

# ARE YOU CRAZY?

## Farm Market Tour

20TH ANNIVERSARY

September 13 - 14, 2016

This tour is for retail farm market professionals and is held at the height of the season to enable participants to learn from their regional farm market peers during their best and most robust season.

Each year this tour brings unexpected learning opportunities and beneficial networking connections to its participants. We look forward to two full, well-rounded days of interactive education and networking!



PennState Extension

[extension.psu.edu](http://extension.psu.edu)

### Registration Fees:

- One (1) per Room - \$280 per person
- Two (2) per Room - \$225 per person
- Three (3) per Room - \$206 per person
- Four (4) per Room - \$197 per person

Bus will depart from and return to Allentown, PA  
Penn State Extension—Lehigh Co Office  
4184 Dorney Park Road, Allentown, PA

### Registration Deadline: Friday, August 12, 2016

Registration fee includes the overnight stay at the Ramada Geneva Lakefront in Geneva, New York, bus fare, lunch on both days, and breakfast on the second day. Note that dinner on the first day will be on your own.

### To register call:

<http://extension.psu.edu/business/farm/events>  
or call: 610-391-9840  
or email: [ExtensionRegistration@ag.psu.edu](mailto:ExtensionRegistration@ag.psu.edu)

### Questions?

Carla Snyder, 717-334-6271, [snyder.carla@psu.edu](mailto:snyder.carla@psu.edu)  
Brian Moyer, 610-391-9840, [bfm3@psu.edu](mailto:bfm3@psu.edu)

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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, contact Penn State Extension, at 717-334-6271, in advance of your participation or visit.

Our special 20th anniversary tour will include:

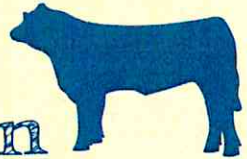
- Behind the scenes tours and information directly from market owners
- Unique display and merchandising ideas
- Information on market expansion and farm transition
- Commercial juice pressing facility tour
- Overnight stay on Seneca Lake's edge at the Ramada Geneva Lakefront
- Rolling classroom sessions to discuss 2016 farm market trending topics

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### Locally Grown



Fruits & Vegetables  
FRESH EGGS  
BUTCHER SHOP | BREADS AND PRESERVES

## Agenda

Tuesday, September 13, 2016

Roba Family Farm, North Abington Township, PA

Stoughton, Newark Valley, NY

Bigsby Market, Freeville, NY

Red Jacket Orchards, Geneva, NY

Wednesday, September 14, 2016

The Apple Shed, Newark, NY

Reisingers Apple Country, Watkins Glen, NY

Iron Kettle, Candor, NY

