

PANELISTS & SPEAKERS

Richard Rohrer – Richard and his wife Wanda, along with two of their four daughters operate Mountain View Greenhouse near Dayton, Va. In addition to 8600 Sq. Ft. of greenhouse space, they grow approximately 2500 Mums. Their main crops are Hanging Baskets, Annual Flats, and Planters. They sell everything at Shenandoah Valley Produce Auction.

Dwight Lingenfelter – Dwight is an Extension Weed Specialist in the Department of Plant Science at Penn State since 1994. He is responsible for developing and presenting statewide and regional Extension materials about weed management and conducting practical (herbicide) research in mainly agronomic and some commercial vegetable crops.

Heather Grab – Heather is an Entomologist and Extension Specialist at Penn State, responsible for vegetables and small fruit. Her program focuses on applied research and provides evidence-based best management recommendations for economically important arthropods.

Tom Butzler – Tom is a Horticulture Extension Educator in Central Pennsylvania. Tom has worked for over 29 years with Extensions in North Carolina and Pennsylvania, with vegetable growers and green energy professionals in production and pest management.

Leah Fronk – Leah is a Commercial Horticulture Extension Educator from Juniata County, focusing on Organic and Conventional Pest Management for vegetable and small fruit crops. Leah also assists growers with Pesticide Certification and Food Safety Modernization Act.

Atlee Raber – Atlee started Raber's Greenhouse in 1975 and Berlin Gardens Gazebos in 1988. Since then, he has sold both businesses and now assists other businesses through Anabaptist Financial, helping them to avoid mistakes that he learned the hard way, especially in running a business without technology. Atlee believes people should honor their calling to honor God in business.

James Zimmerman – Along with his Wife, Eunice and their four children, James operates Twin Hollow Greenhouse in Mifflinburg, Pa. They grow a Spring Crop of Annuals in 10,000 Sq. Ft. of growing area, with the help of two part-time employees. They start their plants with plugs that include Gerbera Daisies and Hanging Baskets. They wholesale to Greenhouses, Grocery Stores and Produce Markets, as well as the Produce Auction.

Melvin Fisher – Drawing from farming experience, as well as ten years of consulting, Melvin helps farmers regenerate their soil and grow better crops with less dependence on synthetic inputs.

Kaitlyn Sterner – With a background in public gardening at Longwood Gardens, Kaitlyn has experience ranging from chrysanthemums to coleus to chickens. As Director of Technical Support at Jack's Fertilizers, her focus has shifted to plant science and nutrition. Through Lab Analysis, Kaitlyn helps greenhouse growers crush their goals through nutrient choices based on science-driven data.

Janet Oberholtzer – Janet & Seth Oberholtzer own Pine View Greenhouse in Lebanon, Pa. Along with seven employees, they run a retail greenhouse that includes attractive displays as well as events and workshops. Their 12,000 sq. ft. facility is open all year except January and February.

Ephraim Zook – Ephraim and Linda, along with their two children, operate 11,000 sq ft. of greenhouses with spring annuals. They also have 20,000 sq. ft. High Tunnels for tomatoes that they sell at the local auction. Through Lancaster Beneficials, Ephraim works alongside customers that are new to the concept of using beneficial insects.

Wayne Nolt – Along with his brother, sisters and employees, Wayne operates Nolt's Garden Center in Lebanon, Pa. Wayne and his sisters operate the annual and perennial production and retail. Wayne's brothers operate the nursery, mulch and hardscape part of the business.

Anthony Reiff, along with his wife Ella, operates Whistleworthy Farm in Terre Hill, Pa. Anthony and Ella have one full-time and two part-time employees. Anthony has been growing tomatoes for seventeen years, (ten years in the field and seven years in High-Tunnels) and they currently produce 58,000 Sq. Ft. in High Tunnel structure and 6000 Sq. Ft. in movable greenhouses. Most of the tomatoes grown at Whistleworthy Farm are sold at a nearby produce auction, while a small amount is sold to wholesale buyers.

Nelson Hoover – Nelson and Ruth operate Maple Lane Produce in Penn Yan, N.Y. Their 12,000 sq. ft. greenhouse is used to grow vegetable transplants for other growers. They also sell vegetables, hanging baskets and herbs at the Produce Auction. They also grow spring and summer tomatoes in 10,000 sq. ft. of High Tunnels. Peppers, eggplants and pumpkins are grown in the field.

