

# McIntosh News

## Time to hit the orchard

*It's prime time  
for apple picking*

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*(So is our 2012 calendar!)*

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## Meet Mo Tougas

*Apple Grower of the Year*

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Bar Weeks





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Russell Powell

Editor

**McIntosh News** is published quarterly by the New England Apple Association and distributed free to apple growers, agricultural organizations, and other friends of the New England apple industry. The nonprofit New England Apple Association is a grower-funded organization charged with raising awareness of apple varieties grown in New England.

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

## New England Apple Association

P. O. Box 41, Hatfield, MA 01038

860-619-8118

[info@newenglandapples.org](mailto:info@newenglandapples.org)

**www.newenglandapples.org**

## Orchard Run

**Bar Weeks, executive director**

# Taking in the big picture

THE PACKAGE WAS WAITING ON THE KITCHEN TABLE when I walked in. My new camera. DSLR with a CMOS sensor, high-precision AF, all kinds of shooting modes, lots of megapixels. Two hours to charge the battery. Thick manual.

Memory card sold separately. Not the best day to go out shooting apples anyway. Cloudy yesterday, rain in today's forecast. And Connecticut orchards are still recovering from Irene. Although it could have been much worse, southern New England was hit pretty hard by the 60 mph winds. And, according to the U.S. National Hurricane Center, although they decreased to 50 mph by the time they entered northern New England, eight inches of rain were dropped on already saturated Vermont.

In the midst of all this, power outages and all, I am taking on the responsibility of executive director of the association. Russ Powell, as many of you know, is branching out to write a book about the cultural history of apples in the United States (he will continue to write for the association, including editing this newsletter, and leading our new initiative on fresh-sliced apples).

I joined the association in June 2009, and for the past two years, Russ has been and will continue to be a reliable source of information, energy, and inspiration, whether working on member-related issues, on website writing and photography, or on promotions like our booth in the Massachusetts State Building at the Eastern States Exposition.

Forgive me my fragmented writing style. But I just finished a thriller novel written in partial sentences—as much as it offends my sense of proper grammar, it does convey a mood of urgency. As clearly as any photograph. In the snap of a shutter. Harvest time is upon us, much to do. No time to neatly complete a thought.

If you visit the “Big E,” I hope you will stop by the booth and introduce yourself.

New England Apple Association phone: 860-619-8118

# Wednesday is Apple Day!

## New England states celebrate the new crop

**N**EW ENGLAND'S THIRD ANNUAL APPLE DAY to officially launch the 2011 fresh harvest will be held Wednesday, September 7, in five of the six New England states (Connecticut held its Apple Day Friday, September 2, due to a scheduling conflict). The Commissioners of Agriculture in each of the New England states will visit orchards on Apple Day to meet with growers, learn about the new crop, and bite into a fresh apple straight from the tree.

(**Connecticut Commissioner of Agriculture Steven Reviczky** visited local orchards on Apple Day Friday, including Rogers Orchards in Southington, resulting in articles and photographs in *The Bristol Press*, *New Britain Herald*, and *Meriden Record Journal*, among others.)

As of this writing, itineraries are being finalized for Wednesday for **New Hampshire Commissioner Lorraine Stuart Merrill**, and **Secretary of Agriculture Chuck Ross** in Vermont.



**MAINE COMMISSIONER OF AGRICULTURE WALTER WHITCOMB** will celebrate Apple Day by visiting:

**The Apple Farm**, Fairfield. At a time when profit margins are thinned by rising costs, many farmers are adding an agricultural tourism component to their orchards. Not surprisingly, the comfort level around this type of endeavor is as varied as the orchards themselves. Apple cider and apple donuts will be served as the Commissioner witnesses how The Apple Farm attracts family as an overall outdoor experience.

**Ricker Hill Orchards**, Turner. A tour of the farm and its cider press, followed by a discussion of distribution and wholesale challenges.

**Highmoor Farm**, operated by University of Maine, Cooperative Extension, Monmouth. With 17 acres in orchards and five acres of vegetables and small fruits, the facilities consist of two large barns, one laboratory, a shop, ten storages, two hoop houses, and a greenhouse.

Commissioner Whitcomb will tour the research facilities, and Superintendent Glenn Koehler will discuss Integrated Pest Management (IPM).



