

# McIntosh News

The newsletter of the New England Apple Association

## New England apples partners with juvenile diabetes foundation

**T**he New England Apple Association has agreed to help promote a series of fundraising walks for the Juvenile Diabetes Research Foundation this fall in cities around New England. Member orchards are providing fresh apples to participants in the walks.

Select orchards are donating apples to the events in their area, in exchange for free signage and other promotional opportunities.

**September 28:** Cranbury Park, Norwalk, Conn. Norton Brothers Fruit Farm donated 500 apples.

**September 28:** Quinnipiac University, North Haven, Conn., campus

Rogers Orchards and Lyman Orchards each donated 1,000 apples.

**October 5** McCooks Board Walk, Niantic, Conn. Norton Brothers Fruit Farm donated 200 apples.

*Continued on next page*





## New England Apple Association

Board of Directors

Gordon Waterman, chair  
Romac Sales, Sanford, Maine

Mo Tougas, vice chair

Tougas Family Farm, Northborough, Massachusetts

John Rogers, secretary-treasurer  
Rogers Orchard, Southington, Connecticut

Barney Hodges Jr.  
Sunrise Orchards, Middlebury, Vermont

Steve Lacasse

J. P. Sullivan and Co., Keene, New Hampshire

Steve Justis

Vermont Department of Agriculture Food and Markets

Bob Lievens

Woodmont Orchards, Londonderry, New Hampshire

Ellen MacAdam

McDougal Orchards, Springvale, Maine

Ned O'Neill

J. P. Sullivan and Co., Ayer, Massachusetts

McIntosh News is published by the New England Apple Association and distributed free to grower members and affiliates throughout New England. The New England Apple Association is a nonprofit, grower-funded organization charged with raising awareness of apple varieties grown in New England.

For information regarding membership, editorial submissions or advertising, please contact us at:

New England  
Apple Association

P. O. Box 41, Hatfield, MA 01038  
413-247-9966

info@newenglandapples.org

[www.newenglandapples.org](http://www.newenglandapples.org)

# 'Big E' again a promotional success

Fresh, crisp apples, delicious cider, and mouth-watering cider doughnuts were among the apple products on sale at the New England Apple Association booth in the Massachusetts Building at the Eastern States Exposition ("The Big E"). The fair, which ran from September 12-28, is the largest in New England. It drew more than one million visitors during its 17-day run, during the height of the fresh apple harvest.

The New England Apples booth featured items from a number of Massachusetts orchards and businesses, including:

- Fresh apples from **Atkins Farm** in Amherst, **Carlson Orchards** in Harvard, **Cold Spring Orchard** in Belchertown, and **Dowse Orchards** in Sherborn;
- Apple crisp and apple dumplings by **Dimitria Delights Bakery** in Grafton;
- Cider doughnuts from **Atkins Farms** in Amherst;
- Cider from **Carlson Orchards** in Harvard; and
- Apple pies from **Cook's Orchard** in Brimfield.

Free recipe cards, a list of pick-your-own orchards, a "New England Apples" brochure/poster, and brochures from Massachusetts orchards were also available at the booth.

## Apples donated for juvenile diabetes walks

*Continued from page 1*

**October 4:** DCR Hatch Shell, Boston, Mass.

Hamilton Orchards donated two bushels, Bolton Orchards four. Tougas Family Farm donated 2,500 apples.

**October 5:** Worcester State College, Worcester, Mass.

Carlson Orchards donated 1,500 apples.

**September 20:** NHTI, Concord, N.H.

Apple Hill Farm donated 200 apples.

**September 28:** Swazey Park, Exeter, N.H.

Applecrest Farm Orchards donated four bushels, Sunnycrest Farm one.

**October 5:** Veterans Park, Manchester, N.H.

Woodmont Orchards donated 800 apples.

**September 21:** Payson Park, Portland, Me.

Sweetser Apple Barrel donated 500 apples.



Photographs  
in this issue by  
Russell Powell

## Pledge reminder

*Free brochures and  
access to website  
among member benefits*

As we hope you appreciate reading through these pages, we've been busy promoting the fall crop, putting the word out about New England apples in more places and in more ways than ever before. If you haven't already sent in your 2008 pledge, we will be sending out reminder invoices this month.

For those orchards who have not yet joined, membership benefits include password-protected access to our Internet website, where you can tailor your listing and update it as often as needed, and a free supply of our popular brochure/poster, *New England Apples* (from 100 to 300, depending on membership level, with additional supplies available at cost).

