

McIntosh News

The newsletter of the New England Apple Association

Kick-off event planned at Boston Public Market Thursday

Still time for orchards to participate

The 2009 New England fresh apple harvest will formally kick off with a major event at the Boston Public Market Thursday, September 10, from 12 noon to 6 p.m. The Boston Public Market at Dewey Square, located near one of Boston's busiest transit stations, as well as numer-

Fresh harvest promoted at 'Big E' September 18 to October 4

More than one million visitors expected at annual fair

The New England Apple Association will once again be a major presence at the Eastern States Exposition ("The Big E") later this month, selling fresh, crisp apples, delicious cider, and mouth-watering cider doughnuts

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'Applesauce Season'

ous office buildings, the Leather District, Fort Point, and Chinatown, is host to tens of thousands of people who pass by every day. Boston media will be invited to cover the event.

The kick-off event is being organized in partnership with the Massachusetts Department of Agricultural Resources.

As of this writing, the event will consist of:

- Samples of fresh apples from Massachusetts orchards **Carlson Orchards** in Harvard, **Dowse Orchards** of Sherborn, **Red Apple Farm** of Phillipston, and **Tougas Family Farm** of Northborough;
- A pie-making demonstration by Bar Weeks and Reed Ide, who will be staffing the New England Apple Association booth at the Eastern States Exposition later this month;
- A video display of the pick-your-own etiquette produced this summer and available on YouTube and the association Internet website, www.newenglandapples.org;
- A display of the new search features on the association website;
- The *New England Apples* brochure, recipe cards, and a list of pick-your-own orchards.

All New England orchards are eligible to participate, and farmers or farm employees are encouraged to attend the event to be available to speak with the media.

*Any orchard interested in participating in the event by providing apples or apple products with signage should contact Bar Weeks by the end of the day **Monday, September 7**. Baked goods such as cider doughnuts must be trans-fat free, and permits must be forwarded to the Boston Health Department (please call 413-247-9966 for details).*



The Seal of Good Taste

New England Apple Association

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

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www.newenglandapples.org

New search features target varieties, products, zip codes

The New England Apple Association Internet website, www.newenglandapples.org, has greatly expanded its search capabilities. The left-hand menu on the home page now includes an option titled "Farm search." Clicking on it allows visitors to type in any zip code and choose a five-, 10-, 25- or 50-mile radius to find member orchards.

Visitors can also search for an orchard growing a specific apple type by clicking on "variety" and then choosing from a check-off list of more than 40 apple varieties (from the popular McIntosh or Honeycrisp to heirlooms like Westfield Seek-No-Further or Stayman's Winesap) or type in a farm product (such as "apple butter," "lunch," or "honey"). Any New England orchard

Big E starts September 18

Continued from page one

and apple pies. Visitors to the association's booth in the Massachusetts Building can also receive free recipe cards, a list of pick-your-own orchards, and the "New England Apples" brochure/poster. The fair, which opens Friday, September 18, continues through Sunday, October 4. The Big E is the largest fair in New England, typically drawing more than one million visitors during its 17-day run, during the height of the fresh apple harvest.

Bar Weeks will manage the New England Apples booth, which will feature 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 **Breezlands Orchard** in Warren;
- Apple crisp 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.

Massachusetts orchards wishing to contribute fresh apples for the fair in exchange for signage should contact Bar at 413-247-9966 by Monday, September 15.

Orchards wishing to have their brochures or promotional literature made available in the booth should send their materials to the New England Apple Association, 8 Elm St., Hatfield, MA 01038, Attention Bar Weeks, by Monday, September 15.

that has completed those fields in their listing will appear.

Visitors already can find orchards by state through either a pull-down menu on the home page or by clicking on a map of the New England states. Full members have a display ad on their state's page and appear at the beginning of their state's listings.

Traffic to the new website continues to grow since it was launched last September. The site has had more than one-quarter of a million hits since January, with more than 50,000 in July and 60,000 in August alone.

