

McIntosh News



Marshall McIntosh at Maplebank Farm, Roxbury, Connecticut, on New England Apple Day Wednesday, September 3.
(Russell Steven Powell photo)

New England Apple Day in photos

pages 8-11

New booth at 'The Big E' debuts Friday, September 12

page 2

2014 crop forecast

page 6



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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.

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Building A Better Booth At The Big E

New England Apples will have an expanded presence in the Massachusetts State Building during this year's Eastern States Exposition ("The Big E") in West Springfield, Massachusetts. For the past month, New England Apples has been renovating the larger booth awarded by the Massachusetts Department of Agricultural Resources to prepare for the opening of the fair Friday, September 12. The Big E continues for 17 days, through Sunday, September 28.

The New England Apple Association operates the booth annually to promote the fresh apple harvest, through sales of fresh apples, fresh cider, cider donuts, apple pies, and other baked goods, and by handing out literature such as the New England Apples brochure.

Fresh apples will be supplied by Massachusetts orchards: **Atkins Farms** in Amherst, **The Big Apple** in Wrentham, **Brookfield Orchards** in North Brookfield, **Carlson Orchards** in Harvard, **Clarkdale Fruit Farms** in Deerfield, **Cold Spring Orchard** in Belchertown, **Pine Hill Orchards** in Colrain, **Red Apple Farm** in Phillipston, and **Tougas Family Farm** in Northborough.

If other local orchards would like to participate in this event, call or email Bar Weeks: 203-439-7006, bar@newenglandapples.org

The booth will feature award-winning cider donuts made by **Atkins Farms** in Amherst, fresh, crisp apple cider from **Carlson Orchards** in Harvard; and fresh-baked apple pies and apple crisp made with apples supplied by **Cold Spring Orchard** in Belchertown.

Executive Director Bar Weeks and Senior Writer Russell Powell will be on hand every day to serve and meet with customers.

The Big E is the largest fair in New England and last year attracted more than one million, four hundred thousand visitors.



Chris Weeks and Tim Gochinski begin the renovation work by breaking down the previous tenant's booth. (Bar Lois Weeks photo)

A crew led by Justin Morin, left, positions the heavy convection oven in its new location. (Russell Steven Powell photo)



Executive Director Bar Lois Weeks applies a final coat of paint to the brick wall above the booth's new stainless steel sinks. (Russell Steven Powell photo)

New brochure, 2015 calendar arrive in September

Member orchards can expect to receive their supplies of the revised *New England Apples* brochure and 2015 New England Apples wall calendar before the end of September. The updated brochure, which folds out as a poster, features a new design, with photographs and descriptions of New England's 14 most popular apple varieties, new recipes, and information on nutrition, ripening times, and proper storage and handling.

The 2015 New England Apples wall calendar, produced in part with Specialty Crop grant funds from the Rhode Island Division of Agriculture, features



photography of orchards from around the region by Association Executive Director Bar Lois Weeks and Senior Writer Russell Steven Powell. Each month profiles a different apple variety grown in the region, and member orchards are listed in the back, with addresses, websites, and contact information.



'New England Apple Growers Battle Pests with IPM' videos now on website, YouTube

The New England Apple Association released three educational video programs in August about Integrated Pest Management (IPM). [Part 1](#) and [Part 3](#) of the series, titled "New England Apple Growers Battle Pests with IPM," are each 10 minutes long. [Part 2](#) is just over eight minutes long.

The videos look at different facets of IPM, a series of low-impact practices that employ natural controls and sophisticated monitoring to address threats to the orchard, reducing the need for harsh chemicals. The programs describe some of the common and emerging pests in the contemporary orchard, and growers' strategies for combating them.

Interviews and videotaping were done with IPM Field Scout Brian Farmer, John and Pete Rogers, and Greg Parzych at Rogers Orchards in Southington, Connecticut, and with Chuck Souther at Apple Hill Farm in Concord, New Hampshire.

Senior Writer Russell Steven Powell produced and directed the IPM programs. Executive Director Bar Weeks was associate producer and wrote the script. John Browne of Gloucester, Massachusetts, was videographer and editor, and supplied music and narration.

