



Achieve

Magazine

Volume 1



Acknowledgements

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A Day in the Life of Sue Polk

A day in the life of Sue Polk goes something like this. Every morning between 6:30 and 7:00 you can find Sue making her way towards the two chicken houses besides their home. After making several laps through the 504 foot buildings and performing necessary chores, she grabs her coffee mug, loads up the dogs, and heads over to the milking parlor to begin the morning milking. Three to four hours later, the milking is done, the parlor is clean and back to the chicken houses she goes. The afternoon is when Sue gets other chores done including mowing, weed-eating, and cleaning up around the farm. After another trip through the chicken houses she prepares dinner for the entire family every night. You think it would be time to relax—not for Sue. Three or four days a week Sue helps with the evening milking. On these days, she finds herself checking on the birds one more time, cleaning up, and crawling into bed between 1:00 and 2:00 a.m. What a day!



Sarah, Sue, and Jared are proud of what the family farm has accomplished.



A view of the Polk's poultry operation. The two large tanks hold feed for the birds.

You may be asking yourself “How does she do it?” While Sue was more of a town girl, her husband, Harry, was born with the farming genes. His grandfather started farming in 1921 and the farm has stayed in the family ever since. Sue would help out on the farm on weekends when she and Harry were dating. Their farming operation has changed since then. Sue said “We used to have to walk to get the cows in to milk--in mud past our knees.” Four-wheelers are a wonderful thing for farmers! Acreage was added from time to time over the years. Currently the Polks are farming approximately 500 acres of corn, soy beans, alfalfa and hay. In addition, they have around 250 dairy cows and heifers of which they are milking around 125.

In the early 90's they ventured into poultry farming by building two Georges' broiler houses.

Harry was already on the farm and the decision to enter poultry farming was made when Sue "decided to stay home with the kids. I quit after 16 years in Rocco office. We started with one house to see if I liked it. We added a second one a year later." The chickens added more responsibility to Sue but afforded her flexibility with two young children, Jared and Sarah. Instead of working in the office for Rocco, Sue was now on the other end actually producing the birds.

The Polk's farm was the place to be, fully equipped with a tree house and pool. "We always had kids around. The kids had friends over. We wanted to make the farm fun for them." Sarah said "There was always something to do on the farm. We were never bored growing up."

Their plans worked as the "kids" are still around. Jared has recently assumed responsibility for all the field work while Sarah stays busy milking for the family farm as well as another local dairy. "I've worked my behind off—I'm proud they are both here and hope their hearts are in it." When asked about standing alongside her mom Sarah said "Working with mom is usually good, we butt heads some but we always get better." When in the parlor, their movements are like clockwork, each knowing where and what the other is doing. Sarah herds in more cows for milking while Sue prepares to close the door and get started.

Sue has a special relationship with the cows, knowing each ones' quirks. Sarah has the same love for animals as her mother. Dogs and cats have long been in the family but the newest addition is in the form of a goat named Smooches. How did she get her name? "She makes a kissing noise with her mouth and lips," Sarah said.

According to Sue, her flexibility and work load has improved ever since her daughter Sarah and her son Jared decided to work on the family farm. "When I get an evening off it's like a vacation!" Vacations are few and far between for farmers, especially when it is truly a family farm. "We never went anywhere for twenty five years. We decided to go to Roanoke for a weekend. Sarah and Jared took care of the farm," Sue said. "We went on a cruise and I worried the whole time. I could have enjoyed myself but I didn't. Everything was fine on the farm. The next one I will enjoy!"



Sarah and her mother Sue are performing the morning milking.



In the poultry houses, thousands of birds spend their days eating and drinking.



Two Holstein cows wait their turn to enter the parlor.

What did you read about Sue?

Directions: Answer the following questions based on what you read about Sue Polk and her farm.



- _____ 1. This selection's main idea is which of the following?
- A. Only men should do farm work because of the hard work and long hours.
 - B. The Polk Family began farming in 1921 and are still working on the farm.
 - C. Sue and Sarah both love all animals, especially goats.
 - D. Sue began working on the farm in order to be at home with her children, and she still finds the work rewarding.
- _____ 2. After reading this selection, which of the following can we predict?
- F. Soon the Polk's will add ostriches to the farm.
 - G. The Polk children will continue to work on the farm which will allow the parents to take a few trips or vacations.
 - H. She and her daughter fight constantly and cannot work together.
 - J. The Polk's will sell the farm to someone who likes chickens and cows.
- _____ 3. Which of the following has made Sue's work load improve?
- A. The Polk's bought two more tractors to use for plowing.
 - B. Sue's children began to work on the family farm.
 - C. Harry decided to build a pool and tree house.
 - D. Sue and her husband added 125 more dairy cows.



- _____ 4. Which statement is an opinion?
- F. Sue has developed a special relationship with the dairy cows.
 - G. Sue helps with the evening milking 3 or 4 times a week.
 - H. Sue should go back to school and learn bookkeeping so the farm can generate more funds.
 - J. The newest addition on the farm is a goat named Smooches.

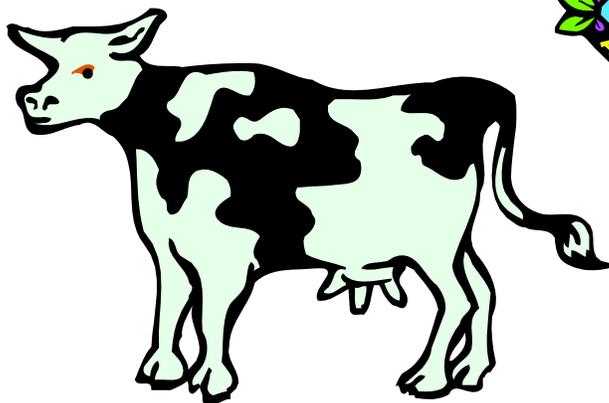
Essay Questions

1. By reading the article and observing the pictures in the article, what are some ways life on the American farm has changed and how have those changes benefited the farmers?
2. Using what you know about societal changes after World War II, how are the expansion of economic opportunities and changing roles of women seen in Sue's story?

Sue Polk Word Search

Directions: Find the indicated words from this list in the word search box below and circle each one.

- AGRICULTURE
- ALFALFA
- BROILER
- DAIRY
- FLEXIBLE
- HEIFERS
- HERD
- HOLSTEIN
- PARLOR
- POULTRY
- QUIRKS



Long Hours, Hard Work, and Family Values



The Baitingers: Gregg, Tonya, Hope, Sara, Kelly, and Ryan

Long hours, hard work and family values best describe the Baitinger family. Gregg and Tonya and their four children Hope (9), Sara (8), Kelly (6) and Ryan (2) moved to Berkeley Springs, West Va., from Bridgeton, New Jersey, in 2006, not realizing that at least one of their farm enterprises already has a great history and heritage in Morgan County.

Gregg was actively involved in the family farm in New Jersey and he and Tonya even owned some farmland there. Major farm enterprises at the New Jersey location are tomato plants, tomatoes and grain crops. Tonya helped out with the family bookkeeping as well as working at a local Farm Credit office in New Jersey for awhile before their move to West Va.

The Baitingers (pronounced, bi-tin-ger) decided that they wanted to develop their own farm business and

relocate from the rapidly expanding area where they lived in New Jersey. They settled in the Berkeley Springs, West Va. area after purchasing 41 acres that is improved by a house and two modern farm buildings. Their new location is secluded, yet within a few miles of Interstate 70. This suits them well as they home school their children which includes raising them in a farm and rural setting but still near major roads to transport their farm products.

So what is the farm product? Tomato plants. One of the farm enterprises on Gregg's parent's farm in New Jersey is raising tomato plants on a contract basis for tomato processing companies. This involves growing tomato plants from seed and then distributing them to tomato/vegetable farmers that produce the actual tomato crop, also on a contract basis. Gregg had become responsible for this enterprise within the New Jersey family business, but he and Tonya had a keen desire to do this on their own.

