



# PARTNERS FOR PROFIT

THE FARMERS' MARKET NEWSLETTER FROM

## HARRIS® SEEDS

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### EDITORS NOTES

Mark Greene

As we head into the winter months many growers and market managers alike are getting some well deserved time off. For the growers in climates that grow year-round or do greenhouse production, another season is upon you. Either way, we at Harris Seeds would like to wish you all good luck in the new year. We hope that you have found our newsletter informative and we look forward to providing you with more information and ideas in years to come.

### Market Spotlight

Suzanne Mears

#### A Moveable Feast



Sharon Milligan is a grower with a mission: **providing fresh produce via WIC and the Senior Farmers Market Coupon Program to Seniors who cannot attend traditional Farmers Markets.**

Sharon takes the Market to them at select Senior Meal sites in Iowa, transporting produce, display tables, and chairs to accommodate her customers. For three hours one day a week, Sharon sets up her stand at each site, and she is looking forward to continuing to meet this need by serving Seniors in small towns.

### RESOURCE LINKS

Kelly Rose

[www.newfarm.org](http://www.newfarm.org) - Newfarm.org supports a **global farming community for regenerative agriculture**, while providing excellent resources to emerging organic farmers. The number of organic growers is expected to climb to 1 million by the year 2013. This site includes many articles of interest available for both the conventional and organic growers including the **Organic Price Index**, and the **Ultimate Season Extension**.

### PROBLEM SOLVERS' CORNER

Mark Greene

#### Avoid Making the Same Mistake Twice

Like anything in life, being a market manager is full of **trials and tribulations**. When you encounter a problem, or come up with a solution to a problem, it would be best to document them. Keeping track of problems and their solutions has many advantages. Some problems just seem to pop up more often than others, but for the ones that occur with less frequency, you will **have the answer right at your finger tips**. With Documentation, you set precedence over the problem. If there is a vendor dispute you can always refer to past issues and their solutions. Many Farmers Markets rotate and change their manager every couple of years. If previous managers keep a log of the matters while they were in charge, they can pass these along to the new manager, providing them with a **wealth of knowledge** and preventing them from repeating past mistakes.

### CREATE YOUR OWN EVENTS

Suzanne Mears

#### Get on the Bus!

**Not all Market events have to be at your Market** – here's a suggestion for an off-site event that will:

- Show you and your vendors what other Markets are doing.
- Promote networking among Markets.
- Spread the word about your Market.

Get on the bus! **Organize a vendor tour of other Farmers' Markets**, and encourage each of your Market's vendors to participate. Come home with fresh ideas for new products, displays, signage, promotions, and even location. Network in advance with the participating Markets on the tour, and invite them to visit your Market on your Market Day as well.

Competition strengthens everyone's skills, and it's a growing experience to see the excitement other Markets are generating. Take that excitement home with you, and use it to grow your Market!

### DISPLAY IDEAS

Mark Greene

#### A Rainbow of Color

As we all know, attractive colorful displays **draw customers in**. More and more vegetable varieties are now available in many nontraditional colors. Selling these items can help **distinguish you from other vendors in the market**. Displays of colored peppers have been common in the past, but now the multicolored displays can be done with an assortment of vegetables. Cauliflower is now available in purple, orange, yellow, green, and white. Other items that you might want to try that can be grown in an assortment of colors include carrots, eggplant, radishes, beans, and even the old standby, pumpkins.



Graffiti



Absolute



Alverde



Cheddar



**VALUE ADDED**  
**Suzanne Mears**

**Pumpkin Pots**



**Pumpkins are versatile, and they should be used for more than jack-o-lanterns and front porch displays.**

Caroline and Quinton Tschetter have created an outstanding application for small-to-medium hard shell pumpkins: **containers for fall floral arrangements.**

With a liner, these pumpkins can hold:

- **Fresh flowers**
- **Fresh cut herbs**
- **Fall leaves**
- **Pumpkin peppers**

With dry floral foam, they can hold:

- **An endless variety of dried flowers**
- **Dried decorative vegetables**
- **Small gourds**
- **Cattails**

**Don't limit yourself.**

**Hard shell pumpkins of all sizes can be used as planters, too** – planted with fall mums and pansies, pumpkins look especially appropriate for fall color accents.

**Try: Cannon Ball, Lil' Ironsides, Oz and Apprentice.**



**FOR YOUR GROWERS**  
**Mark Greene**

**Corn Genetic Classes and Isolation**

The good old days of “Peaches and Cream” and “Butter and Sugar” are now long past and it seems like new corn varieties come and go every year. We often get questions on the different classes of corn and which ones can be grown together. Below are the main genetic classes, brief descriptions, and their isolation requirements.



**Sugary (SU)** – The standard sweet corn for years. Some sweetness mixed with good rich corn flavor. Limited holding ability in the field and post harvest. Isolate from field corn, popcorn, ornamental and Shrunken types.

**Sugary Enhanced (SE)** – Contain one or more modifier genes that increase the sweetness and tenderness of the variety. These varieties also have improved holding ability in and out of the field. Isolate from field corn, popcorn, ornamental, shrunken types, and for best results, sugary varieties.

**Supersweets / Shrunken (SH2)** – The gene modifiers in this class raise the sugar levels while slowing down the conversion to starches. This results in sweet flavored corn with even more holding ability. Should be isolated from all other gene classes but can be planted with other supersweets. They also need warmer soil temperatures for best germination.

**Augmented Supersweets / Shrunken** – The new generation of supersweets that contain the SH2 gene as well the SE. This gives these varieties the eating quality and holding ability of an SH2 as well as the tenderness of an SE. Should be isolated from all other genetic types for the best quality. Like other SH2 varieties they require warmer soil temperatures.

**Synergistic (SY)** – A combination of approximately 75% SE kernels and 25% SH2 kernels. This provides this gene class with the best characteristics of both gene classes: tenderness, flavor, holding and seed vigor. Should be isolated from field corn, popcorn, ornamental, shrunken types and for best results sugary varieties.

**Isolation tip** – For best isolation, 250 feet and a wind break should be used. A separation of 10 – 14 days in maturity can also provide adequate isolation.

**SPRING BEDDING PLANTS FOR THE MARKET**  
**Suzanne Mears**

**SHORT, COMPACT, AND EARLY:** these are the watchwords for bedding plants at the early Spring Markets. The standby favorites are of course, Pansies and Petunias, and they're always great for early sales.

For a change of pace and some great Spring color, consider Dianthus Grace series: bright blooms of salmon, deep rose, and crimson. Combine these with Alyssum in assorted colors, dwarf Marigolds, and Violas – all in blossom – and all eyes at the Market will be on your booth.