



FARM NEWS

MARYLAND FARM BUREAU MAGAZINE

AUG-SEPT

1964



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Up Front With . . .

HENRY A. SCHMIDT

PRESIDENT OF ANNE ARUNDEL COUNTY FARM BUREAU

An operator of a successful farm-to-market business
is keeping up-to-date with new techniques.

Don't talk to Henry A. Schmidt, if you want to know how to succeed in business without really trying—go see the popular Broadway play by that title.

If you really want to know how to be successful in operating a farmer's market or roadside stand, a visit to the Schmidts' place on Mountain Road in Anne Arundel County will soon reveal a few of the secrets.

Sweet corn, a popular summer item, is brought directly from the field, as needed. Before an ear goes up on the stand for sale, it is checked for maturity by using a sharp knife to cut and peel the husk back slightly. Any defective ears are discarded.

This type of quality check is the final one before the produce reaches the customer. Previous to this, a whole system of know-how is put into operation from selection of seed to the harvest.

Henry is following in the footsteps of his father. On the 140-acre Tall Oaks Farm near Pasadena, Henry grows truck crops along with 16 acres of tobacco. The farm has been in the hands of the family for 45 years; his mother still lives in the old frame farm house.

Back in 1933, Henry's father built at the end of the lane the stone building which serves as the center for today's expanded roadside market operation. With the growing suburbia and summer visitors to the Magothy River area, all produce raised on the farm goes to supply the market. Previously, his father journeyed regularly to the Baltimore

City wholesale markets.

Moving ahead with new ideas, Henry has just installed a new walk-in refrigerator. This will maintain quality as produce is moved directly from the field to the refrigerator for cooling until needed at the front of the stand.

If plans work out, he will be meeting the wants of customers by flying his single engine plane to the orchards of western Maryland to obtain fresh ripe fruit. At present, he has his solo license.

Operating the roadside market is a family activity. Henry's wife, Mary Stevens of Glen Burnie before her marriage in 1951, takes charge of the stand. She is assisted by her daughter, 8 year old Deanna, and during the busy weekends by several young lads of the community.

Glenn, a 5-year old son nicknamed Buzz, occasionally gives his Dad moral support by accompanying him on his many chores of farming and keeping the stand supplied with fresh produce.

Henry, after serving two terms as director-at-large, became president of the Anne Arundel Farm Bureau in January of this year. Shortly afterward, he was named a member of the Joint Farm Bureau-Grange Tax Study Committee.

Active in community affairs, this farm leader has been a member for eleven years of the Lakeshore Rotary Club, serving as president two years ago. For five years, he has been active in the service and fraternal Elks Club of Annapolis. Last year, he was program chairman for the local Parent-Teachers Association.

Service to the customer is another key business approach utilized by the Schmidts. A person may pick and choose the items desired. Once selected, they are carefully bagged and carried to the purchaser's vehicle.

Henry Schmidt will tell you that success just doesn't happen. It takes work, experience and dedication to get a job finished. This is equally true in one's livelihood, as in other endeavors, including Farm Bureau.

