

Fall Field Day Brings Customers To His Pepper Farm

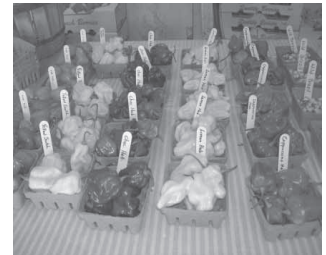
An event that drew 25 people its first year now brings visitors by the thousands in the fall. Then they come back to James Weaver's Meadow View Farm to buy home-grown chili peppers and hundreds of related products.

"We had 4,000 to 5,000 people last year," says Weaver. "It became so popular that it expanded into a separate event called the National Chile Pepper Food Festival held the same days at a park just down the road. We run four horse-drawn wagons to shuttle people from the park to our farm."

At Weaver's farm, visitors can pick more than 200 varieties of hot peppers, 30 varieties of sweet peppers, 25 kinds of eggplants, 40 kinds of gourds, pumpkins and squash, not to mention more than 100 varieties of heirloom tomatoes.

Of course if you don't feel like picking your own, you can stop at the farm store and select from every kind of hot pepper food imaginable. Pickled peppers and pepper vinegar are popular, but there are also cheesecakes, bars, bread, cookies and pumpkin pie, all with hot peppers in them. If you like your hot peppers cool, try some strawberry, peach or blackberry soft serve ice cream with habaneros in the mix. This past field day, the Weavers sold more than 2,000 cones of hot pepper soft serve. Nearly all the foods offered for sale are made by Weaver and his family.

Weaver held his first field day because he couldn't sell pepper plants in the spring. After a chef friend told him in the early 1990's that hot peppers were going to be the next food fad, he decided to try selling seedlings. "I planted about 50 varieties of hot pep-



Visitors to James Weaver's Meadow View Farm come to buy home-grown chili peppers and hundreds of related products.

pers, but when people looked at them, they were overwhelmed," says Weaver.

Realizing that they didn't know enough to pick out what they liked, he decided to plant the unsold seedlings, identify them with signs and hold a field day in the fall.

"I figured people would walk the fields and be able to make informed choices the next spring," says Weaver.

As the crowds have grown, so has Weaver's

plant selection. Last year he grew 12,000 hot pepper plants and 15,000 heirloom tomato plants. He and his family plant 20 to 25 acres in produce with four to five acres set aside for pick your own. And he still sells seedlings.

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They Heal Horses With Light Therapy

By Janis Schole, Contributing Editor

The Sumerel Therapy System (STS-2) is a technology that works by using red and infrared light to help the body heal damaged or unhealthy tissue. This system is offered exclusively by Dan and Jocelyn Sumerel of Sumerel Training and Therapy of Lynchburg, Va.

The Sumerels use the therapy system on horses for treating physical health problems such as lameness, muscle and joint issues and wound healing, to name a few. However, they say it can be used on any animal.

The couple has been using STS-2 for the past 15 years and also sells their system to others wishing to either work on their own horses, or start their own therapy business.

STS-2 is a two-part system. First, a battery-operated scanner, about the size of a CB radio, is used to go over the horse's body externally to identify and pinpoint problem areas.

"The scanner emits a micro current of electricity which neither you nor the horse can feel," Jocelyn says. "That current is used to measure the resistance in the tissue it contacts. High resistance means normal, healthy tissue. Low resistance means there is something wrong there. Each time the scanner beeps, indicating a problem, we mark the spot with a water crayon, so we know where to treat after we finish scanning. It takes about 20 to 30 minutes to scan the whole horse."

The volume of the beeping varies according to the severity of each problem found. The scanner doesn't diagnose problems, she adds. It simply locates where problems exist.

Next, the Sumerels use an Equine Therapy Unit (ETU) to treat the identified areas. This device consists of square "Power Lights," made of red and infrared light emitting diodes (LED's), which they say stimulates the body to heal by increasing blood circulation, increasing the production of collagen (which binds the red blood cells together), and many other changes which are scientifically documented. They simply hold the Power Lights over each marked location for

about 20 seconds per frequency. Up to three frequencies of pulsed light can be used at one time.

"Using light as a therapy is still a bit 'outside the norm' in North America, but it's actually quite common in Europe," Jocelyn says. "The validity of light therapy for helping along the healing process has been proven in clinical tests by many universities as well as other organizations such as NASA. These studies are available for public review."

The STS-2 treatment equipment includes various kinds of light therapy tools, which are designed for use on specific parts of the horse. Each contains its own battery pack. Some, such as the Leg Treatment Unit, can be wrapped on the lower leg of the horse, and then left on to treat for 10 to 20 minutes.

The Poll Therapy Unit (PTU) is a flexible neoprene "cap" that fits over the horse's ears and contains diodes strategically placed to calm a horse down due to the endorphin release caused by the use of the lights near the brain and spinal column. The PTU is also used to relieve halter trauma, sinus congestion, and can get a horse with a stiff or sore neck to free up and move normally again, according to the couple.

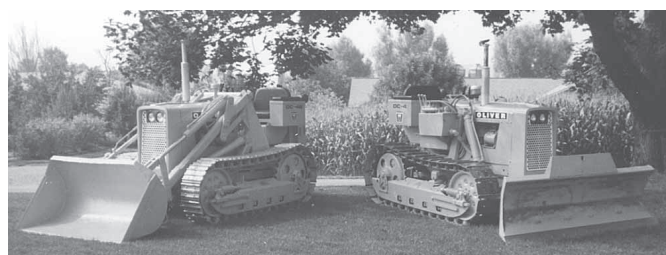
The complete STS-2 System sells for \$4,995, and includes the scanner, the Equine Treatment Unit, the Poll Therapy Unit, two chargers, a training video and manual. The entire system is housed in an air tight, waterproof case that has a lifetime warranty. The scanner and ETU both come with a two year warranty, and the Poll Therapy Unit comes with a six-month warranty.

"If you're looking for an incredible horse related business as a part time or full time possibility, we can discuss that as well," Jocelyn says. "You can start your own therapy business using the STS-2 and even become a representative to market the STS-2 products in your area."

Contact: FARM SHOW Followup, Sumerel Training and Therapy, Dan and Jocelyn Sumerel, 3416 Hawkins Mill Road, Lynchburg, Va. 24503 (ph 434 386-8172; fax 434 386-8173; dansumerel@earthlink.net; www.sumereltraining.net).



Sumerel therapy system helps find physical problems affecting a horse.



Zimmerman Oliver-Cletrac offers new, used and rebuilt parts and also carries manuals and decals.

Oliver-Cletrac Business Born Out Of Necessity

When brothers Landis, Ray and Harold Zimmerman started having trouble finding parts for their Oliver and Cletrac crawlers back in the 1980's, they gradually got into the parts and service business themselves. Today, their business, Zimmerman Oliver-Cletrac, is thriving and growing with customers all over the globe.

The Ephrata, Penn. businessmen offer new, used and rebuilt parts, and also carry manuals and decals. The Zimmermans have the facilities to both mechanically and cosmetically restore Cletrac or Oliver crawlers, and do most component-rebuilding jobs in-house.

"The company was established out of necessity. We had Oliver crawlers ourselves and needed ways to keep them going," explains Landis. The old dealers were pretty much fad-

ing away and there was no one specializing in the Oliver-Cletrac brand. We started out finding machines and dismantling them for parts. Then we started to reproduce parts ourselves. We get calls from all over the U.S. and Canada, and some from overseas."

Landis says he and his brothers operate their business with service in mind, emphasizing that they're happy to answer questions and troubleshoot for customers. The bulk of their business is selling new and used parts.

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