

McIntosh News



**The
future
of
fresh
slices**

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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

www.newenglandapples.org

Fresh-slice presentation at annual meeting

Jeremy Dygert, co-owner of Champlain Valley Specialty (CVS) in Keesville, New York, will be the guest speaker at the New England Apple Association's annual meeting Tuesday, December 13, at 4 p.m. The meeting will be held during the

2011 New England Vegetable and Fruit Conference at the Center of New Hampshire Radisson Hotel, Manchester, New Hampshire, in a room to be announced.



CVS is the premier processing facility in the Northeast, and supply fresh-sliced apples to the New York City public schools. The company has expressed interest in working with New England growers to develop a fresh-sliced industry in the region, and the New England Apple Association, with Specialty Crops grants from Massachusetts and New Hampshire, is working to develop a pilot program for fresh-sliced apples targeting the private food service sector, including colleges, universities, and sports venues.



Russell Powell

All growers are urged to attend the annual meeting to hear about the recent work of the association, share their ideas, and meet with Jeremy to explore the potential of growing apples for the fresh-sliced market.

Several New England growers had an opportunity to work with CVS in 2009 as part of a 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, CVS 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.

The new project will target the more lucrative food service markets in such venues as major sports arenas and cultural facilities, colleges and universities, and hospitals.



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The fall in photographs



Bar Weeks

The media prepares for the arrival of chief of the Division of Agriculture Kenneth Ayars at Barden's Family Orchard in North Scituate, Rhode Island on New England Apple Day September 7.

Tropical Storm Irene launched a wet September for the region's apple growers, but that did not dampen the enthusiasm at this year's New England Apple Day, celebrated for the first time by the commissioners of agriculture in all six states, or visitors to the New England Apple Association booth in the Massachusetts Building at the Eastern States Exposition September 17 to October 2; despite the near constant threat of rain, the association surpassed its previous record for sales.

The fall finally dried out, to the relief of growers, and the promotional activity continued. Here is a sampling of those activities and some of our orchards.

How to reach us

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

The mailing address is P. O. Box 41, Hatfield, MA 01038

The association's email is info@newenglandapples.org.

Executive Director Bar Weeks can be contacted at bar@newenglandapples.org .

Senior Writer Russell Powell's email address is russ@newenglandapples.org.

The Big E!



Bar Weeks



Olivia Chabot, left, enjoys her day at the Big E with a Cortland from Pine Hill Orchard, Colrain, while two visitors above sample Macouns from Nestrovich Fruit Farm in Granville, Massachusetts.



Katie Radloff

Reverse trade mission comes to Boston

The first-ever visit to New England by a reverse trade mission of produce buyers from Central America took place October 9 and 10, beginning with a dinner at Legal Seafoods in Boston, above, and continuing with a tour of J. P. Sullivan and Company in Ayer the next morning.

The New England contingent, left to right, included Frank Mangan, Extension Associate Professor Department of Plant, Soil & Insect Sciences at the University of Massachusetts at Amherst; Russell Powell, senior writer for the New England Apple Association, Ned O'Neill of J. P. Sullivan and Co., a member of the association's board of directors; and Mildred Alvarado, a graduate student at the University of Massachusetts who is working with Mangan to facilitate exports to Central America. Eric Henry of Blue Hills Orchards in Wallingford, Connecticut, is third from right.

Alvarado and a colleague's research last winter suggests that Central American consumers may be more receptive to the McIntosh than generally has been believed. More than 800 consumers sampled McIntosh flown in from Carlson Orchards in Harvard, Massachusetts, and consumers overwhelmingly said that they liked the Mac's sweet-tart flavor and green-and-red color, especially around the holidays.

The reverse trade mission was made possible through the efforts of the United States Apple Export Council, of which New England is a member, and Mangan and Alvarado have a Specialty Crops grant from the Massachusetts Department of Agricultural Resources to fund their work.

As a result of the visit, a trial shipment of Empires and McIntosh is on its way to Costa Rica.

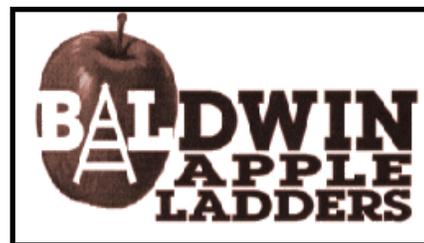
Heirlooms



Bar Weeks

Interest in New England's heirlooms has never been stronger, and many orchards now include some among their varieties. They represent a fraction of the region's crop, but are of historical interest and broaden consumer awareness of the apple's possibilities for flavor, color, and texture. Pictured here are some Rhode Island Greenings and a Baldwin tree at Averill Farm in Washington Depot, Connecticut.

Visitors to the New England Apples website, www.newenglandapples.org, can find photographs and descriptions of more than 100 varieties grown in New England, and search for orchards that grow them by clicking on the links Orchards By State or Find An Apple.



Peter Baldwin, Proprietor

P. O. Box 177

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People invariably have their favorites, but every New England orchard is different in its varieties, views, location, and especially the way apples are sold: wholesale, at farmer's markets, or at an orchard farm stand or pick-your-own.