The programs were funded with grants from Farm Credit Northeast AgEnhancement, the departments of agriculture in Connecticut, Massachusetts, New Hampshire, and Vermont, and the New Hampshire Division of Pesticide Control.

The programs are the latest in a series that began in 2009 and that has had more than 100,000 views to date on topics ranging from cider-making to pruning and grafting. The videos are posted on the search engine YouTube and the New England Apple Association website, newenglandapples.org.

Website on new record pace

Visits and hits to the New England Apple Association website, newenglandapples.org, have moved ahead of last year's record-setting pace through the month of August. The site attracted 32,004 visitors during the first eight months of 2014, including 5,304 in August, compared to 29,422 in 2013, an increase of nearly 9 percent.

The site had 897,181 hits, including 230,516 in August, compared to 867,961 in 2013, a 3 percent increase.

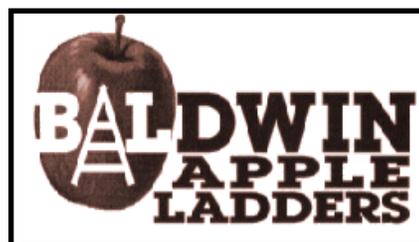
For the year 2013, the website reached a record 59,855 visitors and 2,485,219 hits. At the current pace, the site projects to 65,176 visitors and 2,563,737 hits for 2014.

Update your web listing to take advantage of heavy fall traffic

Members are encouraged to review and update their orchard listing on the New England Apple Association website, newenglandapples.org, to promote the 2014 fresh harvest. Last year the site attracted more than 21,000 visitors and more than 1.2 million hits in September and October alone.

Growers will want to update their listing to include all of their apple varieties, value-added products, and services, as visitors to the website search for orchards by apple variety, and other products, like "lunch," or "honey," or "flowers," to see what member orchards offer as consumers plan their visit.

Association members can update their listings remotely from their orchard by typing in their password on the "For Members" link on the home page. For members unfamiliar with the system, or needing assistance to make their listing complete, email bar@newenglandapples.org, or call 203-439-7006.



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High-quality crop predicted for New England

Apple color outstanding, harvest on schedule

New England expects a high-quality apple crop this fall with outstanding color as a result of the summer's cool days and nights. The size of the 2014 New England apple crop is forecast by the U. S. Apple Association at 3.73 million 42-pound boxes, just over the region's five-year, 3.52 million-box average. The crop is expected to be slightly smaller than 2013's fresh harvest of 3.8 million boxes.

The timing of the New England apple harvest so far is on schedule, with early varieties like Ginger Gold, Jersey Mac, PaulaRed, Sansa, and Zestar! already being picked. McIntosh, which accounts for about two-thirds of the crop, is now being picked in most areas.

To find detailed listings of area orchards, visit the home page of the [New England Apples](#) website, and click on "Find an Apple Orchard." Be sure to call ahead to see what is ready for picking.

Growing conditions in New England have been good throughout the spring and summer, with only scattered damage from frost or hail. Some apple varieties produce large crops biennially and have a low volume of fruit if 2014 is their off-bearing year.

Some orchards reported losses due to the bacterial infection fire blight in every state but Maine, which expects a significantly larger crop in 2014 than in 2013, despite hail damage reported in the central part of the state (based on our informal survey, the increase in Maine may not be as great as the national report suggests). Elsewhere in New England, Vermont should harvest about as many apples in 2014 as a year ago, while the other states anticipate crops between 10 percent and 20 percent smaller than in 2013.

Most of the region's orchards expect to have plenty of apples of all varieties in a range of sizes.

Here is USApple's state-by-state forecast for 2014 (in units of 42-pound boxes):

	2014 crop estimate	2013 harvest	% change from 2013	5-year average	% change from 5-year average
Connecticut	547 K	643K	-15%	514 K	+6%
Maine	952 K	643K	+48%	719 K	+32%
Massachusetts	881 K	1,036K	-15%	907 K	-3%
New Hampshire	486 K	607K	-20%	524 K	-7%
Rhode Island	54 K	60K	-9%	56 K	-4%
Vermont	810 K	810K	0%	800 K	-1%

The 2014 United States apple crop is predicted at 263,804 million boxes, about 10 percent larger than in 2013, according to USApple's annual forecast. Leading the way is Washington state, with a record crop predicted of 162 million boxes. New York expects to harvest 30 million boxes, a 24 percent increase over 2013, and Michigan will be slightly down from a year ago, at 28,740 million boxes.