Send your pledge to the New England Apple Association, P. O. Box 41, Hatfield, MA 01038. For information about the levels of membership, email us at [info@newenglandapple.org](mailto:info@newenglandapple.org) or call 413-247-9966.

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## A letter from the Mass. Office of Travel and Tourism

Dear apple growers,

Russell Powell met with us recently and suggested better collaboration between the Massachusetts Office of Travel and Tourism (MOTT) and the New England Apple Association. We all think this is a great idea and we are looking forward to working together.

There is no doubt that your beautiful farms represent *authentic* Massachusetts, and that is increasingly what our visitors want to experience. Agriculture and farming are perhaps the oldest examples of the confluence of tradition and innovation that Massachusetts is all about.

We also know that it's not just about the apples anymore. Various berries, peaches, pumpkins and other seasonal produce are grown on your farms, and we want to highlight those as well.

As you may know, more than 30 percent of Massachusetts "tourists" also live in the Commonwealth; they take pride in the natural beauty of our state and they are always looking for fun and affordable ways to enjoy the outdoors. Visitors from elsewhere—including Canada and overseas—view Massachusetts as a *real* slice of

Americana, where history, culture and technology happily co-exist.

We know we can do a better job of promoting your farms, and we're committed to doing so. John Alzapiedi coordinates our website and online communications. Here's a note from him on how we can let visitors know what you have to offer.

Sincerely,

Betsy Wall, Executive Director

Massachusetts Office of Travel and Tourism

Hello everyone:

We are very excited about promoting all the great things that Massachusetts' apple orchards have to offer. To that extent, if you have any events going on, from harvest festivals to holiday celebrations, please fill out the form on the next page and email to [john.alzapiedi@state.ma.us](mailto:john.alzapiedi@state.ma.us). Looking forward to another prosperous harvest season here in Massachusetts.

Sincerely,

John Alzapiedi, web manager, Massachusetts Office of Travel and Tourism

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# MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM

Event Submission Form for massvacation.com

## 2009

**Event Name:**

Event Location:

Name of Project:

Print Ad	Rack Brochure
Print Ad <3.5"	Visitor Guide
TV Ad	Video
Outdoor	Web Site
Web Banner	Other

URL:

Start Date (mm/dd/yyyy):

End Date: (mm/dd/yyyy):

Event Type:           Event   Exhibit   Dance   Theater   Music   Other

(Circle One)

Admission Price:                   Handicapped Accessible: Yes   No

Fun For Kids: Yes   No

Days and Times:

### Physical Address Information

Address One:

Address Two:

City:

State:

Zip Code:

Phone:

Email:

# New website launched—and publicized

The new and improved New England Apple Association Internet website, [www.newenglandapples.org](http://www.newenglandapples.org), was launched at the beginning of September, in time to promote the 2008 fresh harvest. The site has been widely promoted throughout the region, including the Community Calendar on WBZ-TV's website (<http://wbztv.com/community>) and prominently on the websites of several New England state tourism organizations, including for the first time this year, Massachusetts (<http://www.massvacation.com/>).

Funded with a Specialty Crops grant from the Massachusetts Department of Agricultural Resources, improvements to the site include a state-by-state listing of orchards (rather than a single, scroll-down list); a pop-up Google map and directions for each orchard; a section for photography, including individual shots of many of New England's



commercial and heirloom apple varieties; and a rotating slide show of orchard photography on the home page.

The photography, by Andrea Burns of Easthampton, Mass., was funded with a 2007 marketing grant from the Massachusetts Department of Agricultural Resources.

The site hosts a consumer database of New England orchards containing daily information about conditions, activities and availability of individual varieties and other fruits. Member orchards can update their listing as often as desired. Visitors choose "Find an orchard" on the website home page, and are directed to a New England map, where they can click on to the state of their choice for its orchard listings.

More improvements to the site will be made

## Annual meeting February 25

The annual meeting of the New England Apple Association will be Wednesday, February 25, on the opening day of the 2009 Harvest New England Agricultural Marketing Conference and Trade Show. Details will follow.

Growers from across the Northeast will convene at the Sturbridge Host Hotel and Conference Center in Sturbridge, Massachusetts, February 25 and 26 for the conference and trade show. For more information, visit <http://www.harvestnewengland.org/conference2009/index.htm>.

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# 2008 New England apple harvest even with 2007

## *Volume above five-year average*

New England has grown a good apple crop in 2008, with strong color and a wide range of sizes. The crop is estimated at just over four million 42-pound boxes, about even with the 2007 harvest, and slightly above the six-state region's five-year average of 3.8 million boxes.

