

May 6, 2011

**EDITORS:** The following information is for immediate release. If you have any questions, please contact Karen Costello, program and marketing coordinator of the Chester County Economic Development Council, at 610 458-5700.

**Three Twilight Farm Market  
workshops being held this spring**  
*Pete's Produce Farm of Westtown hosts June 22 event*

**EXTON** \_ A series of workshops is being held to educate owners of farm markets on business issues.

The Twilight Farm Market workshops are being organized by Penn State Cooperative Extension – Lehigh County, in partnership with the Southeastern PA Agriculture Partnership, and with support of MidAtlantic Farm Credit.

The workshops will be designed to give information on meeting customer demands and also the recent upswing in the acceptance of buying local food and how it is enhanced by effective customer service skills.

Each session will be held in a real farm market setting and begins with an employee hygiene review, discussion, and hands-on activity. Best practices will be discussed and group discussions will take place.

Each session costs \$15 but those registering for all three sessions save \$5. Contact John Barry at [jwb15@psu.edu](mailto:jwb15@psu.edu) or 610-391-9840 with any questions. To register, go to [www.eventbrite.com/event/1584566481](http://www.eventbrite.com/event/1584566481). Each workshop takes place from 7:00 p.m. until 9:00 p.m.

The first workshop takes place May 25 in Bucks County at the Tabora Farm & Orchard, 1104 Upper Stump Road, Chalfont. The topics to be discussed are signage, consumer awareness and price strategies.

The second workshop takes place June 8 in Lehigh County at Eagle Point Farm Market and Greenhouse, 853 S. Trexlertown Road, Trexlertown. The topics to be discussed are consumer behavior, shopper tendencies, market layout and customer flow monitoring and control.

The third workshop takes place June 22 in Chester County at Pete's Produce Farm, 1225 East Street Road, Westtown. The topics to be discussed are fixtures, lighting, color and contrast.

The Southeastern PA Agricultural Partnership is an initiative of the Chester County Workforce Investment Board and the Chester County Economic Development Council with grant funds from the Pennsylvania Department of Labor and Industry.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for 50 years. The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its facility in Eagleview. For more information, see [www.cceconomicdevelopment.com](http://www.cceconomicdevelopment.com).