

McIntosh News



A record year for apple pie

AppleFest and 'Big E' serve up more pies than ever

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Senior Writer

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:

P. O. Box 41, Hatfield, MA 01038
203-439-7006
info@newenglandapples.org

newenglandapples.org

IFTA scholarships available

The New England Apple Association is pleased to offer up to 20 \$250 scholarships to help young farmers attend the 2013 International Fruit Tree Association (IFTA) Annual Conference and Intensive Workshop in Boston February 23 to March 1. The scholarships are funded by a grant from Farm Credit Northeast AgEnhancement.

The theme for the 2013 IFTA conference is «Technology,» and workshops and speakers will cover such topics as varieties, mechanization, pest management, and information management, including sessions on orchard automation projects at Penn State, Carnegie Melon, and Washington State University, and planting systems that will most easily be adapted to automation, such as «Le Mur Fruitiere,» or «the fruiting wall,» which has been in development in France and Belgium for a number of years.

There will be an all-day intensive workshop on pick-your-own marketing. Growers attending the IFTA conference will see new and innovative products, learn the latest research, and have outstanding opportunities for networking outside the region.

This is the first time in its 56-year history that the IFTA meeting will be held in New England. To register for the conference, visit IFTA registration.

To apply for a scholarship, growers under 36 years of age should state their interest in an email sent to info@newenglandapples.org. The deadline for applying is Friday, February 1, or until all 20 scholarships are awarded, whichever comes first. Awards will be made and cash disbursed prior to the conference.

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. The program is a combined effort of Farm Credit East, Farm Credit of Maine, Yankee Farm Credit and CoBank.

Web hits reach 1.4 million

The New England Apple Association website newenglandapples.org had its busiest year ever in 2012, receiving 1.4 million hits, an 82 percent increase from 2011. More than one-third of the total came during the peak harvest months of September (357,351) and October (285,031).

There were a record 39,090 visitors to the site, an increase of 44 percent increase over 2011, with more than 8,000 in September and 6,300 in October.

The association plans a major upgrade to the site in 2013, pending funding, with new features and design supported by a new infrastructure.

**UPDATE! New phone number for NEAA!
213-439-7006**

2013 calendars available

The 2013 New England Apples wall calendar brings the warmth and beauty of apples to your home every day of the year. The 12"x12" calendar features photographs of a different New England orchard every month, accompanied by a smaller photo and description of an apple variety grown in the region.

The photographs are by Executive Director Bar Lois Weeks and Senior Writer Russell Powell. The two previously collaborated on a 2012 calendar and a book *America's Apple* (2012, Brook Hollow Press).

There is a limited supply of 2013 New England Apples wall calendars still available for a \$5 shipping and handling fee. Send checks to New England Apple Association, P.O. Box 41, Hatfield, MA

Mark your calendar

New England Apple Association will hold its Annual Meeting Tuesday, June 11, 2013, at 10 a.m. at J.P. Sullivan & Co., 49 Barnum Road, Ayer, Massachusetts. All member orchards are cordially invited to attend.

If you have agenda items, please email your ideas before May 1, 2013, to info@newenglandapples.org.

Details to follow in the Spring edition of *McIntosh News*.



Spring planting will be here before you know it, so **now is the time to order**. Many of our varieties are still available, but they could go fast after the upcoming trade shows. **To guarantee best selection from our crop, call 800-435-8733 today!**

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Judging apple pie a pious experience

By **RUSSELL
STEVEN POWELL**
Senior Writer

The opportunity I have had to serve as a judge at the annual Great New England Apple Pie Contest may be a source of envy for some; for me it has become an almost spiritual experience. Sampling the handiwork of dozens of amateur bakers one after another before a small crowd for two hours is humbling, sublime, a sweet test of endurance.



As the contest's two charter judges, "Wachusett Pie Taster" Burt Gendron and I have had to taste and rate nearly 100 pies as the contest more than tripled in size during its three years, from 17 entries in 2010 to 35 a year ago to 62 in 2012. While that sounds like a lot and the contest moves right along, our job is not to rush, but to savor. No two apple pies are alike in looks, flavor, texture, spicing, and crust, so comparing them can be a challenge, requiring a clear mind and clean palate.