By late 2006, Gregg and Tonya had secured necessary financing from Valley Farm Credit to construct 3 greenhouses on their West Va. farm named Shiloh Farms. This is when the long hours began. After mid December site preparation, Gregg began constructing 3 greenhouses, 31' X 200' each with a poly cover, along with some help from family during the Christmas Holidays. Tonya helped when she could but her time was limited because of caring for the four children. The race against the clock and the weather was on, knowing that they had to have the greenhouses ready by mid March 2007.

Luckily, no significant snow fall occurred during that winter and the Baitingers were able to finish construction of all three greenhouses on schedule, complete with thermostatically controlled heating and venting systems as well as a central watering system for each unit. But the start up and preparation work was not over. Next came the huge task of fabricating large metal racks that hold smaller plastic trays to accommodate the plants. With the help of Bob Riner in Martinsburg, the deadline for building the metal racks was accomplished as well.

The final phase of this 2007 start up business was setting up the planting station, an assembly line approach, in one of the enclosed farming buildings. Oh, and the assembly line, it is operated by two people, Gregg and Tonya, at least for now, until

the children are old enough to help.

This assembly line process begins with Gregg filling the plastic trays with potting soil and sliding them under a vacuum seeder that places a seed in each cell of the plastic trays. Each plastic tray has 338 cells. Then, as the seed populated trays reach the other end of the table, Tonya is the quality control person, making sure that each cell has a seed in it. If not, she has a pair of tweezers to place a seed in the empty cell before placing a fine layer of potting soil over the entire plastic tray. Plastic trays are then placed on the larger metal racks and moved to a climate controlled germination chamber for two days before transfer to the greenhouses.

This seeding process involves long hours. Gregg and Tonya work 10 hour days from mid March through mid May in order to reach the mission of filling each of the three greenhouses. With about 3,500 trays that will yield almost 1.2 million plants per greenhouse.

After seed planting, the next deadline approaches. That involves Gregg's delivery of the tomato plants to the fields of tomato farmers, mostly in Pennsylvania. Field planting starts about mid May and concludes by mid June. A specially made covered trailer is utilized for safely transporting the plants to the farms, often a couple hours from their Shiloh Farms.

The Baitingers just concluded their second year of operation and are pleased with the results thus far. "The process went much smoother this spring, than the first year, and we are hoping for even better efficiencies in the future as our children get older and are able to help," said Gregg. One of Gregg and Tonya's goals is to make this a true family business, with each family member contributing. Right now the two older daughters, Hope and Sara are contributing by helping to care for Kelly and Ryan while mom and dad are working the seed planting assembly line.

Mom has a hand held radio with her to keep contact with the kids in the house when they are not with Gregg and Tonya at the seed planting assembly line.

"I am very impressed, that at such a young age, each child already has certain chores to do around the farm and house," says loan officer Scott Swaim. "The Baitingers are a delightful family to work with. In addition to their dedication to seeing that this business is successful, they have innovative ideas that they are willing to try—many resulting in significant cost cutting measures. And Tonya does a great job with the record keeping and management of finances. Even so, it is easy to see that Gregg and Tonya openly communicate to each other about the finances and operations of the business, elements often missing with young couples starting a farm business" added Swaim.

With this being the first tomato plant production loan that Swaim had been involved with, he had many questions for the Baitingers. "Gregg and Tonya were very patient with all of my questions and the extra time it took for me to understand this business," said Swaim. This family and their commitment to agricultural production is a very good example of the Farm Credit System's Young, Beginning and Small (YBS) Farmer Program at work, which Valley Farm Credit takes seriously when it comes to assisting with the financing needs for YBS folks. Valley's website has more information for YBS programs.

Last fall, the Baitingers experimented with a fall greenhouse crop to more fully utilize the greenhouses after the spring tomato plants season. They grew several thousand pansy flowers. That also went well and they look to expand that enterprise this fall.

Additionally, this summer Gregg and Tonya are contract growers for sixty acres of tomatoes back at the New Jersey family farm. More long hours and hard work. This is also a family project as Tonya and the kids spend as much time as they

can with Gregg in New Jersey, especially when mechanical planting of the tomato plants is taking place and laying irrigation tubing. For the future, Gregg and Tonya are looking for suitable land in Morgan County so to raise tomatoes closer to home.

You see, that is part of Morgan County's agricultural history and heritage. Up until about the 1960s, tomato production was a huge cash crop in Morgan County, with as much as 1,500 acres in tomato production in the late 1930s. Tomato production in 1939 is recorded at 175,000 bushels.

During this era, Morgan County had several tomato processing plants that also provided seasonal income to families when the wives would work in the canning factories each fall peeling tomatoes. During the 1960 and 70s, tomato production began to fade away with Cross Roads Canning Company being the last one to close its doors in the early 1980s. Baitingers farm is within just a few miles of Cross Roads.

Tomato production was such a thriving business in Morgan County that after the depression in the 1930s, an annual Tomato Festival was held in Berkeley Springs, but it lost momentum during World War II and did not continue long after the war.

With this local heritage, that is why the Baitingers are a welcome addition to Morgan County. Who knows, maybe the Baitingers will be instrumental in re-establishing commercial tomato production in Morgan County. But for now, they are busy with long hours and hard work at growing tomato plants, tomatoes and flowers and instilling good family values, as they all work hard at what they love to do.

What do you know about the Baitingers?

Directions: Use context clues to determine meanings of unfamiliar words and technical vocabulary.



- ___ 1. Based on its use in the first two paragraphs of this article, **enterprises** means
- A. initiatives
 - B. business projects
 - C. beginnings
 - D. historical connections

- ___ 2. Based on its use in the first and last paragraphs of this article, **heritage** means
- F. physical property that is inherited
 - G. tradition
 - H. something genetically passed from parent to child
 - J. something that has come from the past

- ___ 3. In this sentence, “Luckily, no **significant** snow fall occurred during that winter. . . **significant** means
- A. important
 - B. having a hidden meaning
 - C. having an big effect
 - D. long lasting

Read this sentence. “Next came the huge task of **fabricating** large metal racks that hold smaller plastic tray to **accommodate** the plants.”

- ___ 4. In the preceding sentence, **fabricating** means
- F. building
 - G. inventing
 - H. remodeling
 - J. repairing

This is the interior of the Baitinger’s greenhouse with 3500 plastic trays in place. The hanging red hose is for automatic watering. ➡



- ___ 5. In the preceding sentence, **accommodate** means
- A. to adjust
 - B. to make fit or suitable
 - C. to hold without crowding
 - D. to provide with something needed



- ___ 6. In this sentence, “Last fall, the Baitingers experimented with a fall greenhouse crop to more fully **utilize** the greenhouses after the spring tomato plants season.” The word **utilize** means
- F. repair
 - G. use
 - H. pay for
 - J. heat

- ___ 7. The main idea of this informational selection is one of the following:
- A. Growing tomato plants is hard work, and Gregg and Tonya work 10 hour days.
 - B. Their farm is named Shiloh Farms and is located in Berkeley Springs, West Va.
 - C. The Baitinger family believes in hard work and instilling good family values as they develop a commercial tomato production farm business.
 - D. The Baitingers grew several thousand pansy flowers during the fall.



- ___ 8. After reading this selection, we can predict one of the following:
- F. Tonya will need to go back to school to learn how to do bookkeeping.
 - G. The family will be instrumental in re-establishing tomato production in Morgan County, West VA.
 - H. The family will go on a month-long vacation.
 - J. The children will decide that they do not want to be home schooled.

- ___ 9. Upon what will the success of the enterprise Tonya and Gregg have started **most** depend?
- A. the amount of snow and rain in the winter months
 - B. people traveling to Berkeley Springs, West Va. to get the plants
 - C. the construction of the three greenhouses
 - D. the willingness of the family to work long hours



Baitinger Word Search

Directions: Find the indicated words from the list below in the word search box and circle each one.