**MASSACHUSETTS COMMISSIONER OF AGRICULTURE SCOTT SOARES'** itinerary includes these orchards:

**Lanni Orchards**, Lunenburg. This is a third-generation family farm promoting sustainable agriculture and participating in Farm to School programs around the state, including Worcester Academy and the Acton and Somerville Public School Districts.

**Tougas Family Farm**, Northborough. A pick-your-own operation with a focus on family outdoor activities,



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# Wednesday, September 7, is New England Apple Day!



McIntosh could be ready for picking in some areas as early as this weekend.

the farm is owned by Mo Tougas, named 2011 Apple Grower of the Year by *American Grower Magazine* (see cover story, page 6).

**Nashoba Valley Winery**, Bolton. This 52-acre orchard of nearly 5,000 trees grows more than 90 varieties of apples. Their value-added products like Gravenstein, Baldwin, and Maiden's Blush wines have earned them national recognition.



**IN RHODE ISLAND, KENNETH AYARS, CHIEF OF THE DIVISION OF AGRICULTURE**, will visit:

**Pippin Orchard**, Cranston. The focus will be on continuing the family tradition, and participating in the state's Farm to School program with Kid's First, and the nutritional value of apples.

**Barden's Family Orchard**, North Scituate. Highlighting farmers markets, cider production (new advances in food safety and flavor), and supplying local apples to restaurants and smaller, independent grocery stores.

**Narrow Lane Orchards**, North Kingstown. Pick-your-own apples, and proper apple storage.

**Sweet Berry Farm**, Middletown. The many apple varieties and their uses will be showcased, with sampling of some early season varieties.

## How to reach us

The New England Apple Association has a new telephone number: 860-619-8118

The mailing address is unchanged: PO Box 41, Hatfield, MA 01038

The association's email, too, remains the same: [info@newenglandapples.org](mailto:info@newenglandapples.org)

Executive Director Bar Weeks can be contacted at [bar@newenglandapples.org](mailto:bar@newenglandapples.org)

Senior Writer Russell Powell's new email address is [russ@newenglandapples.org](mailto:russ@newenglandapples.org)



Presents....

2011

The Great

# New England Apple Pie Contest



at 28th Annual AppleFest  
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# Mo Tougas named 2011 Apple Grower of the Year by American Fruit Grower

By Brian Sparks

**M**AURICE "MO"TOUGAS DID NOT GROW UP ON A FARM..In fact, until he founded Tougas Family Farm in Northboro, Massachusetts, in 1981, he had never grown a fruit tree in his life. However, farming had always been in his blood.

This passion began to take shape when he earned a bachelor of science in horticulture from the University of Rhode Island in 1975, and then a master's degree in education in 1977. It continued to emerge during his time as an Extension agent with the University of Massachusetts. By the time Mo and his wife, Phyllis, made the decision to purchase an existing pick-your-own apple and peach orchard, they knew they were ready to make apple growing a 24-hour, seven days a week commitment.

Today, Tougas Family Farm is a prominent, 120-acre fruit operation in the heart of New England. But if you ask Mo, the 2011 Apple Grower of the Year, how he got there, he will mention not only his love of fruit growing, but also his constant drive to educate himself, serve the needs of his own farm and the entire apple market, and pass along the knowledge he has gained onto the future of the apple industry, both on his farm and elsewhere.

Mo's three years as an Extension agent were marked by some rapid changes both in his personal and professional life. In 1979, Mo's office mate, a vegetable specialist, hired Phyllis to conduct a marketing project. Three months later, Mo and Phyllis were married. The next year, their son Andre was born. In 1981, they purchased Tougas Family Farm after seeing an ad in a familiar source.

Mo and Phyllis quickly began diversifying into other crops, such as cherries and berries. Their daughter Nicole was born in 1982, and four years later, their youngest daughter April was born on the same day they sold the farm's development rights.

The next few years, Mo recalls several experiences that he says were paramount to taking the family business in new directions. The first came when he attended a meeting of the North American Strawberry Growers Association. Tom Chudleigh, a fruit grower in Ontario, gave a talk on marketing and pointed out that growers needed to recognize that when they were direct marketing, they were not just selling fruit to their customers, but they were selling an experience and a relationship.

"When Tom talked about that, it turned a light on in our head," says Mo. "We started thinking in a new

direction with the farm." Rather than looking at pick-your-own (PYO) as a low-cost way to get fruit picked, they started viewing it as a way to attract customers to their farm and learn more about their variety preferences.

