

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



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



Outstanding Research Team



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Extension Educators



Braeburn
Marini Red
knip M.9

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Proven Orchard Design



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

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This is Their Story

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

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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?



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Communities



03 03 2004

History, the Arts, Tourism



. . . And a Rich Heritage



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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**