To ensure that your orchard benefits from these new search features, be sure to update your listing on the association web page. If you need assistance, contact BarWeeks at 413-247-9966.

The website www.newenglandapples.org features new video and search features by zip code, apple variety and products.

The screenshot shows the homepage of the New England Apples website. At the top left is the logo for 'New England APPLES' with the tagline 'The Seal of Good Taste'. To the right, it says 'Today is September 5, 2009' and 'The Gala apples are ready!'. Below that is contact information: 'PO Box 41 Hatfield, MA 01028 413-247-9966 russell@newenglandapples.org'. A navigation menu includes 'Home Page', 'Photo gallery', 'Farm Search', 'Orchards by State', 'Browse apple recipes', 'For Stores', 'Nutrition', and 'For teachers and schools Members'. The main content area has the heading 'THE TASTE OF NEW ENGLAND' and the slogan 'Nothing is fresher or more delicious in New England'. It includes a 'Farm Search' section with options 'By Zip Code' and 'By Variety'. A 'FEATURED APPLE VARIETY' section highlights 'Empire' with a link to 'Learn about this variety' and 'Delicious recipes'. There are also links for 'Visiting a Pick-Your-Own Orchard (Video)' and 'Make your own apple pie (3 part video)'. At the bottom, there are three small images of apples with captions: 'Nutritional information', 'From flower to fruit: the science of apples', and 'Apples and the New England family farm'. A 'Printer Friendly' link is located at the bottom right.

Orchards donate apples to raise awareness of juvenile diabetes

For the second year, the New England Apple Association is partnering with the Juvenile Diabetes Research Foundation to donate apples to volunteers participating in fundraising and awareness walks throughout the region. The goal is to help promote healthy eating and

The goal is to help promote healthy eating and support the efforts of the Juvenile Diabetes Research Foundation.

support the efforts of the foundation to improve understanding and treatment of what in recent years has become a major public health problem.

Member orchards **Apple Hill Farm** of Concord, New Hampshire; **Carlson Orchards** of Harvard, Massachusetts; **Hill Orchards** of Johnston, Rhode Island; **Holmberg Orchards** of Gales Ferry, Connecticut; **McDougal Orchards** of Springvale, Maine; **Rogers Orchards** of Southington, Connecticut; and **Tougas Family Farms** of Northborough, Massachusetts are supplying apples to events in the following locations:

September 13	Portland, Maine
September 26	Concord, New Hampshire
September 27	Niantic, Connecticut
September 27	Exeter, New Hampshire
October 3	Boston, Massachusetts
October 4	New Haven, Connecticut
October 4	Manchester, New Hampshire
October 18	Norwalk, Connecticut
October 18	Worcester, Massachusetts
October 18	Providence, Rhode Island

Old Sturbridge Village Apple Days October 3-4

Old Sturbridge Village, the living history museum in Sturbridge, Massachusetts, will host its annual "Apple Days" Saturday, October 3, and Sunday, October 4.

There are many ways to mark the apple harvest at Old Sturbridge Village. There will be an ox-powered cider mill in operation as well as a hand-powered version for visitors to try. Learn about heirloom varieties of apples, taste a few (included with admission), take a



The Seal of Good Taste

Looking for Macoun, Honeycrisp, or Northern Spy? Search on our website, www.newenglandapples.org

walk in a Village orchard led by a horticulture expert, see (and smell!) cooking with apples, have a taste of mulled cider, and learn about storing and preserving the fruit that was such a big part of early New England life.

A trip to Old Sturbridge Village, the largest outdoor history museum in the Northeast, is a journey through time to a rural New England town of the 1830s. Visitors are invited into more than 40 original buildings, each carefully researched, restored, and brought to the museum site from towns throughout New England. These include homes, meetinghouse, district school, general store, bank, law office, printing office, carding mill, sawmill, gristmill, pottery shop, blacksmith shop, shoe shop, and cooper shop.

For further information, visit www.osv.org.