Above, two views at Alyson's Orchard in Walpole, New Hampshire. Below, shoppers at Randall Orchards in Standish, Maine.





Above, customers return from the pick-your-own orchard and enter the farm stand at Gould Hill Orchards in Contoocook, New Hampshire. Left, owners Ron and Celia Hackett in front of their farm stand in South Hero, Vermont.

Randall Orchards photograph by Bar Weeks; all others by Russell Powell



Bagged apples for sale in the retail store at Cooper Farms in West Paris, Maine.

Bar Weeks



Children on a school tour at Chapin Orchard in Essex Junction, Vermont, prepare to go picking in the orchard.

Russell Powell





Audra Lissell

Judges Russell Powell of the New England Apple Association, Rose Arruda of the Massachusetts Department of Agricultural Resources, and Amy Traverso, food editor of Yankee Magazine, get down to business at the second annual New England Apple Pie Contest held at the 28th Applefest at Wachusett Mountain in Princeton, Massachusetts, October 15. The judges sampled 35 pies in just over two hours.

Apple pie time

The winning recipes from Julie Piragis of Athol, Massachusetts, in the "apple only" category, and Elinor Ives of Sturbridge, Massachusetts, whose entry was chosen as the best "apple and other" pie, both featured Cortland apples.

The recipes can be viewed at newenglandorchards.org.

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Orchard views

A small sampling of the fall beauty of New England's orchards



Hackleboro Orchards
Canterbury, New Hampshire

Blue Jay Orchards
Bethel, Connecticut





Photographs by Russell Powell

Dowse Orchards, Sherborn Massachusetts

Cold Spring Orchard Belchertown, Massachusetts



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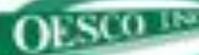
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Carter Hill Orchard Concord, New Hampshire

Russell Powell



Cooper Farms West Paris, Maine

Bar Weeks



Russell Powell



Cider Days

Clarkdale Fruit Farms in Deerfield, Massachusetts, drew a crowd to sample fresh heirloom apples and several of their special blends of fresh cider at the 17th Annual Franklin County Cider Days November 5 and 6. The event drew cider producers and aficionados from across the country, Canada, and as far away as Sweden to a series of workshops and tasting events. The New England Apple Association were sponsors for the first time.

Cider web pages under construction

The New England Apple Association is close to launching a new section of its website, www.new-englandapples.org for producers of fresh and hard cider and value-added apple products.

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 700,000 hits annually, and the “Cider, Pies, and Preserves” section is expected to increase the number of visitors.

Producers interested in having a listing on the page will be able to do so through a new associate membership. For information, contact info@newenglandapples.org, or call 860-619-8118.

Carrot Project announces loan deadlines

The Carrot Project announces that its loan funds serving farms in Massachusetts and farms and farm-related businesses in Vermont will accept applications for its winter deadline through January 6, 2012 for loans of \$35,000 or less. A second round of applications will be due by March 2, 2012.

For more information, visit: www.thecarrotproject.org/programs/loan_programs, or contact Benneth Phelps at bphelps@thecarrotproject.org or 617-674-2371.

In partnership with Coastal Enterprises, Inc., the Carrot Project also offers the Maine Farm Business Loan Fund. Providing loans up to \$35,000

for farm and farm-related businesses, this loan is for businesses that use sustainable practices and concentrate on local and regional markets. The application deadline is rolling throughout the year.

For more information, visit www.ceimaine.org or contact Gray Harris at 207-882-7552 or ghs@ceimaine.org.

The nonprofit Carrot Project creates financing solutions, capitalized by private investment, for small and midsized farms in New England and contiguous counties in New York that use ecologically sensitive methods and sell their farm or value-added products to local and regional markets.

UVM study to look at creative farm practices

Dr. Kathleen Liang of the University of Vermont has designed a research project to study creative and innovative strategies developed and implemented by small farmers in New England beyond traditional farming operations. The focus of her study is “multifunctional farm enterprises” such as agritourism, value-added products, and off-farm works.

Using the census approach to include all farmers in New England, the study will examine innovative

Save the date

The 2013 Harvest New England Ag Marketing Conference and Trade Show will be held February 26-28, 2013 at the Sturbridge Host Hotel, Sturbridge, Massachusetts.

Visit www.harvestnewengland.org after Jan 1, 2012 for more information.

Conference questions can be directed to Jaime Smith at jaime.smith@ct.gov. Trade Show questions can be sent to David Webber at david.webber@state.ma.us.

strategies small farmers have applied; success, risks, challenges, and barriers for small farmers to survive and prosper in rural areas; and financial implications on long-term farm development and rural economic development associated with multifunctional farm operations.

A postcard was delivered to farmers in New England region in October and November to gather information about their creative/innovative practices. A follow-up survey will be sent to a select group of farmers in the spring of 2012 to gather more information about farm profile, operation details, and assessment of the impact of multifunctional operations.

Liang’s study will allow small farmers to share stories and exchange information with their counterparts. Liang hopes that the study will generate policy recommendations to the USDA that will assist small farmers across the nation.

For more information, contact Liang at 802-656-0754 or CLIANG@uvm.edu.

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