***President’s Message***

Apple Harvest 2024 is underway. Some may say the season is coming along wonderfully, and others may say the opposite. I am hearing good and bad reports regarding the crops this year. One thing is unanimous, the crop is smaller than expected for PA.

We had quite the excitement in our market the other week! I do not normally speak about politics, but I am making this one exception. We had an unexpected visitor stop by our market in August. When I say “unexpected”... I mean just that! We received only a 10-minute warning from the Secret Service. My staff was not allowed to call anyone including me or my brother, Craig. Luckily, I was around and saw some of the commotion from out in the fields. I walked over to the market to find approximately 30 dark vehicles formed in a line in our parking lot. The Democratic VP candidate, Tim Walz, had come to visit our market! And would you know? He wanted to ask about Whoopie Pies! REALLY?!?! Whoopie Pies!!! We want to promote FRUIT, so I did my best to redirect the conversation to peaches and apples.

I do not know where anyone stands with their choice of party, and I do not need to know. What I do know is that Tim Walz’s visit was good *and* bad for our market. We received lots of publicity from his visit which, you think, would be good. But, as soon as Mr. Walz left, customers began calling to question where we stand politically and who we support. Our answers to their questions would determine whether our customers would continue shopping at our market. What an event!

Now, I have a favor to ask of you. I would like for everyone to start thinking about the winter just a little, please. Please plan to come help us at the 2025 PA Farm Show in January. We could really use your help and support this year! We are currently working to upgrade our booth in the Food Court, and we are making lots of progress! Whether you understand all the workings in the background or not, I can promise that the help you provide at the Farm Show will be returned to you. The money raised at the Farm Show benefits our local fruit farmers through the work provided by US Apple, the Penn State Extension, the Penn State Fruit Lab, and others. So please, show your support and help out this winter at the 2025 Farm Show!

Got to go now! I have lots of work that needs to be done.

Until next time, have a safe harvest season.

SHAP President

Corey McCleaf