I expect no sympathy — even for being so full of pie by the end of the afternoon that I am wise to skip dinner. It is both an honor and a pleasure to serve as a judge, and a privilege to get to sample so many outstanding pies. I am already looking forward to next year's competition.

Both winners of the 3rd Annual Great New England Pie Contest at the 29th Annual AppleFest at Mount Wachusett in Princeton, Massachusetts, October 20 featured multiple varieties of apples

in their pies, but both included **Cortland and Honeycrisp**. It was the second straight year that Cortlands were used in both winning recipes.

Wachusett Mountain Special Events Coordinator Audra Lissell organized and emceed the event for the third year in a row, and Marketing Director Tom Meyers served up slices of pie to the judges. In addition to Burt and me, judges were Rick Leblanc, director of marketing for the Massachusetts Department of Agricultural Resources; Rick Patrick, assistant director of Wachusett Mountain Ski School; chef Juan Sebastian of Puerta Vallarta, Mexico, and Red Apple Farm; and Bar Weeks, executive director of New England Apple Association. Each of us sampled more than 40 pies — half of the entries plus the finalists.

In addition to the recognition and having their recipes published on several websites, including the New England Apple Association weblog [Pies! Pies! Pies!](#) and this newsletter, winners Patricia Kuhn



Bonita of Winthrop, Massachusetts, in the “Apple Only” category, and Denise Gokey of Fitchburg, Massachusetts (“Apple and Other”) were awarded a year of free events at Wachusett Mountain, sponsor of the event, and gift cards.

Here are the winning pie recipes:

Patricia Kuhn Bonita’s Apple Pie

Crust

- 1 c flour
- 1/4 t salt
- 5 T butter
- 2/3 c shortening
- 6-8 T water
- 1 T sugar

Filling

- 7 New England apples
McIntosh, Cortland,
Honeycrisp, Granny
Smith
- 3 T butter
- 1/2 c brown sugar
- 1/2 c sugar
- 3-1/2 T flour
- 1/2 t cinnamon
- 1/4 t nutmeg
- 1 T lemon



Judges Rick Leblanc, left, and Burt Gendron organize the entries prior to the competition.

Denise's Crunchy Caramel Apple Pie

Pastry crust for a 10-inch pie

Filling

1/2 c sugar
3 T cinnamon
dash nutmeg
1/8 t salt
6 c sliced New England apples (3 Honeycrisp,
2 Cortland, and 2 Golden Delicious)

In large mixing bowl, combine all ingredients. Add apples and toss to coat. Transfer apples to pie crust. Set aside.

Crumb topping

1 c packed brown sugar
1/2 c flour
1/2 c quick cooking oats
1/2 c butter
1/2 c chopped pecans
1/4 c caramel topping

Stir together brown sugar, flour, and oats. Cut in butter with pastry knife until mixture resembles coarse crumbs ("Sometimes I have to mix with my hands a bit," says Denise). Sprinkle crumb topping over apples.

Place pie on a cookie sheet to keep your oven clean. Cover crust edges with foil. Bake 25 minutes. Remove foil and continue baking 25-30 minutes, or until apples are soft when pricked with a fork.

Remove from oven. Sprinkle with pecans and caramel topping. Cool on a wire rack, serve warm or at room temperature.

"Either way is delicious," writes Denise. "I have been making this pie for years, and it is always requested by my family during apple harvest."

First-time judge Bar Lois Weeks, executive director of New England Apple Association, arranges pies at the 3rd Annual Great New England Pie Contest.

Photos by Russell Steven Powell



'Big E' biggest, busiest yet

Less than one week before the 2012 Eastern States Exposition ("The Big E") began September 14, the New England Apple Association received notice that it had doubled its booth space in the Massachusetts Building, the result of a last-minute cancellation by a neighboring booth. Since the association has increased sales every year since it was awarded a booth in 2002, the added space was welcome. But it required some last-minute scrambling to staff and supply the 17-day fair with adequate supplies of apples and value-added apple products.