The next turning point came when Mo began attending meetings with the International Dwarf Fruit Tree Association. While on a trip to New York, he visited a systems trial that had been set up by Cornell University researchers Terence Robinson and Steve Hoyng. He came home and worked with local UMass Extension agent Wes Autio on setting up his own systems trial.

"That's when we really started getting into understanding different systems with dwarf rootstocks," says Mo. "That experience got us going into using dwarf trees and high-density plantings." Down the road, Mo would get even more advanced in experimenting with new systems.

Finally, in the mid-1990s, while he was president of the Massachusetts Fruit Growers Association, Mo introduced Jon Clements at an industry meeting. Clements had recently come to UMass as an Extension agent, and he was working with Rutgers University's Win Cowgill on a new digital communication network for apple growers. This network came to be known as the website



Left to right: Phyllis Tougas, Mo Tougas, Brian Sparks of American Fruit Grower, and Lars Swanson of DuPont Crop Protection) as Mo is honored at the USAApple Outlook Conference in Chicago August 18.

VirtualOrchard.net, and the Apple-Crop listserv.

"Jon and Win got me interested in the Internet, and that has really helped our business take off."

Since those days, Mo has never stopped learning, and is always looking for ways to grow high-quality fruit and learn more about what his customers are looking for. However, he also spends much time passing along his experience to the future leaders of the industry. This starts with his children. Both Andre and April have responsibilities on the farm (Andre spends much of his time in the orchard, and April works in the bakery and market).

Outside the farm, Tougas has spoken at meetings such as the Great Lakes Fruit, Vegetable and Farm Market Expo (he talked about apple training and support systems) and the North American Farmers Direct Marketing Conference (he led a class on starting up an apple orchard).

**O**NCE MO BUILT UP HIS PYO FARM INTO A SUCCESSFUL BUSINESS, it would have been easy for him to stay in his niche. However, he recognizes that there are issues that drive the fortunes of the entire apple industry, and that it's unwise to live in a bubble. Because of this, Mo is a big believer in traveling outside his area to see what others are doing around the world.

"Unless you get out of your region and culture and see what people are doing elsewhere, things get stagnant," he says. "By traveling and seeing what others are doing, and if they have better ideas, that's how we progress and grow in our business."

In the orchard, this has translated to new and improved production systems, starting with a super spindle planting in the 1990s. Not only has the super spindle led to higher yields, "nothing will hone your skills in production more than having a super spindle orchard," Tougas says.

More recently, on a trip to Europe with Clements, Tougas met a grower from Belgium who showed him what they were doing with fruiting walls.

## **Down the road, as labor quality continues to be an issue, says Mo, “this fruiting wall could hold a whole lot of potential for us.”**

“It looked like a natural progression from tall and super spindle,” says Tougas. “We’re now hedging about an acre of different varieties at different timings to see what a good timing would be for us.”

Down the road, as labor quality continues to be an issue, “this fruiting wall could hold a whole lot of potential for us.”

Speaking of labor, Mo is keeping a close eye on issues such as H-2A reform and E-Verify legislation. As an H-2A user, Mo knows all too well how complicated and expensive the system can be. He relies on H-2A because Massachusetts lacks a steady supply of agricultural labor. Mo says there is no way growers in his region could survive if they are not allowed to hire people with experience, and if they aren’t allowed to have some system of production standards.

One opportunity Mo sees in today’s apple market is the chance to increase apple consumption, especially among young people. “Many in society are recognizing that juvenile diabetes and obesity are real concerns. The issue of people recognizing the importance of increasing consumption of fruits and vegetables is something we can work with,” he says.

For their part, Tougas Family Farm supports the local Juvenile Diabetes Research Foundation. Beyond that, though, Mo says there are other things that must happen to make this vision of new consumption a reality.

- “We have to be able to deliver a product young kids want to eat. You have to convince kids they want an apple and not a candy bar. Consistently giving them a product that is appealing is critically important,” along with finding a method such as fresh slices that they might be more interested in.

- “We have to target young families and young mothers in particular. We get them into the habit of buying fruit. Then we’ll see a natural increase in consumption.”

- Perhaps differing from some of his peers, Mo does not see managed varieties as a threat to his business, but as a way to build excitement for apples. “As these growers and marketers produce apples and get involved with how they’re going to promote them, it will get more people interested and excited to eat apples.” Managed varieties won’t be produced in a high-enough quantity to fulfill all the apples needed to feed the country, so “people will continue to come and want to eat our apples.”