Paul Sauder – Paul and Eunice operate Weaverland Farm near East Earl, Pa. Greenhouse space is 20,000 Sq. Ft. of vegetable production and 4000 Sq. Ft. for flowers. Seven acres of field production include tomatoes, lettuce, celery, cole crops and garlic. Fall storage crops include cabbage, celery and brussels sprouts. Winter greenhouse crops include lettuce, celery, kale, kohlrabi, bok choy and radishes. 90% is sold at Weaverland Auction and 10% wholesale direct.

Nelson Yoder – Nelson and Miriam, along with seven children are second generation owners of Yoder's Greenhouse, Nursery and Landscaping, which started in the 1980's. They have 3 to 4 acres of retail garden center, and they also design and build landscapes.

Benuel Stoltzfus – Benuel, along with his wife and four children run a 26-acre farm that includes three 180 ft greenhouses for tomatoes and tobacco. Field crops include pumpkins, tomatoes, sweet corn, strawberries, cole crops and tobacco. Produce is sold at Oxford Produce Auction.

Christ Fisher – Christ and Anna run a 70-acre farm in southern Lancaster County. Four 30 x 145 greenhouses and seven acres of pumpkins keep the family busy.

Lloyd Shrock – Lloyd grew up on a diversified hog, dairy and crop farm which gradually transitioned to produce. In 2002 Lloyd was elected chairman of the Lincoln County Produce Auction where he is now manager. Lloyd is also a lead trainer for FSMA and helps with the Food Safety Team.

Paul Weaver – Paul and Melody operate Pleasant Valley Greenhouse in Oakland, Md. Along with ten employees and their three children they operate a retail garden center. They have 34,000 sq. ft of greenhouses and 3,400 sq ft for outdoor nursery sales.

Ella Mae Oberholtzer – Located near Ephrata, Pa. Wilmer and Ella Mae operate Farmstead Flowers in a 25,000 sq. ft. greenhouse, along with two of their five children and ten employees. Their main crop is bedding plants. Their retail greenhouse specializes in bedding plants, succulents, tropical plants and house plants.

PANELISTS & SPEAKERS

Judson Reid – Judson conducts research on cover crops in High Tunnels and their contribution to soil health. Judson began his agricultural experience working on his family's farm in northern New York while studying at Cornell University. He has worked with farmers throughout North and Central America on improving nutrient and pest management in vegetable crops.

Jack Bobo – Jack is an R&D Advisor with Berger, where his focus is advancing sustainable practice in greenhouse production. He earned his Ph. D. in horticulture at N.C. State University, where his research centered on using wood-based materials as growing substrates.

Lucille Martin – Vernon and Lucille live in Blair County with their eight children. They started Piney Creek Greenhouse in 1996, but more recently, Lucille spends her time with The Floristry of Piney Creek. She specializes in special order, weddings and life celebrating events. The cut flower business continues to grow, and they now sell at several markets.

Nancy Reiff – For the past 23 years, Nancy, with the help of three part time employees and two other growers has been selling cut flowers at Reiff's Farm Market, near Ephrata, Pa. Their offerings range from arrangements in large, fancy containers to small pint jars. Their top seller is cut flowers in sleeves. Their fall and winter focus will be on pumpkin arrangements, wreaths and greens.

Dave & Barb Beiler – Since putting in 3000 peony roots in 2020, A Peony Garden has grown to a busy seasonal farmstand selling fresh cut peonies to florists, both DIY and Retail. In 2026, Dave plans to leave his job at a cabinet shop and work full time as a flower farmer. They have added a 32 x 100 High Tunnel and are filling it with hardy annuals for spring 2026 production.

Nicole Babcock – Nicole is a sales representative at Kube Pak in Allentown, N.J., where she plays a key role in expanding their cut flower program to include over 350 varieties of perennials and annuals grown from both seed and unrooted cuttings. As the owner of Buds and Botanicals, her cut flower farm, Nicole brings hands-on experience to her work at Kube Pak, personally growing the very plug trays she represents. Through her farms wholesale partnerships with florists via a local flower cooperative, Nicole maintains a direct connection to the floral design industry, giving her unique insight into the varieties and quality that designers demand.

