

## **Linvilla Orchards**

137 West Knowlton Road

Media, PA

### **Seascape Strawberry Twilight Meeting**

Tuesday, September 2, 2014 at 5:30 pm

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In Pennsylvania, the strawberry season typically lasts only one month. Being such a short season, farmers are unable to provide consumers with fresh, locally grown strawberries beyond July Fourth. To expand production, a \$40,000 USDA Specialty Crop Block Grant was awarded to Linvilla Orchards in Media, Pennsylvania to produce, study, and market a relatively new variety of strawberry that could extend the strawberry season through August and into the fall.

Since 2011, Linvilla Orchards has been growing Seascape Strawberries and documenting their findings. This past year, Farmer Norm Schultz has taken a new approach, successfully planting the bare root strawberries monthly, which has dramatically reduced the cost of labor to maintain the fields. With its high yield, great flavor and flexible planting requirements, Seascape strawberries could potentially impact the east coast's strawberry market in a very positive way.

Linvilla holds annual meetings to share their results with members of the agricultural community. The next meeting is on Tuesday, September 2, 2014 at 5:30 pm at Linvilla Orchards. All growers are invited to see eight acres of strawberry production including two acres of day-neutral Seascapes planted in four different months in 2014. Harvest from the July 1 planting should be in full swing during the meeting.

Attendees will take a hayride tour of the fields while Linvilla's Farm Manager, Norm Shultz discusses his management practices and vision for day-neutral strawberry production in Pennsylvania. Penn State Extension Educator's Jeff Stoltzfus and John Berry will also be on hand to discuss Penn State resources for berry growers.

Don't miss this opportunity to get a first-hand look at a new strawberry production system as well as a premier retail marketing operation at Linvilla Orchards. Linvilla also grows over 30 acres of apples, peaches, pears, blackberries and blueberries which are available for pick your own and sold in their farm market.

There is no charge for the meeting but please call Linvilla Orchards at 610-876-7116 before September 1 to register so we can be sure to have enough refreshments.

Linvilla is a 300-acre family farm dedicated to agriculture, education and entertainment, and is located at 137 West Knowlton Road, in Media, PA. Call 610-876-7116 or visit [www.Linvilla.com](http://www.Linvilla.com) for more information.

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