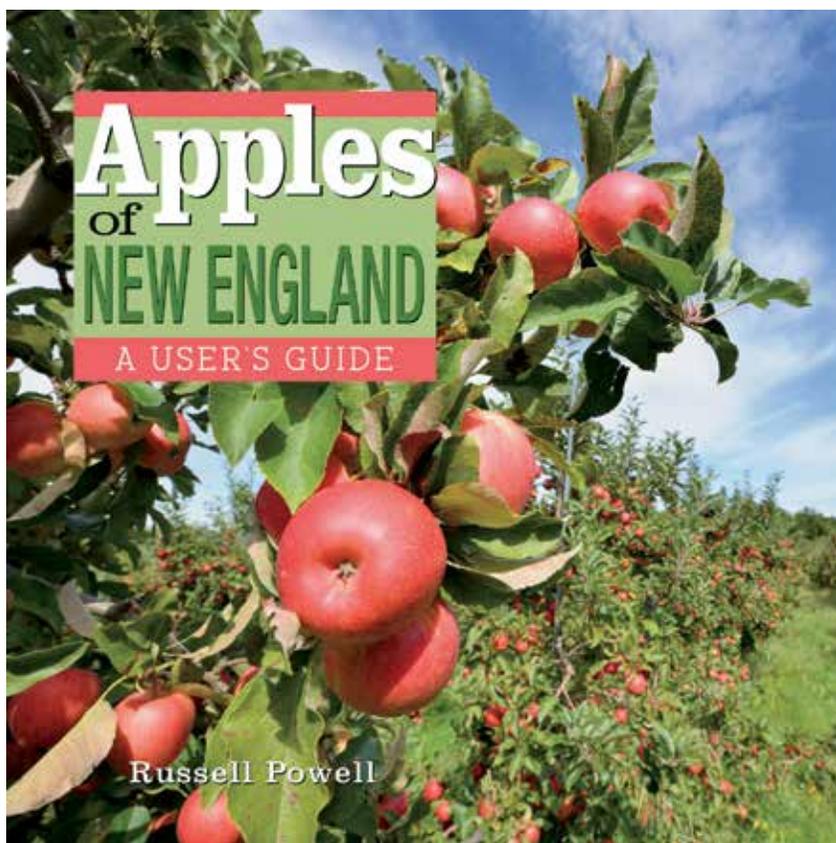
The 2014 national apple crop forecast is nearly 17 percent above the five-year average of 225,925 million boxes.

Apples of New England

A User's Guide

Russell Powell

A guide to more than 200 varieties of apples!



This fascinating and helpful guide offers practical advice about rare heirlooms and newly discovered varieties, chapters on the rich tradition of apple growing in New England and on the “fathers” of American apples—Massachusetts natives John Chapman (“Johnny Appleseed”) and Henry David Thoreau. *Apples of New England* will present the apple in all its splendor: as biological wonder, superfood, work of art, and cultural icon.

Apples of New England is an indispensable resource for anyone identifying apples in New England orchards, farm stands, grocery stores—or their own backyard. Photographs of the more than 200 apples discovered, grown, or sold in New England are accompanied by notes about flavor and texture, history, ripening time, storage quality, and best use.

- Off-the-book-page features
- Events at New England orchards
- Author appearances during apple season

\$19.95 (Can. \$22.95) | cloth | CQ16

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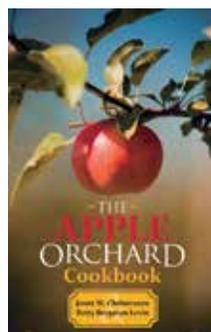
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The Countryman Press

RUSSELL POWELL served as executive director of the New England Apple Association from 1998 to 2011, and since then has been its senior writer. He publishes the blog newenglandorchards.org, and is the author of *America's Apple*. He lives in Hatfield, MA.