Joseph Esh – Joseph and Kate, along with their part-time employees, operate Fernwood Farms near Kirkwood, Pa. They grow 1 acre of fall/winter carrots and about 5 1/2 acres of cut flowers, including a 9000 sq ft unheated greenhouse plus 650 sq ft of heated greenhouse that is used for starting plugs. They have collaborated with another farm to provide a delivery route to florists. They also sell mixed bouquets through several co-ops and distributors.

Jenny Marks – Jenny is a flower farmer and business educator from Western N.Y. She founded Trademark Flower Farm, a one-acre flower farm known for its early spring flower production, and Trademark Farmer, where she helps small-scale flower farmers grow profitable and sustainable businesses. Jenny is the host of Six Figure Flower Farming podcast and teaches an online business course of the same name. Jenny also serves as the Northeast Regional Director for the Association of Specialty Cut Flower Growers. You can see more about her at trademarkfarmer.com.

Jeff Werner – Jeff is the New York/New England sales representative for Rupp Seeds. He has over 20 years of experience in the vegetable and flower seed industry. Jeff grew up in their family's 350-acre vegetable and 20,000 sq. ft greenhouse operation which he continues to operate with his wife and children. The family farm has evolved over the years from farmers markets to large wholesale accounts and currently is enjoying the resurgence of on-farm retail store with an ever-expanding line of produce and farm-raised meats. Produce auctions are one of his favorite places to visit with growers and talk varieties.

Leon Wengerd - Leon currently serves as CEO at Green Field Farms after serving on the board for numerous years. His background includes sales, marketing, business planning and management in their family companies, Pioneer, Ackerman's, and Mt Hope Elevator. He enjoys spending time with his wife, Rhoda and their eight children in timber management, haymaking, and making maple syrup on their homestead in Wayne County, OH.

Reuben and Mary Lapp operate Farm at Happy Hollow, a flower and vegetable farm in Central N.Y. The flowers are sold at Mohawk Valley Growers Co-op, which is located on their farm. Reuben spends his time managing day-to-day operations at the co-op, which began in 2024.

LeVon Horst – LeVon operates Horst Greenhouse in Leetonia, Ohio. Founded in 2015 as a roadside produce market, the retail business has evolved from growing produce and buying in flowers to growing flowers and buying in produce. With nearly 20,000 sq. ft. of greenhouse space, plus 160,000 sq ft of outdoor pads, he grows spring baskets, potted annuals, perennials, mums, and other fall crops. Almost all the spring crops and about 60% of the mums are sold retail, with the rest going to local fundraisers and other retailers. With only two employees in the greenhouse, his focus has been on efficiency, using beneficial insects has been one method of achieving that.

Laura Robles – Laura has over 25 years of horticulture experience. In her current role as a Regional Product Manager for Walters Gardens, Inc., in Zealand, MI. With degrees in Horticulture and Natural Resources from Cornell and Michigan State, Laura's expertise spans retail, landscape, public gardening, growing, and research.

Cletus Burkholder – Cletus and Esther are third generation produce farmers in Fleetwood, Pa. Asparagus and tomatoes are their summer crops, followed by celery and carrots in the fall. A new venture is a cut-your-own flower patch. Winter Hy Tunnel production includes a variety of greens, scallions and fennel.

Proven Winners provides home gardeners with the best, most unique and high-performing plants by developing and selecting varieties that offer superior flowering, growth and disease resistance. Proven Winners achieves this by testing plants to meet the highest standards and by offering marketing and educational support to consumers and growers.

Gilson Martin – Gilson has been a Fertility Consultant for 25 years, scouting and consulting on many field crops and produce farms in six states, doing the Albrecht method of fertility.



PANELISTS & SPEAKERS

Quality Greenhouse Team - We are a wholesale grower of annuals and perennials, focused on providing independent garden centers and nurseries with a 'quality grown' product and selection that includes new and unique varieties. We will promote the horticulture industry in a professional manner by cooperating with local universities and extension offices on experimental studies/internships relating to horticulture, by providing technical information to our customers and others in the industry, and by providing our employees with opportunities to grow in their horticulture knowledge.

Kevin Maples - Kevin is the Agronomy Director at Keystone Bio Ag. His mission is helping farmers cultivate a better future. Kevin takes pride in developing natural farmer friendly products, helping farmers to become profitable with growing healthy food and crops.