ACCOMMODATE
CONSTRUCT
ENTERPRISES
FABRICATING
GERMINATION
HERITAGE
INNOVATIVE
SECLUDED
SIGNIFICANT
UTILIZE

E	G	J	V	O	C	M	U	T	E	J	S	N
H	N	I	S	C	J	T	N	V	Z	F	I	O
E	C	T	T	E	I	N	I	U	A	J	G	I
R	C	G	E	L	C	T	O	B	M	L	N	T
I	G	W	I	R	A	L	R	Y	G	P	I	A
T	W	Z	H	V	P	I	U	O	S	K	F	N
A	E	X	O	F	C	R	T	D	Q	P	I	I
G	I	N	V	A	H	Z	I	C	E	X	C	M
E	N	Z	T	N	X	P	A	S	H	D	A	R
I	I	I	N	Y	R	X	R	D	E	P	N	E
V	N	B	T	S	X	U	U	B	X	S	T	G
G	E	T	A	D	O	M	M	O	C	C	A	G
N	U	Y	L	C	O	N	S	T	R	U	C	T

Essay Questions

1. What new developments in technology do you see on the farm and how have they impacted the lives of the Baitinger's?
2. Describe the characteristics of the U.S. economy that include free markets, private property, profit, and competition in relation to the Baitinger's family business.

This lesson correlates with the following Virginia Standard's of Learning: English 6.4c, 6.5e, 6.5b, 6.5d, USIL.8b, CE.9c



Timber Ridge Fruit Farm, LLC



Being a third generation fruit grower, Cordell Watt has the knowledge and determination to be successful. As the owner/operator of Timber Ridge Fruit Farm, LLC, Cordell is proud of his families' business. It all began in 1948, when Cordell's grandparents, John & Christine Watt, purchased 202 acres in Gore, Virginia. The farm grew in the 1960s to the 475 acre farm it is today. Cordell's father, the late John T. Watt, Jr. (Tommy), partnered with his grandfather and built a packing house and cold storage facility in 1973. In the 1970s, the operations were split evenly between peaches and apples. During that time 85% of the apple production was fresh, and the remaining 15% was processed. They grew eight varieties of apples totaling approximately 45,000 bushels per year.

However, in the late 1980's, Washington State become more dominant in the fresh apple market. This caused standards to become higher which reduced packing, and created more processed fruit. Cordell said, "As Washington State became more dominant, markets were lost, and the grower had to become more creative in the selling market." In 1993, Cordell graduated from West Virginia University, and came back to work for his dad in the orchard. During this time, with peach sales down, they were moving away from the peach business and concentrating more on their apple crop. They increased their apple acreage, and began planting more processing varieties of apples. The trees that were planted were dwarf and semi dwarf root stocks, which helped to increase production and decrease labor costs. Making the changes they needed to back then has helped make them the success they are today. The farm grows 20 varieties of apples to date totaling over 200,000 bushels of apples per year. They sell about 50% of their crop in the fresh fruit market, and the remaining 50% they sell as processed apples. Timber Ridge Fruit Farm still produces peaches, producing approximately 2,500 bushels in the summer months.

In January 2006, Cordell's father passed away after a short battle with lung cancer. Cordell became owner/operator at that time, and was determined to keep the business going. Cordell knew he had a job to do, and has stepped up to exceed expectations. Cordell is always looking to the future, and continues to look for new ways to expand his business. Cordell said, "We are a very efficient farm, but there is always room for improvement." Cordell feels he needs to always be looking for more markets domestically and foreign to sell his product. Currently, they export to four different foreign countries, and sell to all domestic sales. The industry is always changing, and Cordell tries to stay open minded. Cordell feels, "You have to change with the times, or else you will get left behind. You have to be aggressive, because people aren't going to come to you; you have to go to them."

Currently, a new packing line is being installed in the packing house to replace the old one his father had purchased in 1981. Cordell said, "This new line will use less electricity and less employees, which will help cut down on expenses." He will be planting four to five thousand more apple trees next spring, and recently planted several sweet & sour cherry trees to add to his crop. In the future Cordell plans to include a pick-your-own operation. He will be planting four to five thousand more apple trees next spring, and recently planted several sweet & sour cherry trees to add to his crop. In the future Cordell plants to include a pick-your-own operation. This

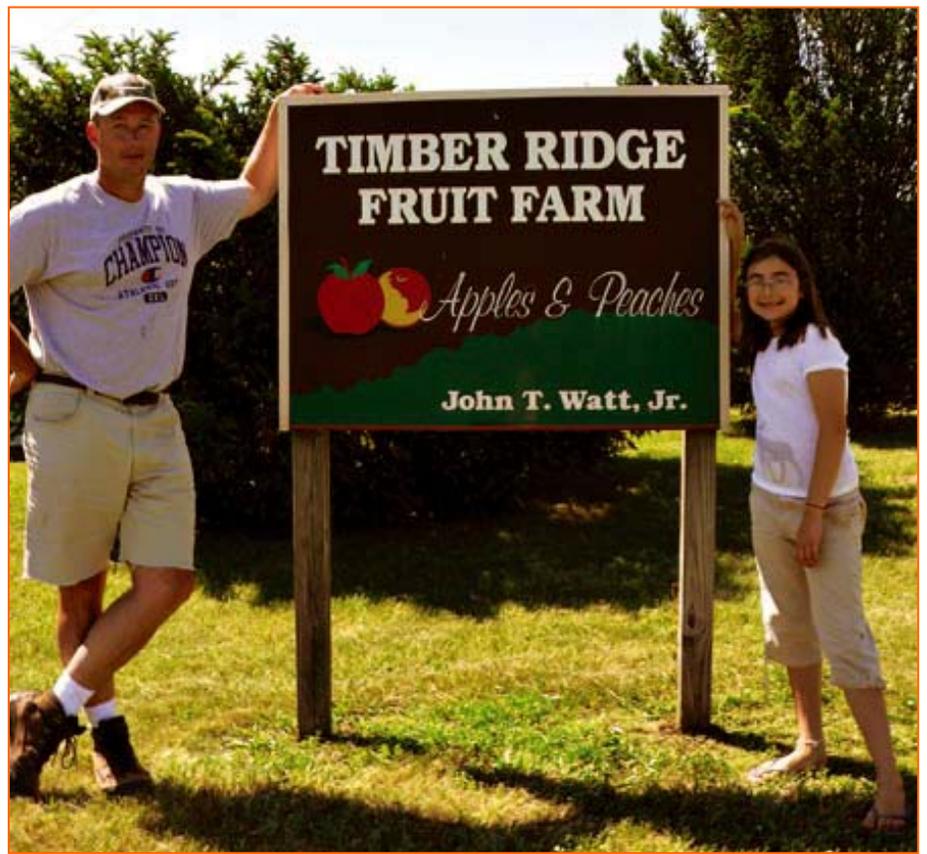




new segment will allow local consumers to purchase fresh fruit directly from the source and he hopes his young daughter, Gia can be involved in this part of the business. “This will give her good experience with handling money, and working with people.”

As with any business, Cordell faces challenges everyday. He feels currently his biggest challenges are fuel costs and finding a dependable labor force. Cordell stated, “Quality of labor force is a key issue, because our industry is so labor intensive.” Recently, he has used a guest worker program to give him a guaranteed labor force, and that is working out very well for him. Timber Ridge Fruit Farm does have a few full-time employees. Lee Ware has worked on the farm for 35 years. He oversees the packing house operation as well as assists with spraying and other farm work. Michelle Hartley has been with the farm for 10 years as office manager. Wayne Marston is spray consultant, as well as consultant on other issues, and has been with the farm for 22 years. Cordell feels all his employees are an integral part of his business. “I depend on them for everything, and I couldn’t do it without them. I remember as a kid working around the farm with some of these guys, and now they are helping me run the farm today.”

After visiting with Cordell, it is obvious he pours his heart and soul into this farm. He does an excellent job running the business, and he tries to stay involved in legislative affairs in the apple industry. He is a very proactive grower in regards to marketing his products. Cordell credits Jamie Whitacre, his loan officer with



Valley Farm Credit, for helping in his success. Cordell said, “Jamie started working with us in 1999. He has been with us for almost 10 years and we consider him a big asset to our business. We feel as a business Farm Credit and Jamie have always been fair with us and we would recommend them to anyone.” For more information on Timber Ridge Fruit Farm LLC feel free to contact Cordell at 540-858-3207 or e-mail at trff@visuallink.com.