Here is the state-by-state forecast:

**CONNECTICUT:** The 2008 estimated crop of 476,000 boxes is higher than the five-year state average of 462,000 boxes, but 13 percent lower than 2007's harvest of 548,000 boxes.

**MAINE:** Maine expects a crop of about 881,000 boxes in 2008, matching the state's five-year average of 883,000 boxes but 7 percent lower than the 952,000 boxes harvested in 2007.

**MASSACHUSETTS:** The predicted 2008 crop of 850,000 boxes is 7 percent smaller than the 917,000 boxes harvested in 2006, and 3 percent below the five-year state average of 874,000 boxes.

**NEW HAMPSHIRE:** The estimated 2008 crop of 845,000 boxes is 3 percent higher than 2007's 821,000, and 26 percent above New Hampshire's five-year average of 669,000 boxes.

**RHODE ISLAND:** Rhode Island expects to harvest 57,000 boxes in 2008, down 8 percent from 2007 (62,000 boxes), but 12 percent above the five-year average of 51,000 boxes.

**VERMONT:** Vermont's estimated crop for 2008 is 964,000 boxes, up 7 percent from the 905,000 boxes harvested in 2007 and 6 percent higher than the state's five-year average of 907,000 boxes.

### **U. S. crop down slightly**

The 2008 United States apple crop is expected to be about 5 percent smaller than the 2007 harvest, according to USApple's annual forecast. The 207,180,000 boxes forecast for 2008 is 9 percent below the five-year U. S. average of 228,210,000.

New York's and Michigan's orchards experienced



significant hail damage this summer. As a result, New York predicts a crop of 23,500,000 boxes in 2008, 25 percent lower than 2007 and 17 percent below the state's five-year average. Michigan, at 12,500,000 boxes, will be down 32 percent from 2007. Washington, the nation's largest apple-growing state, estimates a smaller 2008 crop than a year ago at 122,100,000 boxes, about even with the 2007 crop.



**Peter Baldwin, Proprietor**

P. O. Box 177

Brooks, ME 04921

Phone: 207-722-3654

Fax: 207-722-3342



## **Gordon Waterman elected board chair** *Mo Tougas named vice chair at June meeting*

Gordon Waterman of Romac Sales in Sanford, Maine, has been elected chair of the board of directors of the New England Apple Association. Mo Tougas of Tougas Family Farm in Northborough, Massachusetts, replaces Waterman as the new vice-chair. John Rogers of Rogers Orchard in Southington, Connecticut, will continue as secretary-treasurer. The new officers were unanimously elected at the board's June meeting.

Waterman replaces Steve Lacasse of J. P. Sullivan as chair, a position Lacasse has held for the past six years. As of press time, it has been learned that Lacasse has accepted a new position in the produce industry, as sales director for Fresh Appeal for the United States, Canada and Latin America. Fresh Appeal Limited is a New Zealand-based provider of disinfection and life-extension technology to the fresh-produce industry.

"As board chair, Steve was always helpful to me," says Russell Powell, the association's executive director. "He has been generous with his time, supportive in his comments, and a source of new ideas. We wish him the best in his new venture."

"At the same time, Gordon, Mo and John make an outstanding leadership team, representing three states and both the retail and wholesale sectors. We are well poised to reach our marketing goals as a result."

# Stop and Shop promotion this month

Thanks to John Iannacci of J. P. Sullivan in Ayer, Mass., the New England Apple Association is conducting a major promotion with Stop and Shop this month. The supermarket chain will display and distribute 3,000 of our brochure/posters (500 flat, 2,500 folded), *New*

*From USAApple*

## New education materials available for download

New education materials are available for download on the USAApple website in its *Free Offers* section. You and your customers can learn more about recent research on the health benefits of apples with *An Apple a Day* one-pager, and you'll find tips for storing, preparing and serving apples with their new *Apple Bites* one-pager.

There is also a downloadable handout on the health benefits of juice and cider, *Drink to Your Health*, or place your order for up to 100 free printed brochures. This brochure and another, *Apples: Take a Health Bite*, are available by contacting USAApple. For these free offers, visit <http://www.usapple.org/consumers/freeoffers/index.cfm>.

### Apple recipes in 30 minutes or less

Time-pressed cooks are on the lookout for easy-to-make recipes for delicious, healthful meals that can be on the dinner table in 30 minutes or less. You can now find new recipes with global flavors that are more than quick to make on the USAApple website. Recipes and photos are available for download by members, consumers and the media at <http://www.usapple.org/consumers/recipes/index>.