**O**NETHING THAT MAKES MO STAND OUT FROM HIS PEERS is that, as evidenced by the examples above, he doesn’t think like a smaller grower. Mo recognizes that regardless of the size of your orchard or who you are selling to, the end goal should be producing the highest-quality fruit possible.

Mo has invested heavily in everything from high-density plantings to high tunnels for his cherries to a Darwin blossom thinner for his peaches. These may come at a high price tag, but he knows the investment will be worth it down the road.

Over the years, Mo has spent a lot of time and money in traveling and studying, and trying to become more educated and looking at different ways of doing things. While these efforts have been fruitful, Mo hasn’t done it just for himself. Mo and Phyllis have made it a priority that their kids get a solid education, and try as much as possible to make sure their children get to know people in the field and develop their ability to think for themselves.

“This is probably the most important thing we can do to make sure the orchard survives,” says Mo. “If we hadn’t been able to excite our son into coming back to the farm and wanting to take it over, we would have lost interest a few years ago, and I don’t think we would be nearly as involved today.”

*Reprinted with permission from [American Fruit Grower Magazine](#).*

# 'Big E' begins September 16

## Fall promotions include Mount Wachusett Applefest, Franklin County Cider Days

For the New England Apple Association, September—plus half of August, and a touch of October—is “Big E” time. This year’s 17-day Eastern States Exposition begins Friday, September 16, and for the ninth consecutive year the New England Apple Association will have a booth in the Massachusetts State Building. The fair, which runs through Sunday, October 2, typically attracts more than one million visitors each year.

In addition to educating consumers and promoting the harvest with fresh apples and baked goods, the association will hand out copies of its new brochure/poster, *New England Apples*, and recipe cards. Our new 2012 *New England Apples* wall calendars and hand-signed Cider Apples posters will also be on sale.

Executive Director Bar Weeks will manage the New England Apple Association booth for the third year, and feature items from a number of Massachusetts orchards and businesses, including:

- Fresh apples from **Atkins Farms** in Amherst, **Breezelands Orchards** in Warren, **Carlson Orchards** in Harvard, **Cold Spring Orchard** in Belchertown, **Hamilton Orchards** in New Salem, **Nestrovich Fruit Farm** in Granby, **Pine Hill Orchards** in Colrain, **Red Apple Farm** in Phillipston;
- Cider doughnuts from **Atkins Farms** in Amherst;
- Cider from **Carlson Orchards** in Harvard; and
- Apple pies and apple crisp from **Cook's Farm Orchard** in Brimfield.

New this year will be apple butters made by **Bear Meadow Farm** in Colrain.

Massachusetts orchards wishing to contribute fresh apples for the fair in exchange for signage should contact [Bar@newenglandapples.org](mailto:Bar@newenglandapples.org) by Monday, September 12.

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 Wednesday, September 14.

WHILE THE BIG E IS THE SEASON’S LARGEST SINGLE PROMOTION, the New England Apple Association will participate in a number of other apple events, educational programs, and fundraisers. This fall’s roster includes:

For the fourth year, the New England Apple Association is partnering with the Juvenile Diabetes Research Foundation (JDRF), supplying apples to its fall fundraising walks. Participating orchards are Apple Hill Farm in New Hampshire, Carlson Orchards and Tougas Family Farm in Massachusetts, Hill Orchards in Rhode Island, and McDougal Orchards in Maine. Connecticut’s apple

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Russell Powell and Bar Weeks work in the New England Apples Booth in the Massachusetts Building at the 2010 Eastern States Exposition.

marketing board arranged apple deliveries for the state. (In Vermont, the annual fundraising walk is held during the spring, so no apples were needed this fall.)

Weeks is collaborating with Emily French of the Massachusetts Farm to School Project to support its work, such as Massachusetts Harvest for Students Week, September 19-23. During Harvest Week, schools and colleges promote the local harvest and serve fresh, nutritious meals prepared with foods produced by Massachusetts farms. The week is coordinated by the Farm to School Project in conjunction with the Massachusetts Department of Agricultural Resources. A similar event is held in Maine September 28.

The New England Apple Association is partnering with the Wachusett Mountain Ski Area in Princeton, Massachusetts, and the Massachusetts Department of Agricultural Resources on the 28th Annual Applefest October 15 and 16. The event features an apple tasting and the

Second Annual Great New England Apple Pie Contest Saturday. The inaugural Cider House 5k Run/Walk will be held Sunday.

