

## What is the “Are You Crazy” tour? Is it for me?

**What:** Explore some of the best examples of farm markets in the region on this two day tour through western Pennsylvania and eastern Ohio. We will learn about direct marketing as we sightsee—with plenty of discussions, food and fun for all.

We will tour eight premier farms and businesses with a focus on the marketing strategies that have helped make these businesses successful.

We will begin the tour at Giant Eagle’s flagship Market District in Robinson, PA and make our way north looking at some great examples of family owned and operated farm markets, ending the day with a relaxing wine tour and tasting at Wilhelm Winery. On day two we will head west to Covered Bridge Gardens in Jefferson, OH and fill the day with focuses on local meats, produce operations, CSA’s and agritourism.

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



## Seating Limited, Register Early

*Registration Deadline: Early Bird by June 11, Deadline June 25*

Name: \_\_\_\_\_

Farm / Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### PRICES:

**Early Bird Price (by June 11, circle one):**

Per person / double occupancy: \$ 180.00

Per person / single occupancy: \$240.00

**Regular Price (June 12-25, circle one):**

Per person / double occupancy: \$ 210.00

Per person / single occupancy: \$255.00

### TWO WAYS TO REGISTER

#### Mail checks or master card or visa information to:

Penn State Extension of Allegheny County  
400 North Lexington St., 3<sup>rd</sup> Floor, Pittsburgh, PA 15208

#### To register by phone or email contact:

Tawnesha Anderson, phone: 412-473-2540 email:

tea3@psu.edu

Type of credit card:  master card  visa

16-digit number: \_\_\_\_\_

Expiration: \_\_\_\_\_

CVS: \_\_\_\_\_

## Penn State **Extension**

*A Farm Tour in the Summer???*

Join us on our

# “Are You Crazy?”

## Retail Farm Market Tour of Western PA and Eastern Ohio

Monday, July 9 and  
Tuesday, July 10, 2012



#### Sponsored By:

Penn State Extension of Allegheny County  
Ohio State Extension  
Pa Farm  
The Pennsylvania Vegetable Growers  
Association

**Who Should Attend:** Anyone interested in what makes a great farm visitor experience. Farm or farm market owner, manager, personnel or general food enthusiast interested in seeing and learning from a variety of retail farm markets and agritourism entrepreneurs.

**What You Will See:** We will tour each operation and focus on what has made it a success. The emphasis is on seeing what other farm markets and businesses are doing. This is a great opportunity for peer networking, sharing and learning!

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Per person / single occupancy: \$240.00

**Price (June 12-25):**

Per person / double occupancy: \$ 210.00  
Per person / single occupancy: \$255.00

Fee includes transportation, overnight at Hampton Inn Meadville, 6 meals, all snacks, wine tasting and all tours.

Pick-up and return location details, contact information, tour schedules and lodging arrangement confirmation are sent as we process paid registrations.

**The buses will depart from the Penn State Extension—Allegheny County Office, where there is free overnight parking in a secure lot.**

For additional information call (412)- 473- 2540 or email Tawnesha Anderson at tea3@psu.edu



## Tour Itinerary

### **Giant Eagle Market District Settler's Ridge Pittsburgh, PA**

Giant Eagle's flagship Market District store offering a world-class shopping experience with the promise of the best and tastiest food ideas and discoveries that are sure to inspire the food lover in you.

### **Soergel Orchards Family Farm Market Wexford, PA**

Soergel Orchards, family-owned and operated since 1850, consists of a farm market, bakery, deli, turn-of-the century gift barn, garden center, greenhouses, cider press, and most recently, a specialty foods store featuring organic, natural, gluten-free and allergen-free foods. It is a Pittsburgh-area destination for wholesome family-friendly events, festivals and activities throughout the year.

### **Volant Village Shops Volant, PA**

Volant is a unique village of quaint shops and restaurants. The old-fashioned main street, nestled in the rolling hills of scenic western Pennsylvania Amish country, features merchants dealing in the arcane, rustic and eccentric. From Amish furniture to miniatures to teas, specialties of all sorts abound.

### **Wilhelm Winery Hadley, PA**

Established in 2000, Wilhelm Winery was created from a passion for winemaking that started in a basement and grew into a full-scale business. Their philosophy on wine begins with growing and using only the finest quality grapes and their commitment to detail continues through the entire winemaking process. Wilhelm offers an Antique Wine Making Museum along with their delicious, handcrafted wines .



### **Covered Bridge Garden Jefferson, OH**

The Prochko family has been a part of the agricultural community in Ashtabula County since 1936. Today Covered Bridge Gardens produces over 45 acres of fresh market vegetables. Their produce is delivered to farmers markets across northeast Ohio and their farm provides Consumer Supported Agriculture (CSA) memberships to over 300 families.

### **Molnar Farms Poland, OH**

Family owned for three generations and counting, Molnar Farms offers the exceptional local produce. Their farm market operates seasonally from strawberry season in May through Halloween, offering everything from sweet berries and famous corn to pumpkins and mums for fall and so much in between. They also carry fresh baked goods and specialty items.

### **White House Fruit Farm Canfield, OH**

Today the second and third generations of Hull Family operate one of the largest and finest farm markets in the state of Ohio. They now grow over 75 acres of fruit and vegetables, and sell all of their production on the farm as well as other local produce. In addition, White House offers Ohio cheeses and meats, homemade donuts, pies, breads & cookies. They are also known for their fresh apple cider and delicious homemade fudge.

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