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WWW.NEWENGLANDAPPLES.ORG**

*England Apples.*

"Thank you for helping us with our quest to provide our customers with information on the produce we sell in our stores," wrote Stop and Shop produce buyer Raquel Jordan. "With the posters and brochures you provided us, our customers will know how great New England apples really are! Each poster you sent us will be displayed across all of our divisions—which is more than 500 stores. In addition, we will be displaying the folded brochures with tote bags of apples so customers can answer any questions they have on which variety is best for their purposes.

"The turnaround time for getting these to us was remarkable, and has allowed us to get them out to the stores the same weekend we have our totes on the cover! We look forward to a continued and successful relationship with the New England Apple Association."



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# Shooting for promotional video begins

Videotaping for a planned educational DVD/video on apple growing began in August with grant funds from the Connecticut Department of Agriculture. Videographer John Browne arrived at Lyman Orchards in Middlefield before dawn and ended the day at Rogers Orchards in Southington. A second day of taping in Connecticut is planned later this month.

With a grant from the Vermont Department of Agriculture, Food and Markets, Browne and New England Apple Association Executive Director Russell Powell videotaped at Green Mountain Orchard in September, and got some “outstanding” interviews with the Darrow family, Evan, Andrea and their son, Casey, says Powell. A second day of

shoot,ing in Vermont will take place in October.

Browne, of Stow, Mass., and Powell have previously collaborated on several productions, including the award-winning *Shack Time*, a 2001 documentary about the artist shacks in the dunes of the Cape Cod National Seashore, which aired regionally on PBS.

The target date for completion of the 10-15 minute apple program is next summer, in time to promote the 2009 fresh harvest. The program will feature apple growing throughout the seasons, and the DVD will be divided into chapters for educational purposes, on such topics as pollination, grafting, picking and handling. The program will be promotional as well as educational, with a number of scenes highlighting the beauty of New England





Videographer John Browne sets up his tripod to take some long-range shots of Green Mountain Orchard in Putney, Vermont, September 30, from an adjoining orchard.

apples and orchards, and a section on pie-making.

Videotaping will continue throughout the winter and spring to show a full year's cycle of apple growing, harvesting and processing.

All member orchards will receive multiple copies of the DVD for distribution, and they will be made widely available to educators, the New England state departments of agriculture, the media, and others inquiring about apple growing. The video will also be able to be accessed through the association website.

Funds are still being raised to complete the project.

**The program will feature  
apple growing  
throughout the seasons.**

# 'Tourism U' seminars target hospitality industry

The New England Apple Association sent more than 500 brochure/posters and an equal number of apples to "Tourism U," a series of educational seminars for the hospitality industry sponsored by the Massachusetts Office of Travel and Tourism (MOTT). The events run from October to December, and MOTT have a big apple display at each seminar and give all attendees a taste of

Massachusetts apples for their snacking.

The seminars are:

October 15—North of Boston/Greater Merrimack

October 27—Central Massachusetts

November 12—Cape Cod and the Islands

December 1—Greater Boston

## 'Bubbe's Apple Cake' a finalist

We haven't had a chance to try this recipe yet, but it was sent to us by Suzanne in New Jersey, who informs us that it is one of five finalists in the Spreading Smucker's Traditions Recipe and Essay contest.

For more information about the contest, the other finalists, and how to vote, visit <http://www.smuckers.com/promotions/traditions/finalists.asp>

### Bubbe's Apple Cake

- 1¼ c. flour
- 1 t. baking powder
- ½ t. salt
- 4 medium apples, peeled and cut into thin slices
- ½ c. red plum jam
- Juice of ½ lemon
- 3 large eggs (at room temperature)
- 1 c. sugar
- ½ cup vegetable oil
- ½ t. vanilla extract
- ½ t. almond extract
- A "shake or two" of cinnamon

Preheat oven to 350°. Grease an 8-inch square baking pan.

Combine flour, baking powder and salt in a mixing bowl. Give a stir and set aside. In another bowl, combine apple slices, red plum jam and lemon juice. Mix up so that apples are coated in jam and lemon juice. Set aside.



Beat the eggs well, either with electric beater on medium, or vigorously by hand. Gradually add sugar and beat or mix by hand for two minutes, or until mixture is almost fluffy. Add oil and vanilla and almond extracts, and continue to beat and scrape side of bowl until it is all combined.

Mix in the flour mixture until batter is blended to uniform color and consistency. Take half of the batter and spread evenly in the baking pan. Cover the batter with the apple and jam mixture. Spread the remaining half of the batter over the apples. Give a light shake or two of cinnamon over the surface of the cake. Bake on the center rack until golden (approximately 1 hour).

After removing from oven, let the cake cool before cutting into squares and serving.