The Fruit Industry
Retooling through Innovation
HISTORY

Competitive Advantages

• Gravelly Loam Soils — water drainage and moisture retention
• Ideal Terrain — resistant to frost
Support Industries
Economic Contribution

Adams County Agriculture supports—either directly or indirectly—

4,122 jobs
$252,568,154 in output
$120,002,843 in value added

* Penn State Cooperative Extension http://agimpact.aers.psu.edu
Challenges We Are Addressing As We Retool
Global Competition
Labor
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
An ultra-modern fruit industry
• Climate and soil ideal for fruit production
• Long standing tradition of growing apples
• Established markets
• Skilled producer base
• Established infrastructure
Extension Educators
Proven Orchard Design
This is Their Story
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
“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?
Communities
History, the Arts, Tourism
And a Rich Heritage
ADAMS COUNTY
RESEARCH
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