The effort was worth it, and the Association had its most successful fair to date, aided by good weather, a record 1.3 million attendance, and the support and cooperation of numerous Massachusetts orchards and suppliers. Over the course of the fair, people visiting the apple booth took away thousands of brochures, recipe cards, and other promotional materials. They also consumed approximately:

5,000 fresh-picked apples from Atkins Farms in Amherst, Brookfield Orchards in North Brookfield, Cold Spring Orchards in Belchertown, Nestrovich Orchard in Granville, Pine Hill Orchards in Colrain, Red Apple Farm in Phillipston, and Tougas Family Farm in Northborough. Varieties included Baldwin, Cortland, Empire, Gala, Ginger Gold, Golden Delicious, Honeycrisp, Macoun, McIntosh, Northern Spy, and PaulaRed;

4,000 cups of fresh cider from Carlson Orchards in Harvard (some served mulled);

21,000 cider donuts from Atkins Farms;

2,900 5" apple pies from Cook's Family Farm in Brimfield;

240 slices of Northern Spy apple pie from Pine Hill Orchards;



Bar Lois Weeks
Liz Oinonen and Chris Weeks serve cider and donuts to some of the record crowd at the Big E.

2,300 servings of apple crisp, also from Cook's Family Farm (both pie and crisp were available a la mode, requiring 25 gallons of vanilla ice cream); and

200 apple pie smoothies, delicious, healthy concoctions made from apples, fresh cider, and spices.

It is not yet known if the Association will be able to retain the extra space in 2013 (it may be reallocated), but it will submit a proposal to the Massachusetts Department of Agricultural Resources, which manages the building.

"The Big E has become our most important annual promotion," says Executive Director Bar Lois Weeks, who manages the booth. "The timing is perfect — at the peak of the fresh harvest — and the fair draws visitors from throughout New England. It is an outstanding opportunity for us to educate consumers about New England apples and to stimulate their interest in the current crop."

The special edition of *McIntosh News* showcases apple lovers of all ages who visited the booth this year.

Video series grows

New IPM program due summer 2013

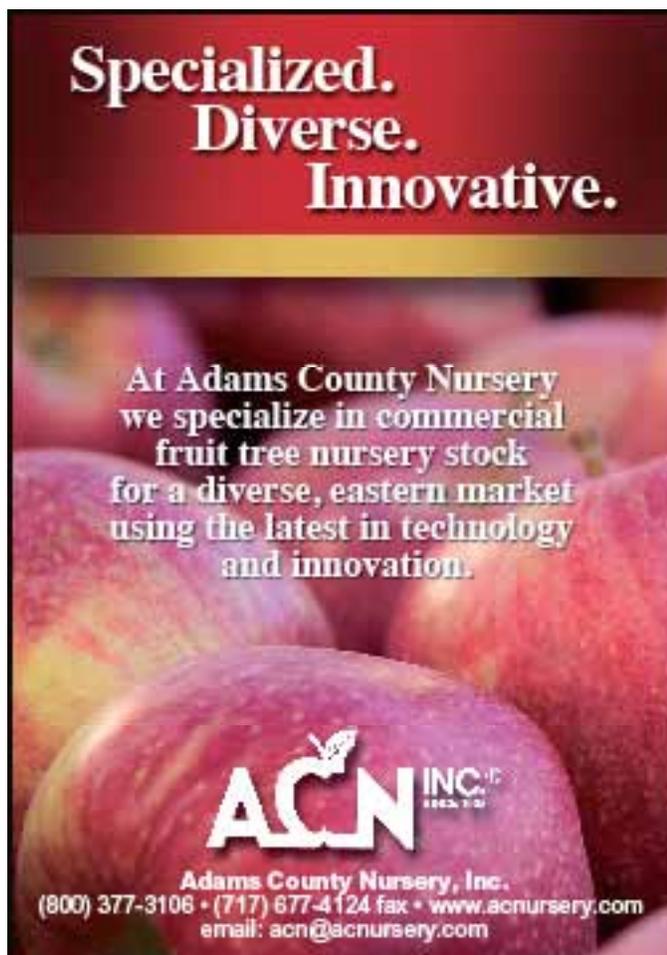
The series of 14 video programs produced by the New England Apple Association between August 2009 and February 2011 was viewed more than 27,000 times in 2012. The educational videos, covering such diverse topics as [pollination](#), the [packing-house](#), and [cider-making](#), can be found on the Internet search engine YouTube and the [New England Apple Association](#) website.

