



MEDIA ALERT

FOR IMMEDIATE RELEASE
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Pennsylvania Secretary of Agriculture George Greig to Visit Geissler Tree Farm, Highlight 2011 October Farm Tour in Berks County and “Fall is for Planting” Initiative, October 18, 2011

Leesport, PA—Pennsylvania’s Secretary of Agriculture, George Greig will be visiting Geissler Tree Farms, Inc. at their 84 South Garfield Rd, Bernville, Pa location on Tuesday, October 18, 2011. He will be highlighting the upcoming Berks Agricultural Resources Network’s (B.A.R.N.) 2011 October Farm Tour, an all-day event on Saturday October 22nd, and the Pennsylvania Landscape and Nursery Association’s (PLNA) “Fall is for Planting” Initiative.

The Berks County Farm Tour runs from 9am-4pm and will feature a dozen locations in the heart of Berks County --- Penn, Centre and Bern townships. Participants must purchase an official map for \$10 per carload at one of three locations: Reifsnnyder’s Ag Center, 7180 Bernville Road (Route 183), Bernville, PA 19506, 610-488-0667; Geissler Tree Farms, Inc., 1051 Cross Keys Road, Leesport, Pa 19533, 610-926-4264; and the Berks County Heritage Center, 1102 Red Bridge Road, Reading, PA 19605, 610-374-8893. More information can be found at <http://www.berksag.net/> or by contacting Sheila Miller, Berks County’s Agricultural Coordinator.

Geissler Tree Farms, Inc. is a fourth generation diversified farming operation that includes Christmas, shade and ornamental trees, wreaths and special events decorations, and a commercial landscape division, specializing in hydroseeding, large plantings, and erosion control all over Berks County. They are family owned and operated since 1954.

The PLNA “Fall is for Planting” Initiative is geared towards helping member garden centers, landscape contractors and nurseries educate the public that fall is the best time to plant tree, shrubs, perennials, and bulbs. Fall, or at least six weeks before the first hard frost, is the optimum time for perennials and flowering shrubs root establishment. Combined with more rain than late spring and milder growing temperatures, this is a time of year that lends itself to less stress on the plant as this growing season winds down and which will propel it into a healthy spring. More information on finding a garden center, landscape contractor or nursery or near you can be found at www.OutdoorLivingPA.com.

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The Pennsylvania Landscape & Nursery Association (PLNA) is the leading trade association representing Pennsylvania's \$6.8 billion green industry. Its 750 member landscape contractors, retail garden centers, wholesale nurseries and greenhouses produce outdoor living environments that improve economic value, air quality, water quality and human health. Learn more at www.PLNA.com/green.