This is a picture of the packing houses surrounded by the apple trees on Cordell's farm.



Did you learn anything about Timber Ridge?

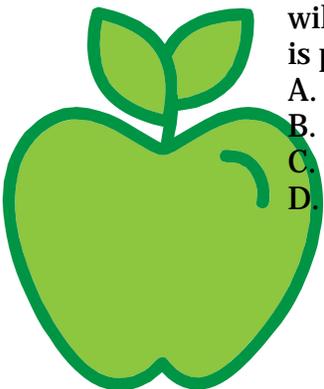
Directions: Answer the following questions based on what you read about Cordell Watt and his farm.

- _____ 1. Timber Ridge Fruit Farm is located in
- A. Washington State
 - B. Winchester, Virginia
 - C. Green Bay, Virginia
 - D. Gore, Virginia

- _____ 2. Cordell Watt is
- A. the grandson of the man who started the fruit farm.
 - B. the man who originally purchased 202 acres in 1948.
 - C. the man who built the first packing house on the farm.
 - D. the man who expanded the size of the farm to 475 acres.

- _____ 3. The main idea of Paragraph 2 is found in which of the following sentences?
- A. "However, in the late 1980's Washington State became more dominant in the fresh apple market."
 - B. "As Washington State became more dominant, markets were lost, and the grower had to more creative in the selling market."
 - C. "Making the changes they needed to back then has helped make them the success they are today."
 - D. "Timber Ridge Fruit Farm still produces peaches, producing approximately 2,500 bushels in the summer months."

- _____ 4. In Paragraph 3 Cordell says, "You have to change with time, or else you will get left behind." Which of the following is **not** a change Cordell has made or is planning to make in the business?
- A. installing a new packing line
 - B. planting four to five thousand more apple trees
 - C. expanding his market to include foreign countries
 - D. concentrating solely on producing apples and no other fruit.



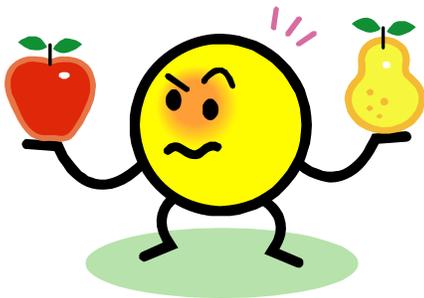
5. Which sentence best summarizes paragraph 5?

- A. The rising cost of fuel and a shrinking labor pool are the biggest challenges Cordell feels he will have in the future.
- B. Because so many workers are needed in this industry, having a skilled, knowledgeable labor force is essential.
- C. Some of Cordell's employees have been with the operation for many years.
- D. A "guest worker program" promises to give the farm a guaranteed labor force.

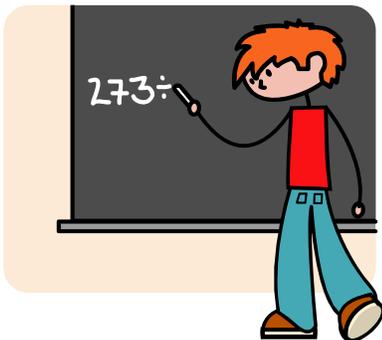


Essay Questions

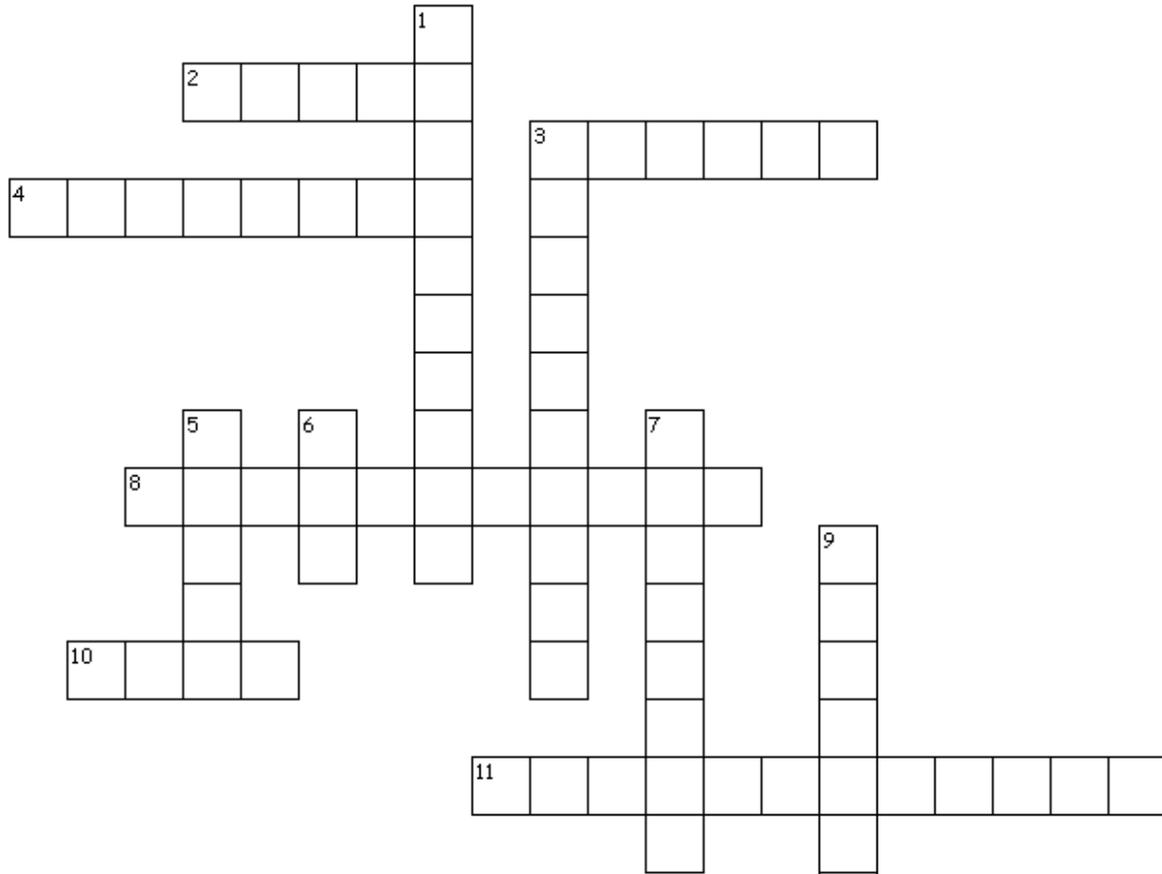
1. Define and apply the economic concepts of choice, opportunity cost, and supply and demand to the decisions that Cordell had to make in order for his fruit farm to succeed.



2. Take the percentages of fresh and processed apples in the 1970s of the 45,000 bushels and find how many apples those percentages consisted of. Then do the same for the 1993 percentages of the 200,000 bushels. Compare how many more fresh and processed apples were produced in 1993 than in the 1970s by subtracting the two numbers in fresh and processed apples. What was the reason Cordell gave for the increase in both fresh and processed apples?



Cordell's Crossword Puzzle



Across

2. fruit that Cordell concentrated more on
3. sweet and sour fruit that Cordell recently planted
4. man that Cordell credits for helping him in his success
8. pertaining to the enactment of laws
10. Cordell's grandfather who purchased 202 acres in 1948
11. part of the market that Cordell sells his products to that is within his home land

Down

1. trustworthy
3. person who gives expert advice
5. sales were down on this fruit so Cordell slowed production
6. who Cordell wants to take over the business
7. supervises
9. state that became more dominant in the fresh apple market

Richard's Fruit Market-55 Years and Still Going Strong...

A quick drive down Middle Road in Frederick County, Virginia, will take you through housing developments, commercial business and industry, and homeowner-run small businesses... but eventually you'll be encompassed by the rural beauty our area has to offer as you pass by open space and farmland, with the mountains on the horizon. Just eight miles from Winchester on Middle Road, you'll find yourself at Richard's Fruit Market. But don't be fooled by the name—Richard's Fruit Market sells much more than just fruit!