The four-minute program about how to prepare for a visit to a [pick-your-own](#) orchard has been viewed more than 21,000 since its release in August 2009. A two-part program on [pruning](#) has received nearly 17,000 views, and a three-part program on [apple pie-making](#) more than 12,500. In all, there

were 27,719 views in 2012, and the series has now been seen more than 61,000 times.

A 15th program for the series, on integrated pest management (IPM), is expected to be released in the summer of 2013. The new video is funded in part with a \$4,000 grant from the Farm Credit Northeast AgEnhancement program and a \$4,900 grant New Hampshire Department of Agriculture, Markets & Food.

Funding for the video series has been a regional effort, with Specialty Crop grants from Connecticut, Massachusetts, New Hampshire, and Vermont, and a previous grant from Farm Credit Northeast AgEnhancement. The series is written by Executive Director Bar Lois Weeks and produced and directed by Senior Writer Russell Powell. Videographer John Browne, who for many years has been a producer for the education division of WGBH-TV in Boston, edits the programs.

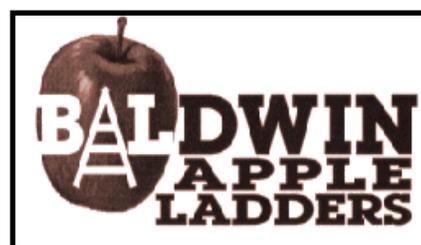


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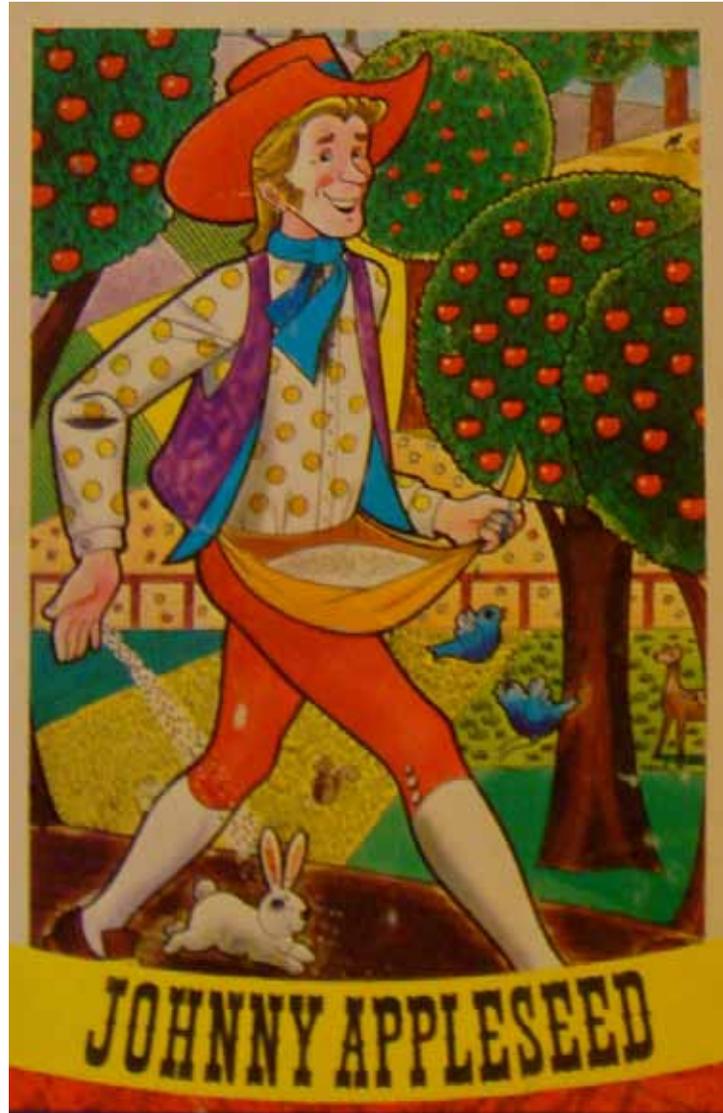
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New events for 'America's Apple'

Several new events and venues are confirmed for [America's Apple](#), the new book about apple growing in the United States by Russell Steven Powell (with photographs by Bar Lois Weeks, and an ebook will be available soon. The listed presentations will focus on early history, including John Chapman, better known as Johnny Appleseed, and apple varieties, from heirlooms to today's high-tech, high-stakes race for the next Super Apple.

