



# Market Place

www.PaFarm.com

A Publication of the  
Pennsylvania Retail Farm Market Association



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## “ARE YOU CRAZY” TOUR HELD

Twenty marketers from all over central and eastern Pennsylvania braved a slightly rainy day on August 13 for the “Are You Crazy” farm market tour.

This tour is truly a learning experience both from the operation side and from a networking standpoint. Attendees visited five top-notch market locations in New Jersey and took full advantage of the opportunity to discuss marketing trends, production



processes and possible collaborations to benefit the entire industry.

The bus visited the following markets: **Wemrock Orchards**, Freehold; **Battlefield Orchards**, Freehold; **Dearborn Market**, Holmdel Township; **Sickles Market**, Little Silver; and **Johnson's Corner Farm**, Medford.

On the bus, between each location,

attendees discussed the farm market operation they had just visited and other issues farm marketers face daily. The attendees enjoyed seeing what other farm marketers were doing to be successful and took away ideas that could be incorporated into their own operation.

A special thank you goes to the Pennsylvania Vegetable Growers Association for their \$200 contribution to the success of this project.



## COUNTRY-OF-ORIGIN LABELING IS FINALLY HERE FOR PRODUCE

After years of discussion and debate, mandatory country-of-origin labeling (COOL) for produce and other commodities will finally go into effect September 30.

The nation’s food retailers and food service operators are receiving increasing requests from the public about food origins, just as government regulators struggle to explain how the most recent outbreak (and others in the past three years) happened.

Congress has twice delayed implementation of the 2002 COOL law, due to burdensome implementing regulations issued by USDA. Since 2002, only COOL for fish and shellfish has occurred.

The new COOL rules require mandatory labeling of produce, but reduce penalties on retailers for labeling mistakes. The institute a “good faith” provision that protects retailers from onerous penalties caused by mistakes that are not will-

ful or egregious. While suppliers must still provide country-of-origin information to retailers, retailers will not be liable for misinformation provided by suppliers, so no supplier auditing is necessary.

Country-of-origin information may be communicated in current transaction documents so no new record keeping system is required.

Additionally, state, local and regional designations will count as country-of-origin statements.

Farmers’ markets that sell directly to consumers are exempt, based upon the smaller sales volumes of individual growers and merchants.



*The mission of the Pennsylvania Retail Farm Market Association, Inc. is to benefit members through education, promotion, cooperation and representation of Pennsylvania Direct to Consumer Agricultural Marketing.*

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## FROM THE PRESIDENT



Thank-You, Thank- You, Thank- You!

Thank- you to each of the markets who invited us to come and see their operations during the busy months of summer. And thank- you to each of you who, (while it might have been crazy) took the time to come along on the bus and see what creative marketing ideas others in our industry in New Jersey are doing. The conversation with others on the bus proved to be as educational and enlightening as the beautiful markets that we visited. It certainly will be one of those tours that I will remember for a long time as we continue to make changes at our market and grow our business. So while it might have been a crazy day to be away from home, it defiantly was a day well spent!

As you will see in this newsletter, PaFarm will once again be holding twi-light meetings this fall. I would encourage you to take time to register and mark them on your calendar now. From my experience, these events have been very valuable not only for the wealth of information shared, but also for the interaction and networking with other direct marketers. It's something you won't want to miss!

If there are other areas that PaFarm can be of assistance to you and your market, please let us know.

Have a great fall season.

Dwayne Musser

## Welcome New Members Since July

### County

Monmouth	Sickles Market	Little Silver	NJ
Monmouth	Wemrock Orchards	Freehold	NJ
Monmouth	Battlefield Orchards	Freehold	NJ
Monmouth	Dearborn Market	Holmdel Twp.	NJ
Burlington	Johnson's Corner Farm	Medford	NJ
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## BUTLER COUNTY PRODUCE FIT FOR A KING

The Pennsylvania Department of Agriculture recently featured one of our members in their summer "People in Agriculture" series.

Harvest Valley Farms in Butler County is operated by the King family--brothers and partners, Larry and Art and Art's son Dave.

The King's plant 10,000 tomato plants, 15,000 pepper plants, 50,000 Pennsylvania Simply Sweet onions and 21 acres of sweet corn, plus an additional sixty varieties of fruits and vegetables.

The King's produce is sold in four ways.