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'The Nature of Apples' at Fruitlands Museum

The apple is the focus of "The Nature of Apples," an exhibition at the Fruitlands Museum in Harvard, Massachusetts, now through October 31. Featuring art from a private Massachusetts collection and oral histories of local farmer/orchard growers, this exhibit presents both the beauty of the fruit and its role in the agricultural economy of the Nashoba Valley. Artists ranging from Currier and Ives to renowned Provincetown painter Karl Knaths are represented in this show, which is co-sponsored by Freedom's Way Heritage Area.

The museum is located at 102 Prospect Hill Rd., Harvard. Hours are 11 a.m. to 4 p.m., Monday through Friday, and 11 a.m. to 5 p.m. weekends and holidays. Admission is \$12 for adults, \$10 for seniors and students, \$5 for children ages five to 13, and free for museum members and children under 5. For more information, call 978-456-3924.



Two of the apple paintings currently on exhibit at the Fruitlands Museum



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New England 2009 fresh harvest: 4.2 million boxes

New England expects a good apple crop in 2009, with strong color and flavor, and a wide range of sizes. The 2009 crop is estimated at just over 4 million 42-pound boxes, about 10 percent smaller than the 2008 harvest, but slightly above the six-state region's five-year average of 3.86 million boxes. Scattered hail damage affected several farms, but overall the crop has experienced few weather-related problems.

Here is the state-by-state forecast:

CONNECTICUT: The 2009 estimated crop of 429,000 boxes is 5 percent lower than the five-year state average of 452,000 boxes and 8 percent lower than 2008's harvest of 464,000 boxes.

MAINE: Maine expects a crop of about 845,000 boxes in 2009, 1 percent lower than the state's five-year average of 857,000 boxes and 8 percent lower than the 917,000 boxes harvested in 2008.

MASSACHUSETTS: The predicted 2009 crop of 976,000 boxes is 7 percent smaller than the 1,048,000 boxes harvested in 2008, but 13 percent above the five-year state average of 867,000 boxes.

NEW HAMPSHIRE: The estimated 2009 crop of 750,000 boxes is 23 percent lower than 2008's 976,000, largely the result of the closing of Woodmont Orchards in Londonderry, previously the state's largest grower, due to the retirement of its owners. The 2009 crop still is expected to exceed New Hampshire's five-year average of 719,000 boxes, however.

RHODE ISLAND: Rhode Island expects to harvest 48,000 boxes in 2009, down 16 percent from 2008's 57,000 boxes, and 6 percent lower than the five-year average of 51,000 boxes.

VERMONT: Vermont's estimated crop for 2009 is 964,000 boxes, down 6 percent from the 1,024,000 boxes harvested in 2008 and 5 percent higher than the state's five-year average of 917,000 boxes.

U. S. crop up slightly

The 2009 United States apple crop is expected to be about 1 percent larger than the 2008 harvest, according to U.S. Apple's annual forecast. The 234,684,000 boxes forecast for 2009 is 1 percent above the five-year U. S.

Video segments on pick-your-own, pie-making on website, YouTube

Four new video programs are now posted on the popular Internet search engine YouTube and available for viewing through the home page of the New England Apple Association website, www.newenglandapples.org. The videos cover the topics of visiting a pick-your-own orchard and how to make a perfect apple pie in three steps: preparing the filling, making the crust, and assembling the ingredients for baking.

Videotaping for the pick-your-own segment took place last fall and this spring in orchards in Connecticut, Massachusetts, and Vermont. The four-minute chapter on pick-your-own etiquette covers such topics as checking with the farm before leaving home to be sure that there is fruit available for picking, appropriate dress, children, and instructions on where and how to pick. Full member orchards receive a DVD of the completed chapters to show at their orchards or farmstands.

Andrea Darrow of **Green Mountain Orchards** in Putney, Vermont, was videotaped last fall as she prepared an apple pie. "Apple Pie, Part I" Preparing the Filling," runs about five minutes, "Part II: Making a Perfect Pie Crust" is just under ten minutes, and "Part III: From Crust to Oven" is seven minutes long.

