



# YOUR



FINANCIAL LITERACY FOR KIDS  
possible by the PwC Charitable Foundation

**Phillip Gargiulo, 11, works for his family's pick-your-own apple orchard, in Warwick, New York.**



# FAMILY FARM

**Masker Orchards is one of nearly 6 million family-owned businesses in the United States.**

**Meet Phillip,  
who works at  
an apple orchard  
in New York.**



**FAMILY AT WORK** Phillip's entire family pitches in at the orchard. His younger sister, Mary Grace, helps her mom in the orchard shop.

Every Saturday and Sunday this fall, while other kids are sleeping late, Phillip Gargiulo, age 11, will be up at 5 a.m. sweeping floors. It's hard work, but Phillip's duty at Masker Orchards isn't just a job. It's a family business.

The orchard was founded in 1913 by the Masker family. In 1969, Phillip's grandfather Victor Ludmerer bought the land with a friend. Ludmerer's family of three kids and six grandkids (including Phillip) has been running it ever since. Phillip looks forward to keeping the orchard going for 50 more years. He wants to hire his own children to work there one day. "It's amazing to think of the years of hard work my grandparents and parents put into it," Phillip says.

Masker Orchards is one of nearly 6 million family-run

businesses in the United States. Many people have shopped at a family-owned business, but not everyone gets to grow up in one.

## AN EARLY PAYCHECK

Masker is one of the largest pick-it-yourself apple orchards in New York. It covers 200 acres of land and has 16,000 trees. Masker's **business model** depends on customers picking their own apples to fill their bags.

Each full bag is priced at \$29.95. But with the apple pies, apple cider, and donuts that customers also buy, a carload of people spends an average of \$60. One of Phillip's jobs is to count the items, give customers a total, and take their money. That's a lot of apples. And a lot of math, too!

Phillip isn't working alone, of course. He has a 7-year-old sister named Mary Grace. She helps sell the donuts. More than 100 teens also work at the orchard.

The Gargiulo kids are paid \$15 per hour. Phillip has saved \$3,000 so far. He plans to use



# A FAMILY BUSINESS

to buy a car one day, and to help pay for college. Phillip also spends money on fun things, like the go-kart he bought to drive around in the woods.

## SWEET AND SOUR

Having a family business means more than making money. It also means making sacrifices.

“Growing up, it was good and bad,” says Amy Gargiulo, Phillip’s mom. She’s worked at the orchard since she was 4. “From August to Halloween, I would be busy. In high school, you want to be with your friends.” But that wasn’t possible when she had to work.

Phillip, too, sees both sides. “I’m learning how to run a business,” he says. He admits, though, that some mornings, when his alarm clock goes off, he’d rather be sleeping in or playing baseball with friends. “But I’m learning to do things that I will need for the rest of my life,” he says. “And I’m spending time with my family. I love it.”

—By Simone Johnson



COURTESY MASKER ORCHARDS

**HOMEMADE GOODS** Jars of fruit preserves and other homemade goods line the shelves of the orchard shop.

**FALL TREATS** The orchard advertises its cold apple cider, a fall favorite.



DREW WILLIS FOR TIME FOR KIDS



## Power Words

**business model** *noun*: how a business has been designed to operate: its purpose, goals, and financial plan

## Family Challenge



**IMAGINE THIS** What business would you and your family like to own? What service would it provide? If it’s a shop, what would you sell there? Work together to come up with a list of ideas.

## LET'S GET TO WORK

Child labor laws define how old kids must be before they can get a job. Some of the laws are different in each state. In New York, where Phillip Gargiulo works at Masker Orchards, you need to be at least 14 to get most jobs. But when a business is owned by your family, you can work there at any age. If you're too young to work in your state but want to earn money, what can you do? Here are a few ideas.



**DOING OUTDOOR CHORES** Mowing lawns, raking leaves, shoveling snow—these are all tasks people may be willing to pay someone else to do. Which of these services does your neighborhood need most?

BACKGROUND: FUSE/GETTY IMAGES



PHOTO: GETTY IMAGES

**WALKING DOGS** Do your neighbors have dogs? Those canines could be your key to some extra cash. Offer your dog-walking services during the summer, after school, or on the weekends.



PHOTO: GETTY IMAGES

**MAKING CRAFTS** Put your talents to work! From friendship bracelets to knitted scarves, selling items you created can be almost as much fun as making them.



PHOTO: GETTY IMAGES

**SELLING LEMONADE** There's nothing like ice-cold lemonade on a hot summer afternoon. Gather your ingredients, set your price, and draw a big sign. How many cups can you sell in a day?



PHOTO: GETTY IMAGES

### HELPING AT A YARD SALE

Outdoor sales pop up all over the place when the weather is nice. Ask if you can lend a hand. Don't forget to settle on a dollar amount before you work. Will you be paid by the hour or by the number of items you sell?