1. Through the existing farm market
2. Through a CSA (community supported Ag program)
3. At a farmers market in Pittsburgh
4. Directly to restaurants.

Harvest Valley has two kinds of CSAs in which buyers pay a lump sum for once-a-week delivery or on-farm pick-up for 24 weeks during the growing season. In their seventh year of the program, their CSA membership has grown from 10 to 300 members. They support the program through their website, [www.harvestvalleyfarms.com](http://www.harvestvalleyfarms.com), and through a weekly electronic newsletter with farm updates, recipes, nutrition facts and suggestions for handling produce post-harvest.

"CSAs work well for us because we are guaranteed to sell all our products for the day," said Dave. "Selling at outdoor farmers markets takes more time and sales depend on the weather."

All of Harvest Valley's products are marketed under the PA preferred logo.

*Dave King stacks crates for a CSA delivery. Each crate is filled with fresh, in-season produce that is harvested within 24 hours of delivery.*



## TWILIGHT MEETINGS TO BE HELD

Three PAFarm Twilight Meetings will be held this fall. By the time you receive this, one meeting will have been held, and two more are coming up. All meetings will be held at 6:30 p.m.

The October 2nd meeting was held at Cherry Hill Orchards on Long Lane, Lancaster. Check out their website, [www.cherryhillorchards.com](http://www.cherryhillorchards.com).

The October 20th meeting will be held at Butcher's Farm Market, 590 N. 4th Street, Newport Pa. The market is on 4th Street, 5 blocks from PA Route 34. We will spend time learning about the Butcher's farm market and how they run their operation. Visit their website, [www.butchersfarmmarket.com](http://www.butchersfarmmarket.com).

The October 27th meeting will be at the Adams County Winery, 251 Peach Tree Road, Orrtanna, Pa. The market is located about 10 miles from Gettysburg off of Route 30. The evening will include a tour of the wine making facility, some wine sampling and a light snack.

The program for each meeting will be given by Dr. MeeCee Baker from Wolff Strategies. Her topic is "What Can PAFarm Do to Help You Become a Better Marketer and Have a More Profitable Operation."

The cost for the meeting is \$10 per person for members and \$25 for non-members. See the flyer in this newsletter for reservations.



## DEAN STEELE TO STEP DOWN NEXT SUMMER

Dr. Robert Steele, Dean of Penn State's College of Agricultural Sciences, announced that as of July 1, 2009, he will step down as dean of the College of Agricultural Sciences and join the faculty as a tenured professor in the Department of Food Science. By that time he will have completed 12 years as dean, a stretch far longer than he had anticipated when he joined Penn State and the college the summer of 1997.

"A major reason for me staying in my role as dean certainly has been the satisfaction and pride I've had during these years working with the wonderful people associated with Penn state and our great college," Steele commented. "With the leadership and support of President Spanier and Provost Erickson, we remain committed to building on excellence with spectacular students, faculty and staff continuing to join our college."

The next year will be a transition period as the University begins the search for a new agriculture dean.

## **UPCOMING EVENTS**

**October 20, 2008**

Twilight Farm Market Meeting  
Butcher's Farm Market  
Newport, PA

**October 27, 2008**

Twilight Farm Market Meeting  
Adams County Winery  
Orrtanna, PA  
For More Info on Twilight  
Meetings call PAFarm at  
610-76-5026

**December 9, 10, 11, 2008**

Great Lakes Fruit, Vegetable  
&  
Farm Market Expo  
DeVas Place Convention Center  
Grand Rapids, Michigan

**January 10-17, 2009**

Pennsylvania State Farm Show  
Farm Show Complex,  
Harrisburg

**January 13-16, 2009**

MADMC Conference  
held with the  
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& Trade Show  
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**February 1-7, 2009**

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Direct Marketing  
Association Convention  
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[www.nafdma.com](http://www.nafdma.com)

**February 3-5, 2009**

Mid-Atlantic Fruit &  
Vegetable Convention  
Hershey Lodge, Hershey PA  
717-694-3596



## **NASS-PA FIELD OFFICE TO CONDUCT 2008 ORCHARD & VINEYARD SURVEY**

The Pennsylvania Field Office of USDA's National Agricultural Statistics Service will be conducting the 2008 Orchard & Vineyard Survey.

The data collection phase of the survey will start with a mail portion in December and will continue through May 2009, with personal visits also taking place between February and May 2009.