Award-winning videographer and editor

New England Apple Growers Association

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APPLE PIE, PART I: PREPARING THE FILLING



APPLE PIE, PART II: MAKING A PERFECT PIE CRUST



John Browne of Stow, Massachusetts, produced the segments with Russell Powell, the association's executive director. Browne composed and played original music for the segments as well.

The video project has been supported to date with grants from the Northeast Farm Credit AgEnhancement program, and the departments of agriculture in Connecticut and Vermont.

Other segments are planned in the future on such topics as cider-making and grafting, as funds become available.

Region expects crisp, flavorful crop for 2009

Continued from previous page
average of 232,467,000. Michigan expects a bumper crop after last year's small harvest, which was due to heavy frost damage. The 26,000,000 boxes predicted for 2009 would be 82 percent above 2008, and 46 percent above the state's five-year average. New York predicts a

crop of 30,000,000 boxes in 2009, slightly higher than 2008 and 3 percent above the state's five-year average.

Washington, the nation's largest apple-growing state, estimates a smaller 2009 crop than a year ago at 132,000,000 boxes, about 4 percent smaller than the 2008 crop.

'Applesauce Season' simmers with tradition

Applesauce Season

By Eden Ross Lipson

Illustrated by Mordicai Gerstein

Roaring Brook Press, New York

Reviewed by BAR WEEKS

I have always taken for granted the start of the apple harvest each year—looking for my favorite varieties at farmstands and orchards, cooking sauces, baking pies, storing some away for later months. Not until I read *Applesauce Season* did I realize I had been celebrating a sort of holiday each year! This story may have been written with children in mind, but there is a message here for everyone. Experience the start of apple season through the eyes of a child, using all your senses, especially your sense of delight.

With eyes wide open, the young boy in the story



Photographs by Bar Weeks

Left to right: Newer varieties Sansa, Ginger Gold, Paula Red, mixed with heirloom varieties Duchess and Gravenstein combined to make an outstanding applesauce brimming with flavor.

runs through his city's farmers' market helping his grandma pick Paula Red, Jonagold, McIntosh, Ginger Gold, Ida Red, and Twenty Ounce for their first batch of applesauce of the season. The colorful illustrations of baskets of these and later apples—Northern Spy, Black Twig, King David, Winesap, Baldwin, Macoun, Mutsu, and Mutsu's Mother—help elicit the sight and wonderful aroma in the marketplace. Your sense of hearing is alert to the sound of the farmer's spring scale as his experienced hands weigh out six pounds of apples. Your mouth waters to see Grandma sampling her first Mac of the season.

When the apple harvest begins, the time is ripe to bring the family together for some wholesome fun cooking applesauce. The inquisitive young boy watches carefully as his grandmother shows him step by step how to cut up, cook, and spice the apples before putting them through the food mill. I imagine this memory will stay with him for a lifetime, and he will be teaching his own children some day the fine art of cooking applesauce.

Maybe it's because my own grandmother took the time to show me how to use her old Maytag with

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the swing-out wringer. She let me help her with the bluing, the rinse, and then the final wringing. My favorite part was the last step: helping her hang up the fresh-smelling laundry to dry on the clothesline in her backyard. Those are the kinds of memories that come flooding back to you when you least expect it. A sudden smell in the air, the soft touch of a loved one, just about anything might trigger those childhood memories. As I think back to my own first experience of cooking applesauce, the sweet smell of McIntosh scenting the entire kitchen that took up half the floor of the house, my sister and I did it the hard way. The results were mediocre. Our first sauce was on the tart side, lacked deep flavor, and was too lumpy to boot.

Even so, the memory is a rosy one; we worked side by side, unwittingly celebrating this small holiday.

In one unguarded moment, the family reflects on the loss of Grandpa, who always asked for apple pie on his birthday instead of the traditional birthday cake. They sit quietly around the dinner table as a candle burns on his birthday pie. Maybe a family tradition is made more meaningful when some sadness is involved. At that point, I found myself at their table, feeling their grief, absorbing my own new *Applesauce Season* holiday.

