

Front Lines

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Happy Retirement + Looking for a Store?

Ellen C. Wells

We recently learned that the Bieberfeld family, owners of County Line Nursery in Harleysville, Pennsylvania, are selling their nearly three-quarters-of-a-century-old garden center. Why?

“To allow my parents to retire,” answered Marietta Bieberfeld. She wrote in to share the letter they sent to their customers and friends, and to pass the word along in case anyone is in the market for a nice horticulture business.

Here’s what they wrote to customers and friends:

“With a mix of emotions, we announce that after 73 WONDERFUL years of serving this beautiful community, we will be closing our doors on October 31. As we transition into retirement, we are excited to travel the world, make art, play music and, of course, visit gardens (we truly are plant nerds). Maybe hang gliding ... We want to leave on a high note, literally and figuratively.

“This will also allow our other family members to embark on new careers and personal opportunities. They have worked here at County Line Nursery all their adult lives and they look forward to exploring the outside world’s creative choices.

“This decision, while bittersweet, comes with so much gratitude for the incredible relationships we’ve built over the years. Yes, we love plants, but YOU made it incredibly rewarding to come to work each day. I can’t imagine another job where I would laugh and smile as much as I did here. We will forever treasure the friendships we’ve made. We hope to be remembered as a positive asset to our community. We are so proud of the business our parents built and our children helped to improve. What a legacy!

“If you or someone you know wants to continue that legacy, please let us know. We would love to see this continue with new, energetic owners who realize and honor the value of a supportive and kind community of customers.”

In addition to closing the letter with a “come visit us one last time” invitation, they also say, “We hope to see you soon and please invite us for cocktails on your patio some time. :)”



I love it! And why not?? The Bieberfeld family has most likely played a critical role in creating their customers' beautiful patios—it's about time they get an opportunity to see them all! **GP**