Russell Powell and Weeks will make a presentation on Connecticut's apples, with sampling of different varieties, at White Memorial Conservation Center, Litchfield, Connecticut, Saturday, October 22, from 2 p.m. to 3:30 p.m. The White Memorial Conservation Center, an environmental education center and nature museum, is located in the heart of the 4,000-acre White Memorial Foundation in the hills of northwestern Connecticut.

The Association will sponsor an apple-tasting event at Franklin County Cider Days, November 5 and 6. Cider Days, now in its 17th year, celebrates all things apples in Franklin County, Massachusetts, with two days of orchard tours, cider making and tastings, workshops, and more.

# State grants to fund marketing and research on fresh-sliced apples

THE NEW ENGLAND APPLE ASSOCIATION HAS BEEN RECOMMENDED FOR AN AWARD OF MORE THAN \$25,000 in federal Specialty Crop funds to develop new food service markets for fresh-sliced apples. The funds, awarded jointly by New Hampshire Department of Agriculture, Markets, and Food, and the Massachusetts Department of Agricultural Resources, will target professional and collegiate sports and cultural venues in Massachusetts and New Hampshire.

With growing concern over nutrition and obesity, apple slices are a good, healthy snack, and fresh-sliced apples are popular with children. McDonald's and Burger King are among many national fast-food franchises that now offer fresh-sliced apples as a healthier alternative to french fries, and in salads and oatmeal. Apple slices are less expensive and have a longer shelf life than cut strawberries, cantaloupe, honeydew melon, or pineapple. As a result, more and more fruit salads feature sliced or chunked apples.

Fresh-sliced apples represent a potentially lucrative market for New England growers, and the proposed initiative builds on a 2009 Federal-State Marketing Improvement Program (FSMIP) project through which fresh-sliced apples were packaged and sold to public schools in New England and New York.

**Stephen T. Lacasse**, executive vice president of the fresh-cut produce company Fresh Appeal and former chair of the board of directors of the New England Apple Association, co-authored the final FSMIP report, "Packaging Fresh Produce for the Snack Food Market," in 2009.

As part of that project, Champlain Valley Specialty (CVS) in Keeseville, New York, developed a New England apple slice bag and brand. Apples were purchased from New England growers, fresh-sliced and packaged in four-ounce bags, and sold to public school systems in Connecticut, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont, through the Department of Defense.

Structural barriers and too low a return for growers eventually stalled the project, and the new initiative will address those issues. Lacasse is sharing his knowledge and experience as an unpaid consultant to the new project.

**Russell Powell**, executive director of the New England Apple Association from 1996 until this summer, will lead the new initiative. By targeting educational institutions, major cultural venues, and minor league sports teams, he says, "we hope to eventually establish a substantial, year-round market for fresh-sliced apples."

In addition to growers investing in trees, the long-term prospects for success with fresh-sliced apples may depend on specialized sorting equipment or a regional processing facility, Powell says. The New England Apple Association is partnering with the New England Farmers Union (NEFU) to raise funds for a feasibility study for a processing facility in New England, and NEFU President **Annie Cheatham** will attend many of the meetings with growers and producers. In the meantime, the Specialty Crops-funded project will evaluate optimal varieties and sizes, project future growth, and address infrastructure and distribution issues.

Professor **Deishin Lee** of Harvard Business School, whose expertise is in making food chains more efficient, will meet with a group of interested growers and producers this month to prepare a case study for her graduate students this winter.

Lee's participation "provides our industry with a rare opportunity to bring additional expertise and resources to meet the logistical challenges of getting fruit from grower to consumer," says Powell. Lee, like Lacasse, joins the project as an unpaid consultant.

The tentative date for Deishin's meeting with growers is next Tuesday, September 13, at 11 a.m. (location to be announced). If you are a member orchard and interested in attending, email [russ@newenglandapples.org](mailto:russ@newenglandapples.org) by Monday, September 12.

# 2012 New England Apples wall calendar on its way!

## Calendar will draw attention to website changes

MEMBER ORCHARDS WILL RECEIVE A SUPPLY OF THE 2012 NEW ENGLAND APPLES WALL CALENDAR by mid-September. The 12"x12" commercially printed calendar features stunning images from a number of New England orchards, plus photos and descriptions of 12 apple varieties (one per month) grown in the region. All lapsed or new members who renew their membership this fall will receive calendars as well, while supplies last.