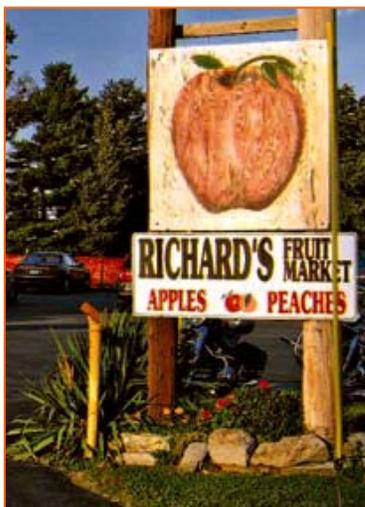
You can't help but be instantly drawn to the irresistible charm of this "country classic" open air market. Despite its convenient roadside placement, the market is actually on part of the Richard's fifth generation family farm established in 1878.

A pillar in the foundation of our local agriculture community, Richard's Fruit Market is 55 years young this year. Born from the ideas of Mr. James E. Richard, Sr. in 1953, the market has been under the direction of (son) Eddie Richard for the past twenty-two years with his mother, Mary, and sister, Debbie, by his side.

Eddie prides himself on his hard work and determination to keep the business running. He handles everything needed to run a successful farm and farm market, from planting to harvest and everything in between. On the day of our visit, Eddie's mom, Mary, was busy cleaning up the market in preparation for their mid-July opening. Eddie says, "Even at her age, she's feeling good and still going strong. She enjoys staying busy and helping."

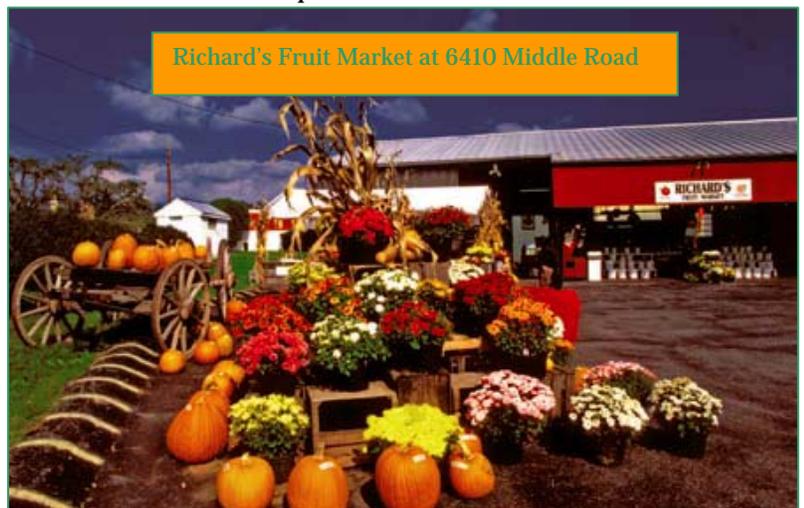
Over the years, Richard's Fruit Market has grown and adapted to consumer demand as any viable business does. Despite expanding the product line, adding a gift shop and creating farm festivals, the Richard's still hold true to the original goal of the farm-to provide everything you need to enjoy a complete meal at home—beef, fruit, vegetables, desserts, wine and even cut flowers for your table—fresh from the farm!

Today's consumers are eating healthier and Richard's Fruit Market is proud to provide folks the good, fresh food that they want and enjoy. But it's not just about the food at Richard's, it's about the farm experience too. Eddie knows his



customers enjoy visiting his farm where the products grown and having the "connection" that makes them feel like part of the family too.

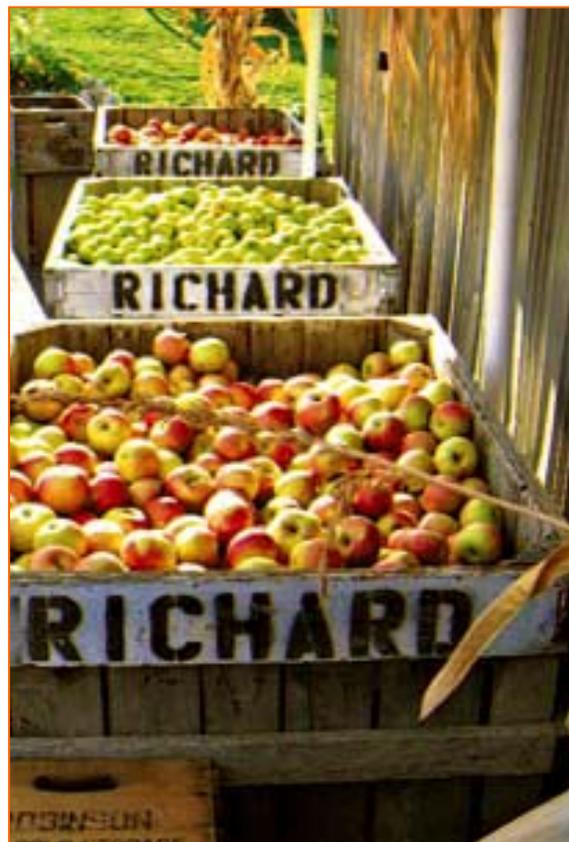
This year Eddie has added North Mountain Vineyard wines (www.northmountainvineyard.com) to his list of offerings. Although the



wine is not produced by Richard's farm-Eddie feels good about supporting other local producers-after all, they are his neighbors! Wine tastings will be held on Saturdays at the market.

From the business perspective, Eddie understands the challenges of farm life and running the market and he welcomes those challenges head-on. Although unsure of what the future holds, Eddie continues to expand his product offerings and strives to strengthen the business from one year to the next. With innovative festivals and activities on the schedule, every day at Richard's Fruit Market holds something different. Eddie says "We're pioneers in this business—we've been selling retail for 55 years—we haven't changed locations, we've stayed on the farm and we utilize what own and what we grow...new folks moving into the retail marketplace won't change that."

Stop by Richard's Market located at 6410 Middle Road Middletown, VA. The market offers peaches, apples, assorted vegetables, beef, lamb, and farm-fresh eggs. They also offer the unique experience of a pick-your-own flower garden. Fresh home-baked pies made by Mary and Eddie's sister, Debbie, are available alongside a stocked shelf full of jams, jellies, homemade apple butter, and more. The market is open from mid-July through the end of November, Monday through Saturday 8:30 a.m. to 6 p.m. and Sunday 10 a.m. to 6 p.m. For more information call (540) 869-1455 or visit them online at www.richardsfruitmarket.com



Richard's Fruit Market is the proud host of the Virginia Gourd Festival each year. The Seventh Annual Virginia Gourd Festival is planned for November 1 and 2 at Richard's farm.

Who is the Virginia Lovers Gourd Society?

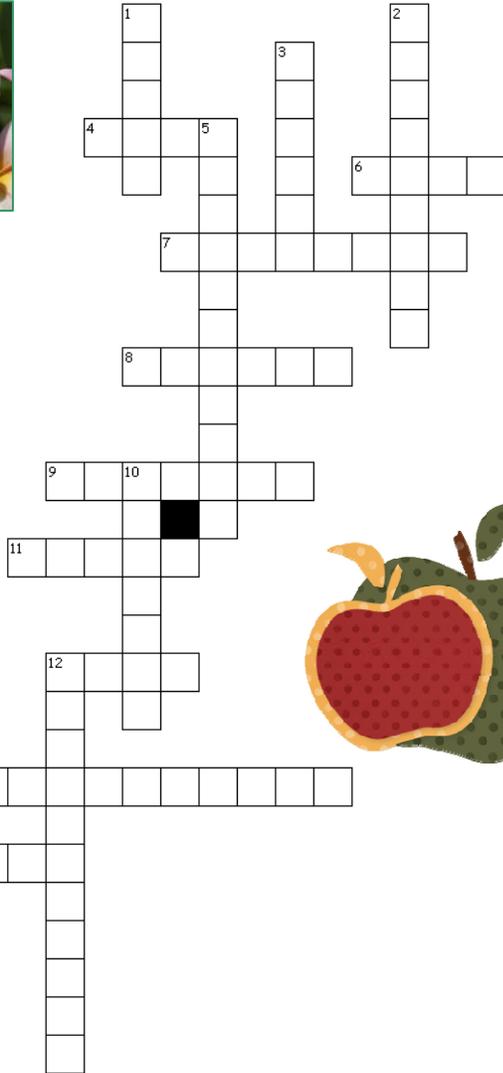
The Virginia Lovers Gourd Society is the Virginia Chapter of the American Gourd Society. The chapter works to promote gourd education among the state's youth and by hosting the annual festival. Different than other state chapters, the festival is put on solely with volunteer efforts and postage stamps. Additionally, the chapter is developing a community garden plot at the Virginia State Auditorium. They also attend school FFA classes when requested and support state youth agricultural programs with their annual Silent Auction held at the festival.