Thursday, February 7, 6:30 p.m.

[The Many Faces of John Chapman](#)
[Fitchburg Art Museum](#)
25 Merriam Parkway, Fitchburg, Massachusetts
Free



Saturday, February 9, 1:30 p.m.

[America's Apples, from Sheep's Nose to Sweetango](#)
[Norcross Wildlife Sanctuary](#)
30 Peck Road, Wales, Massachusetts
Free, but registration is required due to limited space. Call 413-267-9654 or email Lduthie@norcrossws.org for reservations and information.

Thursday, February 21, 9 a.m.

Guest, "What's Cooking with Luca Paris"
WKBK 104.1 FM, 1290 AM or streaming live on

wkbkradio.com
with host Gianluca "Luca" Paris, owner/chef at Luca's Mediterranean Café, The Market at Luca's, and Culinary Journey Productions, Keene, New Hampshire

Thursday, May 23, 7 p.m.

[Images of John Chapman: Saint or Buffoon](#)
[Maine Historical Society](#)
489 Congress Street, Portland, Maine
Free

Copies of *America's Apple* will be available for sale and signing at each event.

America's Apple is available online at amazon.com, barnesandnoble.com,

and silverstreetmedia.com, and at these fine orchards and stores: Amherst Books, The Apple Farm, Atkins Fruit Bowl, Bolton Orchards, Booklink, Broadside Bookshop, Carlson Orchards, Johnny Appleseed Visitors Center, Lakeside Orchards, Pine Hill Orchard, Red Apple Farm, River Valley Market, Russell Orchards, Westward Orchards, and World Eye Bookstore.

Orchards and stores are eligible for a discount on three copies or more. For information, email brookhollowpress@comcast.net.

New England Apples sponsors CiderDays

For the second year, the New England Apple Association was a sponsor of [Franklin County CiderDays](#), one of the largest festivals of its kind. The two-day event November 3 and 4, the 18th annual, drew visitors from throughout the region to orchards and other venues across a 40-mile stretch in western Massachusetts

The 2012 event highlights included workshops on cider-making, at Pine Hill Orchards in Colrain, and apples for baking, at Clarkdale Fruit Farms in Deerfield. Clarkdale also hosted a cider press demo and tastings of apples, pears, and ciders throughout the weekend. New Salem Preserves and Orchards in New Salem hosted its Cider and Apple Festival.

There was an amateur cider competition, and workshops on “Bittersharps, the Heirlooms, and the Macs — Learning How to Taste the Apples in your Hard Cider,” with author/educator Robert J. Heiss, and “Heritage Apple Tasting,” led by John Bunker and David Buchanan. Other workshops were on tending backyard apple trees and tasting dried apple varieties.

Amy Traverso, *Yankee Magazine* senior editor and author of *The Apple Lover’s Cookbook*, led a session on making overnight apple butter, and Eleanor Leger of Eden Ice Cider led a discussion on ice cider tasting.

There was plenty of good apple food and drink throughout the weekend, including an apple pancake breakfast, the Cider Salon — billed as the world’s



Eleanor Leger, shown here with husband Albert, of Eden Ice Cider, West Charleston, Vermont, gave a presentation on ice cider. Bar Lois Weeks

largest hard cider tasting — and the CiderDays Locavore Harvest Supper, featuring apples, cider, and other locally grown foods prepared by chef Paul Correnty.

America's Apple



Russell Steven Powell
With photographs by Bar Lois Weeks

“*America’s Apple* is a thorough and informative tour of the landscape of American apples in the 21st century, and a sympathetic portrait of the intrepid New England farmers who grow them.”

— Hannah Nordhaus, author of
The Beekeeper’s Lament

“If you love apples (and who doesn’t?), this book will interest you. It’s a colorful story about the culture of apples, sweet with plenty of juicy details, a crisp prose style and tart observations.”

— The Moosewood Collective, owners of Moosewood Restaurant, celebrating 40 years of operation in Ithaca, New York, and authors of 13 natural foods cookbooks

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and a photographic index of 120 apple varieties grown in the United States**

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***We have a limited supply of 2013
New England Apples
wall calendars
available for just \$5.***

For details, see page 3.