Since 1953, the Pennsylvania Field Office of NASS has conducted an Orchard & Vineyard Survey approximately every 5 years. However, because of the Agriculture Census that took place this year, it has been 6 years since Pennsylvania last conducted an Orchard & Vineyard Survey.

The upcoming 2008 Orchard & Vineyard Survey is the twelfth such census of fruit producers. As in the past, the goal of the survey is to provide information regarding fruit tree numbers, acreage by age and variety, rootstock information, and intentions for future plantings and removals. The state and county statistics are important to many people, including growers, grower associations, wholesalers, cooperatives, processors, research and county agents. We encourage all growers to return the completed survey form or cooperate when an interviewer visits the operation.

The fruit industry is a dynamic and important part of the state's agricultural economy. In 2007 Pennsylvania ranked third in peach production, fourth in apple production, fifth in grape and pear production, and sixth in tart cherry production. Annually, the Commonwealth's farm gate value of fruit production is approximately 91 million dollars.

This survey is voluntary and not required by law. Individual information is confidential and protected by law (US Code, Title 7). Results will be published only in statistical totals so that no individual data can be discovered or calculated. The results of the 2008 Orchard & Vineyard Survey will be published in November of 2009.

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### **Use Zip Skinny to Research Your Market**

Market research often begins with determining how many potential customers there are in your area. A good resource for determining populations, household make-up, and demographics is ip Skinny. by entering zip codes by towns or states, you can view that zip code's most current U.S. Census data. For more information visit: <http://www.zipskinny.com>.

-from Master Marketing

Maryland Cooperative Extension Summer 2008

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## NUMBER OF FARMERS MARKETS CONTINUES TO RISE IN U.S.

WASHINGTON – The number of farmers markets in the United States continues to grow, reports USDA's Agricultural Marketing Service (AMS), reaching a total of 4,685 in August 2008. This represents a 6.8 percent increase since mid-August 2006, when AMS reported 4,385 farmers markets nationwide.

"More and more consumers are discovering the wide array of fresh, locally grown produce available at farmers markets," said AMS Administrator Lloyd Day. "Another reason for their popularity is food buyers like the opportunity to interact with the producers." Day pointed out since 1994, when AMS began to track farmers markets, the number of farmers markets nationwide has grown by nearly 3,000.

AMS focuses on direct-to-consumer marketing issues and continually updates a comprehensive list of U.S. farmers markets. The database can be accessed on-line at

<http://apps.ams.usda.gov/FarmersMarkets>.

In March, AMS launched its survey, contacting State Departments of Agriculture, state farmers market associations and other direct marketing organizations for information on the 2008 market season. The deadline was July 1.

AMS will continue to update the National Directory of Farmers Markets Web site. New information about markets and market contacts should be sent to Velma Lakins, Agricultural Marketing Specialist, at [velma.lakins@usda.gov](mailto:velma.lakins@usda.gov). Additional background information on recent market trends is available at <http://www.ams.usda.gov/FarmersMarkets>.

AMS also supports farmers markets by conducting research on emerging trends in farmers' market operations and practices. AMS also publishes reference material for distribution to farm

vendors, farmers' market managers and interested members of the general public.

AMS coordinates the operation of seasonal farmers markets at USDA headquarters in Washington, D.C., and works with the U.S. Department of Transportation, the Carver Office Building in Beltsville, Md. and the Bannister Federal Complex in Kansas City, MO., to help support their farmers markets.

AMS staff analyzes the feasibility of planned renovation or the construction of projects at several types of food market facilities, including farmers markets. AMS also develops conceptual designs of facilities, estimating costs and assessing expected levels of market patronage. Typically such research is carried out in concert with state or local governments or non-profit agencies.

### PENNSYLVANIA VEGETABLE PRODUCTION UP THIS YEAR

HARRISBURG -- Contracted production for Pennsylvania snap beans in 2008 is estimated at 38,880 tons, compared to 29,600 tons contracted in 2007. Area contracted for harvest is estimated at 10,800 acres, up from 9,700 harvested contract acres in 2007. Expected yield is 3.60 tons per acre, up from last year's yield of 3.07 tons per acre. Contracted production for Pennsylvania processing sweet corn is no longer published in order to avoid disclosure of individual operations. United States' contracted snap bean production is forecast at 769,760 tons, is up 2 percent from last year's production. Contracted sweet corn production is forecast at 2.99 million tons, up 3 percent from last year.