**Virginia
Gourd
Festival**



How was Richard's Fruit Market?

Directions: Use the text of the article and a dictionary to complete this crossword puzzle.



Across

- 4. the newest item on the list of offerings
- 6. the month the market opens
- 7. last month to visit Richard's Fruit Market
- 8. capable of growing
- 9. pick your own
- 11. the number of years Richard's Fruit Market has been in business minus five
- 12. made fresh by Mary and Debbie
- 13. impossible to be fought against
- 14. making changes

Down

- 1. the man in charge of Richard's Fruit Market
- 2. people who buy products
- 3. one-of-a-kind
- 5. surrounded
- 10. month when Apple Festival is held
- 12. point of view

Essay Questions

1. What are the needs of Richard's products that must be meant and what are the factors that influence those needs?
2. Write and explain the **circular** flow of Eddie's business that shows how the producer/market, consumers/people, goods and services, and resources interact. Label the parts that Richard may play a part in.

This lesson correlates with the following Virginia Standard's of Learning: English 6.3d, 6.5c, LS.4a, b & c, CE.10b

Volunteer Farm Grows Nutritious Food for the Hungry

On June 20, 2008, ABC News selected Bob Blair of the Volunteer Farm as its Person of the Week. The selection was based on the fact that Mr. Blair and his volunteers grow nutritious produce for the hungry at the Volunteer Farm located in the Northern Shenandoah Valley, just outside of Woodstock, VA.

Charles Gibson of the World News Tonight noted that Bob Blair works the land so that the land works for those in need. And there are plenty of people in need during these tough economic times.

The Volunteer Farm is a program of the World Foundation for Children. They have a vision which involves providing fresh and nutritious produce to those in need, especially the 40,000 children receiving food through the Food Bank network. The Volunteer Farm donates all the food they

grow to the Blue Ridge Area Food Bank, which has some 430 food pantries, soup kitchens, Kids' Cafes, and similar outlets in 25 counties and nine cities. Cities include: Bedford, Buena Vista, Charlottesville, Harrisonburg, Lexington, Lynchburg, Staunton, Waynesboro, and Winchester. Counties include: Albemarle, Amherst, Appomattox, Augusta, Bath, Bedford, Buckingham, Campbell, Clarke, Culpeper, Fauquier, Fluvanna, Frederick, Greene, Highland, Loudoun, Madison, Nelson, Orange, Page, Rappahannock, Rockbridge, Rockingham, Shenandoah and Warren. Bob Blair started the Volunteer Farm five years ago on land he bought to escape the metropolitan routine of working for the Federal Management Agency (FEMA) in Washington, D.C. This year the farm will plant 40 acres of watermelons, cantaloupes, green beans, bets, turnips, onions, peas, cucumbers, potatoes, okra and lima beans.

Besides donations to help fund the planting and care of the crops, the Volunteer Farm's greatest need is for volunteers to help plant and harvest the crops. Blair said, "Last year 70 percent of the 2,300 annual volunteers were younger than 18 and contributed approximately 10,000 hours in planting, weeding, harvesting and office work. We need even more volunteers this year since we are attempting to increase our planting to 40 acres of vegetables, but the increased cost of farming and lack of donations may cause us to cut back."

With most of the farm work being done manually-only plowing and between-row cultivating are done with tractors-the need for volunteers is vitally important to the continued success of the farm. Volunteers of all ages work in four main areas of the farms operations:

This is a picture of the 2007 potato harvest at the Volunteer Farm.



planting, crop maintenance, field maintenance and harvest. The volunteers come from school, church and community groups working at the farm during the week and on Saturdays. Volunteers are also needed throughout the growing season, as well as during the winter, to help with database entry and mailings to the Farm's volunteers and donors.

Since its founding, the Volunteer Farm has supplied more than 174,000 pounds of fresh vegetables to the Blue Ridge Food Bank, which serves about 129,000 people annually. "If the weather cooperates this summer, we hope to produce up to 50 tons of fresh vegetables. And the sad thing is this will not be enough to meet the needs of the Food Bank," Blair said.

The Volunteer Farm is hoping to start a livestock enterprise and has an option to lease about 40 acres of pasture for 10 years. Bob Blair said, "The local Food Banks are in critical need of protein and have asked if we can supply them with meat. If we can get the pasture fenced, we can then begin to accept donated beef and dairy cows and calves as well as sheep and goats."

It will take \$20,000, for start-up, which includes \$9,000 to fence and cross-fence the 40 acres of pasture into various paddocks. Bob said, "We have \$7,500 in donations earmarked to build fence. But we cannot rob from funds for the farm where we grow produce. Without the additional funds, the livestock enterprise of the Volunteer Farm will not be undertaken."

For more information about the Volunteer Farm, visit www.VolunteerFarm.org, or call 540-459-DIRT (3478). The farm's web site lists upcoming farm activities and volunteers can sign up using the online volunteer scheduling program.

Monetary donations can be made from the web site using PayPal or checks (made payable to the 'Volunteer Farm') can be mailed to the Volunteer Farm, 277 Crider Lane, Woodstock, VA 22664. All donations are tax-deductable.



These two boys are volunteers from a camp who have come to help with the potato harvest.



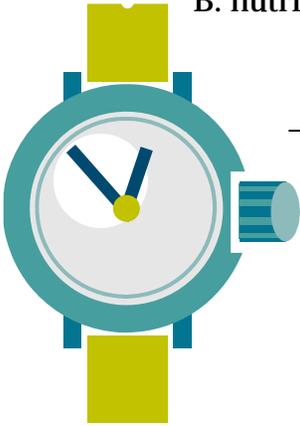
What do you know about Bob Blair?

Directions: Answer the following questions based on what you read about Bob Blair and his volunteer farm.

1. Use a Thesaurus to find two (2) synonyms for the following adjectives.

A. additional -- _____, _____

B. nutritious -- _____, _____



_____ 2. Which statement is a **detail** in this selection?

A. Most of the farm work is done by using machines, especially tractors.

B. The Volunteer Farm is hoping to start a horse enterprise and has an option to lease 100 acres.

C. The Volunteer Farm donates all the food they grow to the Blue Ridge Area Food Bank.

D. One method of providing food to those who need it is to have people donate their time to produce food.

_____ 3. We can predict which of the following?

A. The Volunteer Farm will need donations and volunteers to continue its success.

B. The Volunteer Farm will produce too much food and it will be wasted.

C. Charles Gibson will win a Pulitzer Prize for his story about Bob Blair and The Volunteer Farm.

D. Churches will not allow volunteers to work on Saturday.

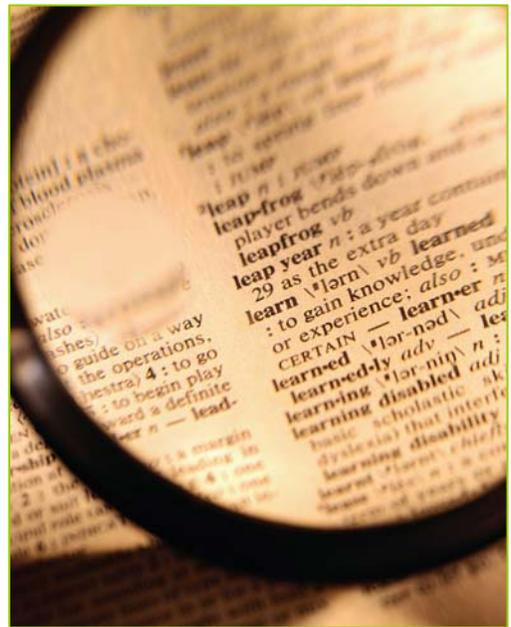


_____ 4. What reference medium would a person use to discover what volunteers under 18 do on this farm?

A. an encyclopedia

B. online services

- C. an atlas
- D. a dictionary



Essay Questions

1. What are some of the things mentioned that students and volunteers do on the farm to help others in need and become a positive role model in the community?
2. What jobs that students and volunteers do on the farm involve physical activity?



