

McIntosh News



A cool spring means late blossoms at orchards like Silverman's Farm in Easton, Connecticut, reducing the likelihood of damage from frost. (photo by Bar Lois Weeks)

New England orchards emerge from winter into spring

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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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August release for IPM videos

The New England Apple Association has been awarded \$2,000 by Farm Credit Northeast AgEnhancement to complete two educational video programs on integrated pest management (IPM). A \$6,169 Specialty Crops grant from New Hampshire will also be used to complete production of the programs in time for release in August.

The project earlier received a \$4,000 grant Farm Credit Northeast AgEnhancement in 2012 and a \$4,897.50 grant from the New Hampshire Department of Agriculture, Markets & Food, made through its Division of Pesticide Control and the New Hampshire Department of Agriculture, Markets & Food. Those grants funded videotaping at Rogers Orchards in Southington, Connecticut, and Apple Hill Farm in Concord, New Hampshire.

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

Many consumers have questions about how their fruits and vegetables are grown, and concerns about food safety, says Bar Weeks, executive director of the New England Apple Association. Yet while most growers today use some form of IPM, a series of low-impact practices that use natural controls and sophisticated monitoring to address threats to the orchard, few consumers are familiar with it. "We have a good story to tell about how growers manage pests and disease," says Weeks, "and video is an excellent way to tell it."

The video series has been a regional effort, funded with Specialty Crop grants from Connecticut, Massachusetts, and Vermont, in addition to the grants from New Hampshire and Northeast AgEnhancement.

Farm Credit Northeast AgEnhancement supports programs, projects and events that are intended to strengthen agriculture, commercial fishing and the forest products sector in the Northeast. This program is a combined effort of Farm Credit East, Yankee Farm Credit and CoBank.

Web hits near 2.5 million

After two years of record growth, activity on the New England Apple Association website, newenglandapples.org, has leveled off during the first four months of 2014. Visitors to the site from January through April totaled 14,403, a slight decrease from the same period in 2013 (14,686), and hits were also down, from 403,609 to 388,898.

The site remains on pace to exceed two million hits and nearly 60,000 visitors in 2014, following a phenomenal jump in usage in 2013, when the site attracted 2,485,219 hits, a 78 percent increase from 2012's 1,397,201 hits, while visitors increased 53 percent, from 39,090 to 59,855.

The busiest months in 2013, not surprisingly,

came during peak harvest, with 11,008 visitors totaling 620,825 hits in September, and 10,399 visitors and 664,247 hits in October.

The 14 video programs on apple growing posted on YouTube and newenglandapples.org were viewed 32,167 times in 2013. Leading the way for the year were the two-part series on pruning, with 14,796 views, followed by the three-part series on apple pie-making (7,639), and the program about how to prepare for a visit to a pick-your-own orchard, with 4,072 views for the year.

Averaging about 100 views per day, the video series has been viewed more than 105,000 through April.

It's time to update your website listing

Member orchards: on your list of tasks to get ready for the 2014 harvest, make sure to update your listing on the New England Apple Association website, newenglandapples.org, by August 1.

One of the website's best features is that visitors can search for orchards by the apple varieties they grow. On the home page, place your cursor on "Find An Apple Orchard," and click on "[by Variety](#)" in the pop-up menu. It takes you to a page with a list of apple varieties, where visitors can choose the apples they are looking for and then click on the "Find Orchards" box at the bottom.

It is a great tool for consumers looking for particular varieties, especially hard to find ones. There is even a field at the top of the page where visitors can type in other products, such as "lunch" or "honey" or "flowers," to assist them in making plans to visit an orchard meeting their needs.

To take advantage of this feature, orchards need to complete their listings, updating their page so that it includes all the apples and other products they sell.

Member orchards can update their listings remotely from their office. To revise their website listings - for example, to edit their variety list, or to advertise a certain event coming up at their orchard - they can add it from their computer by going to our website:

newenglandapples.org

First-time users have to set up an email address and password first:

Click on left menu icon "For Members"

Type in your email address and the security code shown (DO NOT CLICK LOGIN!)