Their family recipe is included at the end of the story, so you and your family can work together, too, to make applesauce a new family tradition during Applesauce Season this year. With this new knowledge of sauce making under our belt, the world of apples opened wide: we chose Sansa (we had to Google it to learn its origin, a cross between Akane and Gala), Ginger Gold, Paula Red, Duchess, and Gravenstein, for our first hand-milled sauce.

It was a good mix. The Sansa lent sweetness, the Gravenstein was tart, the Ginger Gold added some firm texture and light color. The Paula Red had outstanding flavor, a nod to its probable McIntosh roots. The Duchess

added complexity to the final taste.

The Duchess is an heirloom variety from the early 1700s. It originated in Russia, and was sent from London to Massachusetts in 1835. It's also known as Oldenburg. Boldly striped and mottled in red over pale yellow, it is a savory apple, brisk, juicy, soft, with a deep creamy texture. The Duchess was a popular Victorian garden apple, and was once widely planted in the United States. It is still widely grown in parts of Russia and Sweden.

The Ginger Gold is a sweet, tangy and juicy apple. Ginger Golds are round or conical with a smooth green-yellow skin and sometimes a slight red blush. The Ginger Gold is an excellent multi-purpose apple, good for fresh eating, cooking, and baking.

Ginger Golds excel in salads and fruit plates since their crisp, white flesh is slow to turn brown when sliced. Discovered in a Virginia orchard in the foothills of the Blue Ridge Mountains in 1980, the Ginger Gold is a likely cross between Golden Delicious and Albe-marle Pippin apples.

Gravensteins date back to 1600s Europe. In the 1820s the London Horticultural Society distributed it to Massachusetts. It is a thin-skinned and juicy apple, with sweetness

and "enough acid to make it interesting," writes Roger Yepsen. "The Gravenstein personality carries through when cooked in pies and sauce and is noticeable in an all-Gravenstein cider."

Paula Reds boast a red color with light yellow striping and have a sweet-tart flavor, with a hint of strawberry. The flesh is firm. These McIntosh-type apples are good for both cooking and fresh eating. The Paula Red is a relatively new variety, introduced in Michigan in the 1960s. It came from a chance seedling, possibly from a Cortland.

The Sansa has a bright red striped blush over a pale, yellow-green background. The fruit is firm, yet tender, juicy and sweet. Released commercially in 1988, Sansa apples originated through an international effort

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Continued

Applesauce

Continued from previous page

between a Japanese researcher and his New Zealand colleague. At the time, Gala trees were not grown in Japan, and Akane were not available in New Zealand. The seeds that resulted from the cross were returned to Japan, where the young trees were grown until they produced fruit.

The food mill we're using was a freebie from a friend; yes, it's on the small size, but, hey, it was free. It did an excellent job of separating the wheat from the shaft, so to speak, and the texture this time was uniform and creamy – yes, creamy! And taste? Pure unadulterated luscious!



Applesauce

6 lbs. apples, such as McIntosh, Cortland, and Empire: three varieties or more
2 c. liquid: water, cider, or juice
1/3 c. cinnamon sugar
½ t. butter
Dash of salt

Optional: If you can find a quince, wash, cut, and add it to the pot. It will make the sauce pink and sweeter.

Wash and cut up apples and put in a heavy saucepan. Add liquid and cover. Cook at medium flame until completely soft and foamy—about 20 minutes.

Remove from flame, uncover, and let cool briefly. While still warm transfer the apple mixture to a food mill placed over large bowl. Grind down thoroughly. The sauce will be loose, even runny. It will thicken as it cools. Season to taste. Serve warm or cold.

Note: We tasted the sauce before adding the sugar, and it had outstanding flavor. After we added 1/8 cup cinnamon sugar, the apple flavor still stood out, rather than being overpowered by sweetness.

