

# The Fruit Industry

## Retooling through Innovation



# *HISTORY*

## **Competitive Advantages**

- **Gravelly Loam Soils – water drainage and moisture retention**
- **Ideal Terrain – resistant to frost**



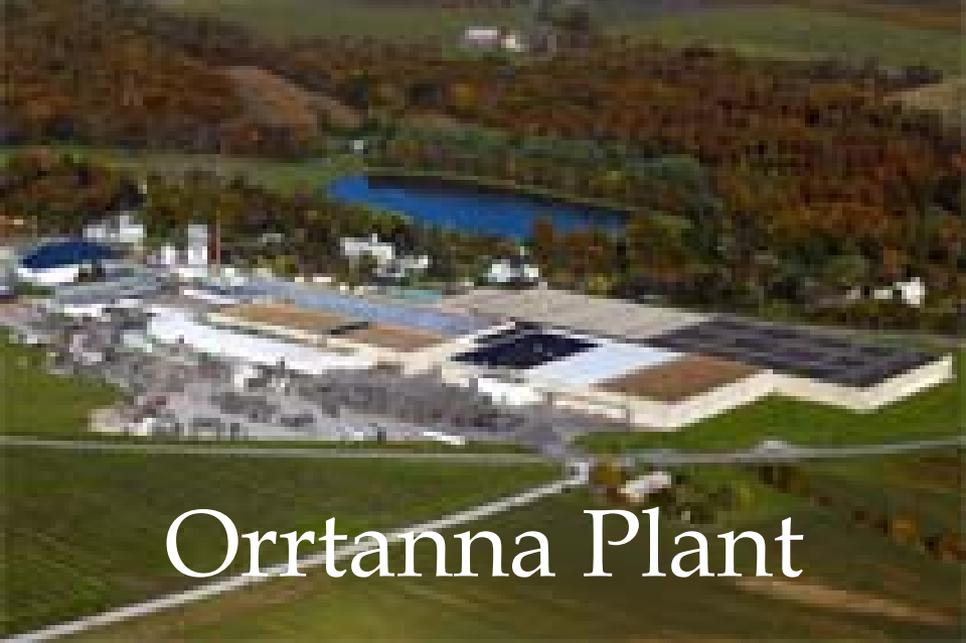


Biglerville Plant

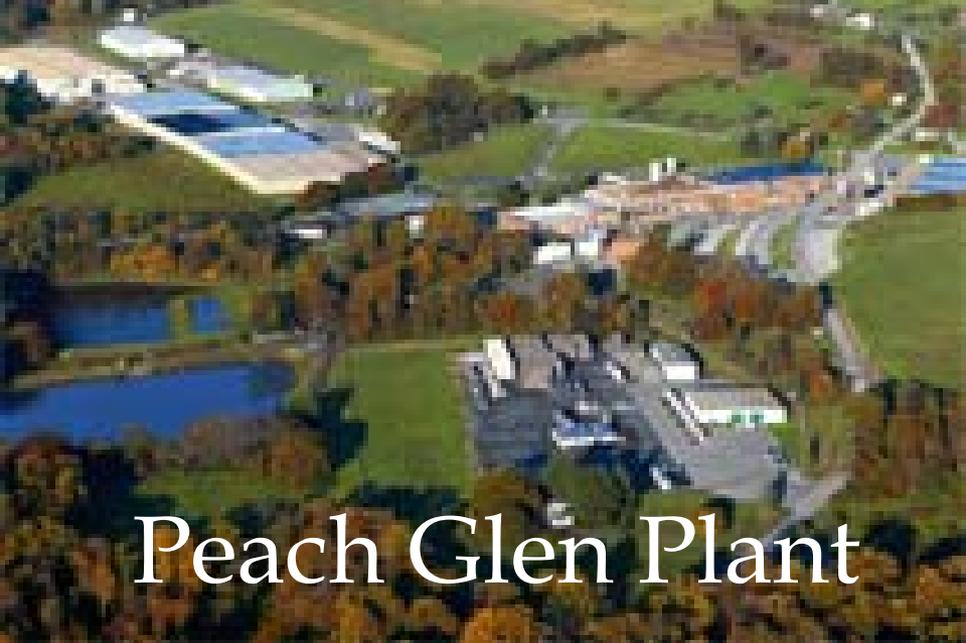


Gardners Plant

**Knouse Foods**



Orrtanna Plant



Peach Glen Plant

# Support Industries



# Fruit Research and Extension



# Economic Contribution

*Adams County Agriculture supports--  
either directly or indirectly*

4,122 jobs

\$252,568,154 in output

\$120,002,843 in value added



# Challenges We Are Addressing As We Retool





# Global Competition



Labor



**Capital**

# Attracting the Next Generation



# What Will the Fruit Belt Look Like in 10 to 20 Years?



*February 29, 2004*

**Traveling through Brenner Pass from Munich to Northern Italy – Castles dot the landscape in this area of the Alps**



**02 29 2004**



02 29 2004

- Climate and soil ideal for fruit production
- Long standing tradition of growing apples
- Established markets
- Skilled producer base
- Established infrastructure

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# Outstanding Research Team



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# Extension Educators



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# Proven Orchard Design

*Fuji Kiku 8*  
plant. year: 2001  
plant. dist.: 3.3 x 1 m

02 29 2004



# *This is Their Story*

*Fuji Kiku 8*  
plant. year: 2001  
plant. dist.: 3.3 x 1 m

02 29 2004

# Excerpts From “*A Short History of the South Tyrolean Apple Growing Area*” by Hermann Oberhofer

- Apple growing has had a long tradition in the South Tyrol district of Northern Italy. The suitable soil and climate and the small family farms offered ideal conditions
- A big crash occurred that lasted for four years. Our fruit growers had no chance to compete due to high costs associated with old orchard blocks



# We needed to act immediately:

- Our Extension Service took up the idea and organized a study tour to Belgium and Holland
- As a result, the first 74 acres of high density modern orchard system were planted.
- Twenty years later, over 39,000 acres had been planted to modern orchard systems



# Conclusion

“The economic crisis which lasted four years had a healthy effect on our apple industry. It woke us up and helped us realize that we had been resting too long on our (nonexistent) laurels.”

Hermann Oberhofer



# What Else Was Preserved?



02 29 2004

# Communities

A scenic view of a village nestled in a valley, surrounded by forested mountains. The village features a prominent church with a tall steeple. The foreground shows a body of water, possibly a lake or river, with a blurred reflection of the scene.

03 03 2004

# History, the Arts, Tourism



. . . And a Rich Heritage



03 03 2004

# ADAMS COUNTY



# RESEARCH



# EXTENSION



# INFRASTRUCTURE

**KNOUSE FOODS**  
COOPERATIVE, INC.  
**PEACH GLEN PLANT**  
*Shipping Warehouse*



# COMMUNITIES



# HISTORY



And yes.....Castles



**We have an industry that is retooling....**

**And are fortunate to have a  
supportive community**