ALSO OF INTEREST

The Apple Orchard Cookbook

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Fall 2014

Scenes from New England Apple Day

Wednesday, September 3, 2014



Hampshire limb reaching for the clouds, Riverview Farm, Plainfield, New Hampshire. (Bar Lois Weeks)

Galas ripening at Blue Jay Orchards in Bethel, Connecticut. (Russell Steven Powell)





State Rep. Harold P. Naughton, Jr. and Massachusetts Commissioner of Agriculture Greg Watson pick their first Jonamac of the season at Clearview Farm in Sterling. (Bar Lois Weeks photo)



In Contoocook, New Hampshire, Gould Hill Farm owner Tim Bassett and cashier Wendy sort apples. Governor Maggie Hassan picked the ceremonial first apple at Gould Hill Thursday. (Bar Lois Weeks)



Cindy and Chuck Lord of Carver Hill Orchard, Stow, Massachusetts. (Bar Lois Weeks photo)



Howard Bronson by a Marshall McIntosh at his Maplebank Farm in Roxbury, Connecticut. (Russell Steven Powell photo)

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Orchard Views on New England Apple Day



Honeycrisp row late afternoon, Riverview Farm, Plainfield, New Hampshire. (Bar Lois Weeks photo)



Bishop's Orchards, Guilford, Connecticut. (Russell Steven Powell photo)



Lyman Orchards, Middlefield, Connecticut.
(Russell Steven Powell photo)



Averill Farm, Washington Depot, Connecticut.
(Russell Steven Powell photo)



Gould Hill Farm, Contoocook, New Hampshire
(Bar Lois Weeks photo)

Apple pie contest, CiderDays among fall promotions

New England Apple Association has scheduled several events to promote the fresh harvest in addition to The Big E and New England Apple Day.

Senior Writer Russell Steven Powell and Executive Director Bar Lois Weeks once again will be judges at the **Great New England Apple Pie Contest**, now in its fifth year, during Mount Wachusett's 31st annual AppleFest, Saturday, October 18. The judging begins at 11 a.m. Saturday, the opening day of the weekend fair.

During the first weekend in November, the Association sponsors **Franklin County CiderDays**, an event that involves orchards and value-added producers in workshops, tastings, and events across western Massachusetts. Now in its 20th year, CiderDays attracts enthusiasts from across the country and internationally.

The Association works with member orchards to provide more than 11,000 fresh apples to volunteer participants in annual fundraising walks around New England for **JDRF (Juvenile Diabetes Research Foundation)**, in September and October.



2014 weblog series looks at sources of New England apples

The New England Apple Association weblog, newenglandorchards.org, is published Wednesdays each week until December. This year's posts began in early August, featuring the new video series, "New England Apple Growers Battle Pests With IPM," followed by a post about Ginger Gold.

A new series profiling the states, regions, and countries that have produced apple varieties now grown in New England began [August 20](#) with a post about the joint apple-breeding program of the University of **Illinois**, Purdue University in **Indiana**, and Rutgers University in **New Jersey**.

The [August 27](#) post included the 2014 New

England apple crop forecast and a look at apples developed by the apple-breeding program at the University of **Minnesota**.

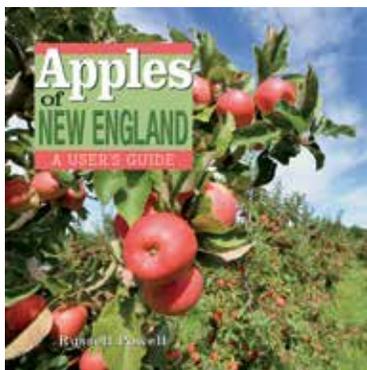
The [September 3](#) post, coinciding with New England Apple Day, featured apples discovered in **New England**.

Future posts in the series will profile popular New England apples originating in Canada, England, New York state, Europe, Japan, the remaining American states, and Australia and New Zealand.

Each post includes photographs of a New England orchard and of the featured varieties, and timely news about the region's apple crop.