These lessons correlate with the following Virginia Standard's of Learning: English 6.3d, 6.5e, 6.5b, 6.5g, Community Health 6.7 a & b, Physically Active 6.5

Answer Sheet

A Day in the Life of Sue Polk

- 1.D
- 2.G
- 3.B
- 4.H

D + + + + + B + + F + + + +	Over, Down, Direction
+ R + + + + + R L + + + + Q	Agriculture (15,8,W)
+ + E N + + + + E O + + + + U	Alfalfa (4,11,E)
+ + + H I + + X + Y I + + + I	Broiler (8,1,SE)
+ + + + + E I + + R + L + + R	Dairy (9,10,W)
+ + + + + B T + + T + + E + K	Flexibility (11,1,SW)
+ + + + I + S S + L + + + R S	Heifers (1,13,NE)
+ + + L E R U T L U C I R G A	Herd (4,4,NW)
+ + I + E + + + + O + + P + +	Holstein (11,10,NW)
+ T + F Y R I A D P H A + + +	Parlor (13,9,SW)
Y + I A L F A L F A R + + + +	Poultry (10,10,N)
+ E + + + + + + L + + + + +	Quirks (15,2,S)
H + + + + + + + O + + + + +	
+ + + + + + + R + + + + + + +	
+ + + + + + + + + + + + +	

Essay Question

*Answers may vary!

1. This question should contain the following: Cows on the farm are not milked directly by the people who work on the farm anymore. There are machines that make milking cows faster and more efficient. On the farm today there are also more buildings found than what the average farm had in years past. Farms today usually house more animals and a greater variety of animals than some farms did in the past. Farmers can now travel large farms with four wheelers now which make work faster. There are also machines that help to feed and give water to the animals which allows people to work on other things Food for the animals is stored in tanks today.
2. This question should contain the following: People in the farming community have much more of an opportunity to reach out to new markets. They have the chance to make more money by having control of what they want to raise and who they want to sell their products too. They are able to decide the price of their products, as well. Women have much more say so in the community they live in today. They can benefit from their work by collecting the money that they get and may inherit a farm, as well. Women are also able to go to college to further pursue their agriculture career and go out to find a job in the farming community to support themselves.

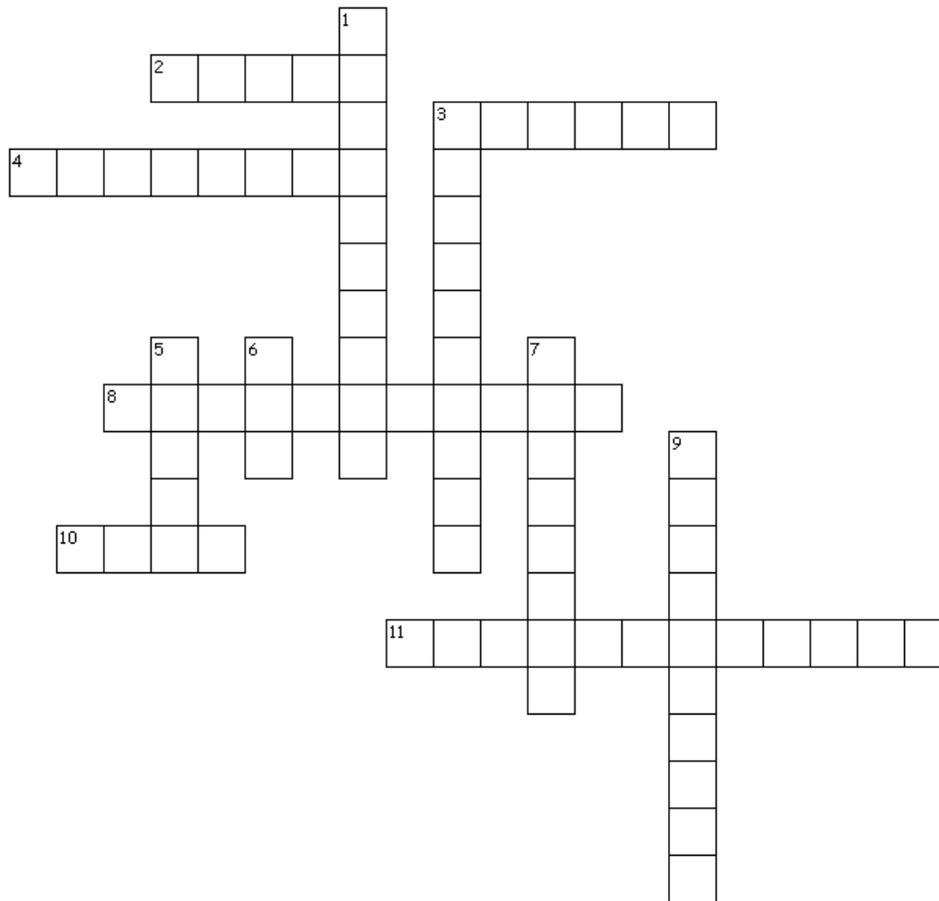
Timber Ridge Fruit Farm, LLC

1. D
2. A
3. C
4. D
5. B

Essay Questions

*Answers may vary!

1. This question should contain the following: Cordell had to make choices on what fruit he should focus on, what changes should be made to keep up with the times, and how he could better sell his products. The opportunity cost is the price of what Cordell had to give up for something else to prosper. Cordell had to make a choice on what to do with his products when apple production became very competitive. He chose to produce more apples than peaches and chose to produce more processed fruit so that the fresh and processed were about the same percentage of what he was producing. To follow the trend of supply and demand, Cordell started to move away from the peach business and decided to plant more processed kinds of apples than fresh because that was what the market called for.
2. This question should contain the following:
45,000 bushels X .85 was fresh= 38,250 bushels were fresh apples
45,000 bushels X .18 was processed= 8,100 bushels were processed apples
200,000 bushels X .50 was fresh= 100,000 bushels were fresh apples
200,000 bushels X .50 was processed= 100,000 bushels were processed apples
100,000 bushels-38,250= 61,750 more bushels were fresh apples
100,000 bushels-8,100= 91,900 more bushels were processed apples
Peach sales were down so Cordell started moving away from the peach business and concentrating more on the apple industry. The trees that were planted were dwarf and semi dwarf root stocks so they helped increase production and decrease costs. With Washington State becoming more dominant in the fresh apple industry, more processed fruit was created so Cordell took advantage of that market.



