



## Arizona Farmers Direct Marketing Association

### Summer Meeting

**July 19, 2004, 10 a.m.**

Apple Annie's Orchard

Apple Annie's Produce and Pumpkin's

EuroFresh Farms Tomato Greenhouse

You will not want to miss this great opportunity to visit two of the premier direct farm marketing operations in Southern Arizona! Also, we will visit the largest tomato greenhouse operation in the world!

Cost: Members Free; Others: \$25.00

(AFDMA Membership is \$75:00, which includes a North American Farmers Direct Marketing Association Affiliate Membership, available at this Summer Meeting)

#### AGENDA

- 10:00 a.m. - Tour Apple Annie's (Printable map at: <http://www.appleannies.com> or I-10, Exit 340, West on Fort Grant Road, follow signs to Apple Annie's)
- 11:00 a.m. - AFDMA Business Meeting
- Noon - Lunch
- 1:00 p.m. - Tour Apple Annie's Produce and Pumpkins
- 2:00 p.m. - Tour EuroFresh Tomato Greenhouse (<http://www.EuroFresh.com>)

#### **ABOUT OUR HOSTS:**

**Apple Annie's** is a family farming operation, owned and operated by John and Anne (Apple Annie) Holcomb, and children Matt and Mandy, and John's father, Don. In the early 1980's they planted 6,000 apple trees, planning to grow apples commercially. However, in 1986 when the trees began producing fruit, they decided to sell the apples on a you-pick basis, and invited the public to enjoy the orchard. With Anne and 8-year old Matt baking the pies and apple bread, John was in charge of growing apples and making cider, and 6-year old Mandy was the sales clerk. What busy, fun-filled days they enjoyed! In the mid-1980's they began planting peaches and pears, as well as grafting some of their original apple trees over to new apple varieties. Their goal was to have fruit available for their customers to pick throughout the four-month season. Today, customers are enjoying the fruits of their labor! Over the years they have added many new activities for their customers to enjoy on their visits, including a Burger Barn serving apple-smoked burgers on weekends, Apple Annie's Attic, the country gift shop, hay rides to the orchard and numerous festivals.

In 2003, they had the opportunity to expand the business with the purchase of Hunsdon Farms. This has proven to be a wonderful addition, and their son, Matt, is doing an awesome job of farming and producing all of the high-quality vegetables that Hunsdon's had been famous for! Along with the amazing vegetables, they are excited to offer a Sweet Corn

Festival and a month-long Pumpkin Festival at Apple Annie's Produce & Pumpkins.

**Eurofresh Farms** is the largest tomato greenhouse complex in the world. Begun in 1992 with 10 acres, there are currently 164-acres under glass with plans of expansion. They also have a 24-acre facility in Snowflake, AZ. EuroFresh Farms grows and markets TOV (tomatoes on the vine) or cluster and beefsteak tomatoes through out the United States. It will be our privilege to have Dwight Ferguson, Marketing Director, speak about their marketing strategies, challenges and successes. You will not want to miss this opportunity!

Eurofresh Farms was founded in 1990 in Pennsylvania by Johan van den Berg and Wil van Heyningen, third generation Dutch greenhouse owners. In 1992 they wanted to develop greenhouses capable of producing tomatoes during winter months. After exhaustive research, they chose Willcox, Arizona, as an ideal location for their greenhouses because of sunlight conditions, elevation, climate and water supply. In 1998, Eurofresh Farms introduced its TOV. By the end of 1999, Eurofresh Farms had established itself as the premier provider of TOVs in the U.S. on a year-round basis.

The majority of Eurofresh Farms' greenhouses are located in Willcox, Arizona. This area was selected for its high level of sunlight, abundant supply of high quality water, and ready access to labor and transportation. In order to optimize our greenhouse tomato production, Eurofresh Farms has implemented computerized climate systems, which controls critical growing parameters like temperature, humidity, light, irrigation, ventilation and carbon dioxide levels within the greenhouse. This highly-controlled growing environment, in conjunction with the ideal growing conditions in southern Arizona, allows Eurofresh Farms to generate consistent yields of high quality tomatoes throughout the year.

AZ Farmers' Direct Marketing Association  
University of Arizona Cooperative Extension  
c/o Robert E. Call  
450 S Haskell Ave  
Willcox AZ 85643-2790