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## YOUNG FARMERS, FUTURE OF HUNTING RESEARCH RESULTS AVAILABLE

The Center for Rural Pennsylvania released in June the results of two research projects that focused on the future of two vital activities in the commonwealth: farming and hunting.

•**An Investigation Into the Needs and Concerns of Young Pennsylvania Farmers:** Dr. Jason K. Phillips of West Chester University and Dr. Diane M. Phillips of Saint Joseph's University examined issues that impact young Pennsylvania farmers as they enter farming and attempt to achieve long-term economic viability in farming. The team conducted a series of key informant interviews, issued a mail survey, and analyzed the results. The study results indicate that young Pennsylvania farmers are most concerned about the profitability of their farms and the prospect of being squeezed in both directions. However, young Pennsylvania farmers also realize the valuable benefits associated with the lifestyle of farming.

•**The Future of Hunting in Pennsylvania:** Dr. Thomas Wickham, Dr. Thomas Mueller and Patrick Karnash of California University of Pennsylvania and Dr. Harry Zinn and Chris Voorhees of Pennsylvania State University surveyed hunters during the summer of 2004 to identify socio-demographic characteristics, patterns of hunting participation, and the initiation into hunting among young adult hunting license holders (aged 18-24) and mature hunting license holders (25 and older) to better understand the trends in hunting participation in Pennsylvania and the impact those trends may have on the future of the sport.

Overall, the research found no significant difference between young adult and mature hunters in the percent that hunted in 2003-2004, the percent that hunted during the preceding five years, the percent that anticipated hunting in 2004-2005, or in the distance typically traveled to hunt. To encourage increased hunting participation, the researchers offered several policy considerations including: facilitating hunting participation among citizens who are mobile or reside in urban and suburban areas; introducing potential hunters to mentors; and continuing to study the option of opening up more days to hunting.

For copies of either report, visit the Center's website at [www.ruralpa.org/reports.html](http://www.ruralpa.org/reports.html) or call (717) 787-9555.

## OVER THE BACK FENCE

by Beverly Gruber  
Executive Director



*Fine Cooking Magazine*, published by Taunton Press, has come out with a special edition entitled, **Fresh: The Best of Fine Cooking**. It is loaded with 75 quick and simple recipes for every meal and very beautiful photographs. This magazine is published four times a year.

*Fresh* certainly teams up well with farm markets. Everything appears to be made from scratch and they are using many products which can be purchased in our markets.

You can find the current issue of *Fresh* in grocery stores and book stores. Previous issues can be found online on the Taunton Press website, [www.taunton.com](http://www.taunton.com). Click on links: Shop in the Store > Cooking > Special Issues.

The entire cooking community seems to be heading in the farm market direction. Our time has come.

-Bev

## AG DEPARTMENT WARNS PRODUCERS ABOUT UNLABELED, UNTESTED SEED

HARRISBURG – Pennsylvania producers can benefit from planting seed that has been tested and properly labeled according to the Pennsylvania Seed Act, said Agriculture Secretary Dennis Wolff recently.

“As the fall planting season approaches, producers should look for labeling indicating that their seed meets the regulations of the commonwealth,” said Wolff. “The regulations serve as protections to ensure that seed labeled and sold in the state will perform consistent with the labeled claims.”

Seed that is sold “brown-bag” or

“combine run,” in bulk or bagged, carries no assurances. Farmers purchasing “brown-bag (un-cleaned and untested)” seed run the risk of planting a product that will not germinate well and may not produce a crop that will meet their needs.

In addition, untested seed can contain noxious weeds that may be difficult and expensive to control in the future.

“With input costs at record levels, a dollar or two saved by planting un-cleaned and untested seed may prove to be more expensive in the long run,” said Wolff.

Anyone offering seed for sale, whether for cover-crop or crop production, is required by law to be licensed in Pennsylvania for a \$25 annual fee. All such seed is required to be tested and properly labeled before being offered for sale.

For more information, call Joe Garvey at 717-787-4894 or visit [www.agriculture.state.pa.us](http://www.agriculture.state.pa.us) and click on “Business and Industry.” Seed information can be found by clicking “More” under “Plants, Pesticides, Fertilizer and Seeds.”