Across

- 2. fruit that Cordell concentrated more on-**apple**
- 3. sweet and sour fruit that Cordell recently planted-**cherry**
- 4. man that Cordell credits for helping him in his success-**Whitacre**
- 8. pertaining to the enactment of laws-**legislative**
- 10. Cordell's grandfather who purchased 202 acres in 1948-**John**
- 11. part of the market that Cordell sells his products to that is within his home land-**domestically**

Down

- 1. trustworthy-**dependable**
- 3. person who gives expert advice-**consultant**
- 5. sales were down on this fruit so Cordell slowed production-**peach**
- 6. who Cordell wants to take over the business-**Gia**
- 7. supervises-**oversees**
- 9. state that became more dominant in the fresh apple market-**Washington**

Long Hours, Hard Work, and Family Values

1. B
2. J
3. C
4. F
5. C
6. G
7. C
8. G
9. D

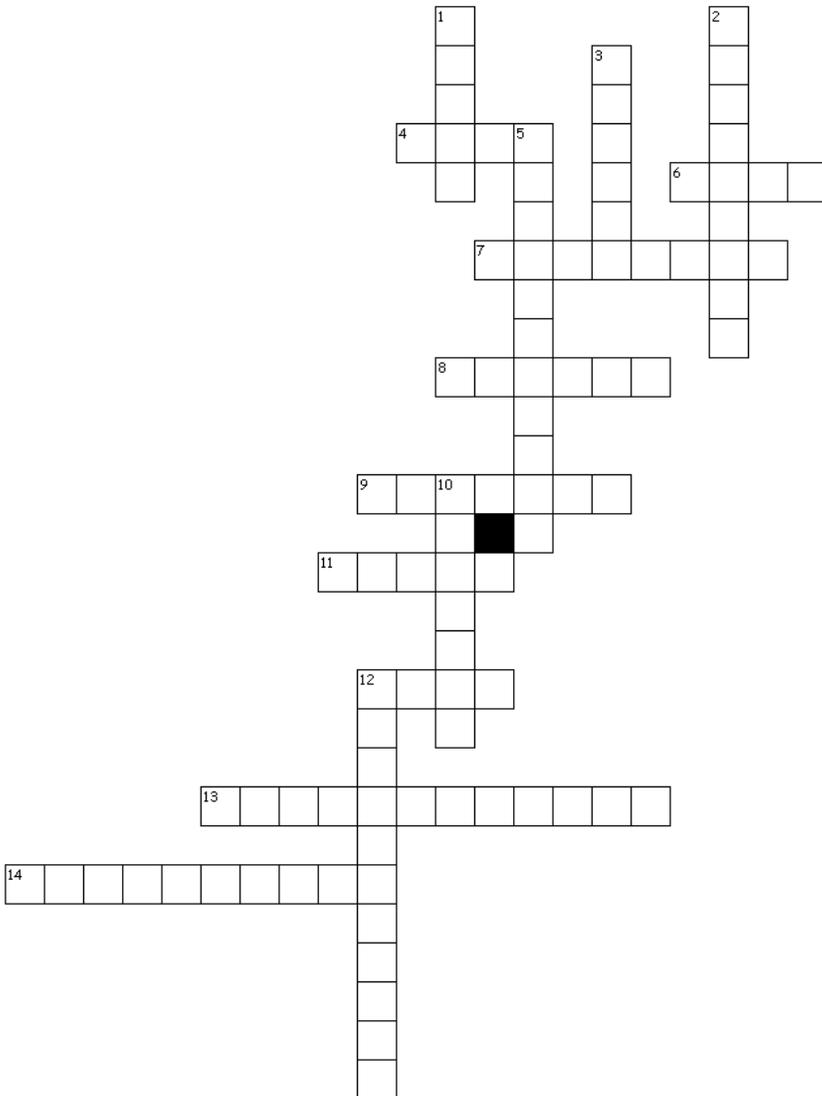
E + + + + + U + E + S N	Over, Down, Direction
H N + S + + T + V + F I O	accommodate (12,12,W)
E + T + E I + I + A + G I	construct (5,13,E)
R + + E L C T + B + + N T	enterprises (1,1,SE)
I + + I R A L R + + + I A	fabricating (11,2,SW)
T + Z + V P I U + + + F N	germination (13,11,N)
A E + O + C R + D + + I I	heritage (1,2,S)
G + N + A + + I + E + C M	innovative (1,10,NE)
E N + T + + + + S + D A R	secluded (4,2,SE)
I + I + + + + + + E + N E	significant (12,1,S)
+ N + + + + + + + S T G	utilize(8,1,SW)
G E T A D O M M O C C A +	
+ + + + C O N S T R U C T	

Essay Question

*Answers may vary!

1. This question should contain the following: Greenhouses are very important on the Baitinger farm because they helped them to grow their tomatoes with controlled heat and moisture. The greenhouses have thermostatically controlled heating and venting systems. There is also a watering system that the Baitingers use in the greenhouse so that they do not have to water the plants all day. There are also things such as plastic trays and germination chambers that help the plants to grow better and faster. These are all modern technology that helps the Baitingers to grow more and better tomato plants.
2. This question should contain the following: In a free market, the Baitingers have the opportunity to choose what they want to grow and to choose who they want to sell their product to and for how much. This allows them to eliminate the competition and decide what would be best for them to grow. The Baitingers are able to focus on what their competitors are doing differently and how efficient they are so that they may do better. Through the idea of private property, which could be the land they live on, their house, their greenhouses, and their land they grow on, the Baitingers are able to decide what they want to do with their land and where they want to live. By growing tomatoes and selling them, the Baitingers are also able to pick up a profit in order to support their family.

Richard's Fruit Market-55 Years and Still Going Strong...



Across

- 4. the newest item on the list of offerings- **wine**
- 6. the month the market opens- **July**
- 7. last month to visit Richard's Fruit Market- **November**
- 8. capable of growing- **viable**
- 9. pick your own- **flowers**
- 11. the number of years Richard's Fruit Market has been in business minus five- **fifty**
- 12. made fresh by Mary and Debbie- **pies**
- 13. impossible to be fought against- **irresistible**
- 14. making changes- **innovative**

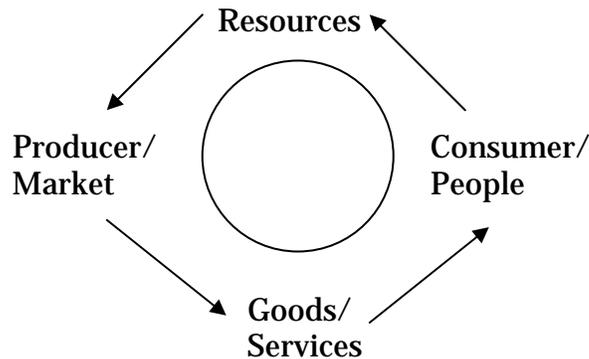
Down

- 1. the man in charge of Richard's Fruit Market- **Eddie**
- 2. people who buy products- **consumers**
- 3. one-of-a-kind- **unique**
- 5. surrounded- **encompassed**
- 10. month when Apple Festival is held
October
- 12. point of view- **perspective**

Essay Questions

*Answers may vary!

1. This question should contain the following: The products that Eddie sells in the market grow in the ground, such as apples and peaches on trees, pumpkins, and flowers. There are also products sold in the market, such as beef from cattle that are raised on Eddie's land. The vegetables and ingredients in other foods that are grown need water, warmth, light, soil, and nutrients (food) from the soil. They cannot complete their life processes without these things. The beef and eggs that come from animals raised on the farm need water, food, warmth, and shelter to grow. There are many factors that can influence the needs of these products. The weather can influence whether there is enough water for the soil and products. The economy can influence the amount of food or land these products are grown on. Limited access to supplies, such as building materials, shelter, and buildings can influence almost all of these needs listed above. The birth of disease in the soil or in the animals can also influence the life processes of Eddie's products.
2. This question should contain the following: Eddie falls into all of the areas of the circular flow in regards to Richard's Fruit Market because he provides the resources along with others to produce the things for the market and takes the products to the market to sell. However, Eddie also consumes a lot of what he produces by keeping some for his family.



Volunteer Farm Grows Nutritious Food for the Hungry

1. suggestions

A. added, another, more, other, extra, supplementary

B. nourishing, nutrimental, healthful, wholesome, healthy, beneficial, sustaining

2. C

3. A

4. B

Essay Questions

*Answers may vary!

1. This question should contain the following: Volunteers and students that work at the farm help to plant and harvest crops. They contribute about 10,000 hours to planting, weeding, harvesting, and office work. The work the volunteers do fall under crop maintenance, field maintenance, planting, and harvest and they also help with database entry and mailings in the winter.
2. This question should contain the following: Most of the work that the volunteers do involves physical activity like planting, weeding, harvesting, plowing, and performing basic maintenance on the crops and fields. This physical activity is a good thing because it is easy to find in the community and the people working are helping people at the same time. The volunteers are out working hard to bring food to those who need it.



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