They also sell their organic produce at Long Island and New York City farmers' markets and service 12 CSA marketing sites throughout Long Island and metropolitan New York.

<http://www.gardenofevefarm.com/>

White Post Farms

Melville, NY

"Best of Long Island for Children's

Birthday Parties" 3 years in a row!

As seen on NBC ● Fox ● The Today Show ● Daily News ● New York Times ● NY Magazine

White Post Farms evolved from a family-owned and operated vegetable farm trucking to the Brooklyn market during the period in the 1920's through the 1980's. A roadside farm stand was opened in 1964 and greenhouses were erected so flower and vegetable plants could be grown therein. Through events like the Annual Fall Farm Festival, White Farms continues an age old tradition of country fairs with a modern twist.

<http://www.whitepostfarms.com/>

Sang Lee Farms

Peconic, NY

Sang Lee Farms is a second generation family farm originally growing produce for the Asian markets in New York and along the east coast. Over the last fifteen years, the farm has shifted its focus to retail, farmers' markets and community supported agriculture. The farm has developed its own full line of prepared foods. Dressings, dips, pestos, pickled products, jellies and cooking sauces are now available, and are featured whenever Sang Lee Farms hosts special events and tastings.

<http://www.sangleefarms.com/>

Lewin Farms

Calverton, NY

"If you want to pick-your-own, pick

- Lewin Farms"

Lewin Farms is a family owned and operated farm that has been on Long Island for four generations. They were the first pick-your-own farm on Long Island, and they are continuing this tradition with pick-your-own strawberries, peaches, tomatoes, peppers, eggplant, apples, pumpkins and cut-your-own Christmas trees.

They also stock a wide variety of farm fresh, locally-grown fruits and vegetables at their 8,000 square foot farm stand.

<http://lewinfarms.homestead.com/home.html>

A. Schmitt & Sons Farm

Dix Hills, NY

"We Grow For You, Buy Green, Buy Local"

Their mission is to develop gardeners by offering a very healthy plant at a very reasonable price. If their customers become successful gardeners, then their business just naturally grows and they are then also successful. They develop their clientele by word of mouth mostly. They feel that if they can get the customer to visit them even once, they will be a customer for life. In addition, they advertise to help grow their business. They count on the repeat customer and thus offer a great selection, healthy product and a good price.

<http://schmittfamilyfarms.com/#>