

### **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://schmittsfamilyfarms.com/#>

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## Registration

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**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](http://www.PaFarm.com), call 610-391-9840 or e-mail John at [johnberry@psu.edu](mailto: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,  
Extension Educator  
Agricultural Marketing

*This publication is available in alternative media on request.*

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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**