'Apples of New England' tells the story of apple growing in the region

Apples of New England: A User's Guide, a new book by New England Apple Association Senior Writer Russell Steven Powell, features color photographs and descriptions of more than 200



grown, sold, or discovered in New England, plus a history of apple growing in the region spanning nearly four centuries, including a chapter about the contemporary orchard. Photographs for the book are by Executive Director Bar Lois Weeks.

In addition to extensive research, Powell interviewed senior and retired growers and leading industry figures from all six New England states, and obtained samples of many rare varieties at the preservation orchard maintained by the Tower Hill Botanic Garden in Boylston, Massachusetts.

A chapter on John Chapman ("Johnny Appleseed"), for the first time links him with another Massachusetts native, Henry David Thoreau, as the fathers of American wild apples, Chapman for planting them, Thoreau with his pen.

Powell, who has written about apples since joining the New England Apple Association in 1996, says *Apples of New England* is intended for apple lovers of all ages, "whether at the orchard, farm stand, grocery store, an abandoned field, or back yard." The descriptions include detailed information on each apple's flavor and texture, ripening season, and best uses, as well as age, parentage, place of origin, and unusual histories.

Apples of New England, which lists at \$19.95, is published by The Countryman Press, a division of W. W. Norton.

For more information or to schedule an appearance, email russpowell@verizon.net.

Russell Steven Powell will be reading from and signing copies of *Apples of New England* at a number of events this fall, beginning this Sunday.

Here is the current lineup:

Sunday, September 7, 1:30 p.m.

[Keep Homestead Museum](#)

35 Ely Rd., Monson, Massachusetts

Friday, September 12, through Sunday, September 28, 10 a.m. to 9 p.m. daily

New England Apple Association booth Massachusetts Building, Eastern States

[Exposition \(The Big E\)](#)

1305 Memorial Ave., West Springfield, Massachusetts

Saturday, October 4, 1 p.m.

[Norcross Wildlife Sanctuary](#)

Wales Rd., Monson, Massachusetts

Sunday, October 5, 12:30 p.m.

[Tower Hill Botanic Garden](#)

11 French Dr., Boylston, Massachusetts

Saturday, October 11, 2 p.m.

[Historic Deerfield](#)

80 Old Main St., Deerfield, Massachusetts

Saturday, October 18, 10 a.m.

[Mount Wachusett AppleFest](#)

490 Mountain Rd, Princeton, Massachusetts

Saturday, October 25, 1 p.m.

[White Memorial Conservation Center](#)

80 Whitehall Rd., Litchfield, Connecticut

Sunday, October 26, 2 p.m.

[River Valley Market](#)

330 North King St., Northampton, Massachusetts

Monday, January 26, 7 p.m.

[Porter Square Books](#)

25 White St., Cambridge, Massachusetts

The Great

2014

New England Apple Pie Contest



Saturday, October 18, 2014
Wachusett Mountain Applefest

Prizes

- ★ **Get your Recipe Published on numerous websites! (Priceless!)**
Including newenglandapples.org; wachusett.com; hannafood.com; redapplefarm.com
- ★ **Prize Pack of Vouchers to Local Attractions**
Including to Wachusett Mountain Ski Area, Red Apple Farm & others
- ★ **Hannafood Gift Cards**
- ★ **Bragging Rights to claim your pie is the "Best in New England!"**

Judging

- ★ Amateur-Only Division!
- ★ Two Pie Categories: Apple Only and Apple & Other Ingredients
- ★ Criteria include: appearance, presentation, crust, texture and flavor!
- ★ Celebrity judges will be on hand, including: chefs, authors and local representatives
- ★ Judging will begin at 11 a.m. with results & prizes immediately following

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AppleFest admission tickets!
(\$24 value! Limit 2 tickets per person, even if more than one pie is submitted.)

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October 18-19
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2 days of craft fairs, farmers' markets,
music & more!
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"A Taste of New England Apples!"

Presented by New England Apple Association

- Sample dozens of apple varieties
- Learn about apple growing in New England



For contest rules or to register with recipe, go to www.wachusett.com or www.greatnewenglandapplepiecontest.com