The calendar is funded with a Specialty Crops grant awarded to the association last year by the Vermont Agency of Agriculture, Food and Markets. The balance of the \$13,150 grant was invested in upgrades to the association's website, [newenglandapples.org](http://newenglandapples.org). The two activities are linked, as each month in the calendar directs people to the website.

The main changes to the website are:

### Revised education section

The layout of the education section of the website has been redesigned and the text edited for clarity and length, and updated to reflect new information. The new section will be officially launched this month.

The "Apples on the Family Farm," "Life of a Tree," and "From Flower to Fruit" pages now include links to educational video programs currently featured on the website. Users can click on the appropriate icon to learn more detailed information on such topics as grafting, pruning, and pollination.

The Nutrition page now features a diagram in the shape of an apple illustrating nutrition facts in a more interesting way.

### Search Engine Optimization

To improve the association website's search engine opti-

mization (SEO), the Easthampton, Massachusetts, firm Right Angle reprogrammed its menu system to include the name of each individual page in its URL as well as its html page title. They also added a meta description—a brief HTML paragraph about a page's content, provided to search engines for index purposes—to each individual page. The result is that searching for "New England Apple" returns the site in the number one position in Google, Yahoo, Bing, and all major search engines. The system is also now in place to optimize for more specific searches like "Vermont Apples" or "Apple Picking in Vermont," which is part of the ongoing process.

Right Angle designed and programmed the "Visual Orchard Finder," a custom map for each New England state containing a pushpin for each of the members for that state. These maps are tied into the existing member database, giving each member the ability to update the information presented on their map by updating their account record. Users can find local orchards by browsing to the map on any computer, pad, or smart phone. They can then get specific information for each orchard including address, phone number, and directions.

### Enhanced orchard listings

Beginning last November, Christopher Weeks contacted member orchards throughout the six New England states in a comprehensive effort to update member listings on the Association website. The effort included updating basic address and contact information as well as orchard-specific details such as apple varieties grown and other products and services offered.

The project, completed in July, was an effort to not only keep vital member information up-to-date, but to educate orchards on the significance of their listings and to inform them on how to update this information in the future.



## 2012 NEW ENGLAND APPLES



Each orchard contacted received an email with an attached PDF on how to log-in and update their own listings — which can be done at any time throughout the year — as well as instructions on how to register their orchard with Google Places, a revolutionary and free combination of Yellow Pages listing with a map and review center to keep their finger on the pulse of their

customers. In this always-connected day and age, where the purchasing power often leans toward who is more Google-able, a business of any size cannot ignore this powerful service.

If we missed your orchard, please write to us at [info@newenglandapples.org](mailto:info@newenglandapples.org).

## Cider pages coming for new associate members

The New England Apple Association announces a new category of membership, created to extend access to its website to cider mills and manufacturers of apple value-added products such as pies, hard cider, and preserves. Associate membership will include a free listing on the website in a new section, "Cider, Pies, and Preserves," scheduled to debut November 1 (members can elect to appear on the site's Recipes page if they prefer).

The new pages will include information and resources about cider-making, including a video of commercial cider production at Carlson Orchards in Harvard, Massachusetts, and will link to photographs and descriptions of apple varieties cultivated especially for cider. The website currently attracts more than 650,000 hits annually, and the "Cider, Pies, and Preserves" section is expected to increase the number of visitors.

Businesses that opt for the \$200 associate membership will receive a supply of the 2012 New England Apples wall calendar while supplies last, and be included in other association promotions and media outreach.

At its June meeting, the board of directors also approved a \$500 allied industry for major industries that supply New England's orchards, from nurseries to packagers to financial institutions. Allied industry members will receive a display ad on the website, among other benefits.



**Peter Baldwin, Proprietor**  
P. O. Box 177  
Brooks, ME 04921  
Phone: 207-722-3654  
Fax: 207-722-3342

For information on becoming either an associate or allied industry member, write to [info@newenglandapples.org](mailto:info@newenglandapples.org), or call 860-619-8118.

**The calendar will educate consumers about popular and heirloom New England apple varieties, and the revised website will make it easier for visitors to learn about how apples are grown, processed, and harvested.**

**The SEO project and enhanced orchard listings will drive traffic to the website from a wide range of electronic communication devices.**

## POWERBLAST SPRAYERS & FLAIL MOWERS from REARS

Powerblast sprayer,  
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