Click "Forgot password, [CLICK HERE](#)"

Then follow the directions for setting up your password

For members needing assistance, email us at info@newenglandorchards.org,





Scenes from Silverman's Farm in Easton, Connecticut, with Irving Silverman and Woody, May 12



Match-tip stage and leaves unfurling at Easy Pickins Orchard, Enfield, Connecticut, April 24 (photos by Bar Lois Weeks)

Right: On April 22, a heavy rain soaked trees and the wooden apple sculpture at the entrance to Clearwater Farm, Sterling, Massachusetts (photos by Russell Steven Powell)





Barden Family Orchard, North Scituate, Rhode Island, February 20 (photo by Bar Lois Weeks)

An advertisement for Stark Bro's Nurseries & Orchards Co. The top features the company logo in red and gold, with the tagline "A GROWING LEGACY SINCE 1816". Below the logo is a photograph of a worker in a yellow tractor operating in a nursery. The text "It's not too late!" is written in large, white, italicized font. Below this, it says "We have a good selection of the most popular varieties". At the bottom, it provides contact information: "For best selection, call 800-435-8733 today!", "Stark Bro's Nurseries & Orchards Co.", "PO Box 398 • Louisiana, MO 63353 • 573-754-5111 • Fax 573-754-3701", and "StarkBrosWholesale.com".

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New brochure, calendar available for new season

The New England Apple Association will distribute a revised version of its popular *New England Apples* brochure to member orchards for promotional use during the 2014 season. The brochure, which folds out as a poster, contains information about New England's most popular apple varieties, plus recipes and information on nutrition and proper storage and handling.

The Association will also distribute supplies of its 2015 New England Apples wall calendar to members. The 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.

Orchards are reminded that they must be current with dues by July 1 in order to be listed in the calendar, which includes their street and website address, and their phone number. Paid members will automatically receive supplies of the brochure and calendar in late August or September.

New England Apple Bars

Crust:

- 2 c white whole-wheat flour
- 1/2 c raw cane sugar
- 1/2 t baking powder
- 1/2 t salt

1 c butter, softened

2 egg yolks, beaten

Combine dry ingredients; cut in butter until crumbs are the size of small peas. Stir in egg yolks. Divide mixture in half, pressing one half into bottom of 13" x 9" x 2" baking pan.

Filling:

4 New England apples, cored and sliced (4 cups)

1/4 c raw cane sugar

1/4 c white whole-wheat flour

1 t cinnamon

Combine filling ingredients; arrange over bottom crust. Crumble remaining dough over filling.

Topping:

1 egg white, slightly beaten

Brush egg white over crumble topping.

Bake in 350° oven for 40-45 minutes. Cool before cutting into bars.



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'New England Apples' book due in August

New England Apples: A User's Guide, a new book by New England Apple Association Senior Writer Russell Steven Powell, will be published by The Countryman Press in August. Photographs for the book are by Executive Director Bar Lois Weeks.

The volume contains photographs and descriptions of more than 200 apple varieties 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. In addition to his research, Powell interviewed senior and retired growers and leading

Fall promotions scheduled

Once again New England Apple Association prepares for the 17-day Eastern States Exposition ("The Big E"), selling fresh apples and cider, plus cider donuts, apple pies, and other baked goods. Visitors to the Association's booth in the Massachusetts State Building ask questions, receive free recipe cards, a list of pick-your-own orchards, and the "New England Apples" brochure/poster, as well as brochures from orchards.

The fair, held during the height of the fresh apple harvest, runs from September 12 through 28. The Big E is the largest fair in New England and has drawn more than one million visitors in years past.

New England Apple Association will also participate in these events this fall to promote the New England harvest:

New England Apple Day
September 3

Mount Wachusett AppleFest
October 18-19

Franklin County CiderDays
November 1-2

JDRF walks
September-October

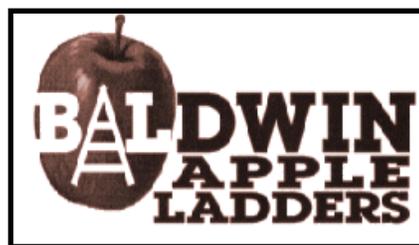
Look for details in our summer issue!

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 (aka Johnny Appleseed), for the first time links him with another Massachusetts native, Henry David Thoreau, as the fathers of American wild apples, Chapman for sowing them, Thoreau for writing about them.

Powell, who has written extensively about apples since joining the New England Apple Association in 1996, says *New England Apples* is written for apple lovers of all ages, helping them identify apples at the orchard, farm stand, or grocery store, as well as the 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.

Powell's first book, *America's Apple* (2012, Brook Hollow Press), will soon be available in paperback. Details about how to order it and *New England Apples* will be available in the summer edition of *McIntosh News*, or write to Powell at russ@newenglandapples.org.



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