



Agricultural Report

Agrivolution, Groton

Connecticut Department of Agriculture
Dannel P. Malloy, Governor
Steven K. Reviczky, Commissioner



Linda Piotrowicz, Editor
Wednesday, March 5, 2014

HARTFORD REGIONAL MARKET MASTER PLAN: PHASE 1 REPORT

Ted Spitzer, Market Ventures

Market Ventures, Inc., issued its report on Phase 1 of the master planning project for the state-owned Hartford Regional Market in January. The executive summary from this report appears below.

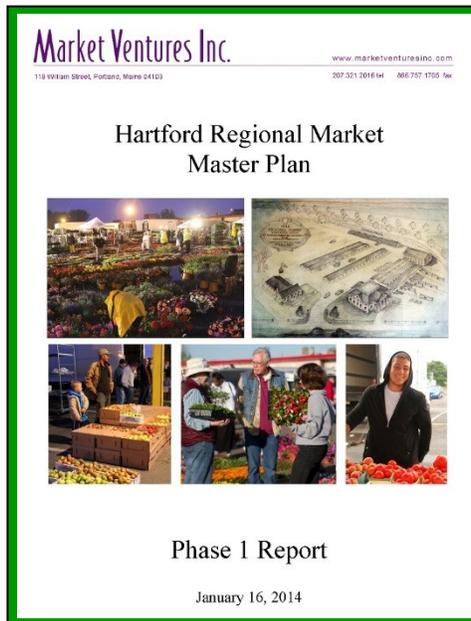
For more information about the master planning project, or to obtain a copy of the entire Phase 1 report, please contact Joseph Dippel at 860-713-2530 or joseph.dippel@ct.gov.

EXECUTIVE SUMMARY

Since its construction in the late 1940s, the Hartford Regional Market has served as a central distribution facility for Connecticut farmers and wholesalers of food and other agricultural products. Today the Market's original warehouse buildings continue to serve wholesalers and food processors of various sizes, while a shed structure and parking area provide 144 stalls for farmers to sell directly to consumers and wholesale buyers. One modern produce distribution facility was added in 2001 and is now owned and operated by FreshPoint, a division of Sysco.

Soaring interest in locally grown food has made Connecticut farmers increasingly interested in finding in-state buyers for their products. The 32 acre Regional Market, ideally situated adjacent to two major highways near the geographic center of the state, offers the potential to support the evolving needs of Connecticut farmers, wholesale food distributors, and local consumers in new and innovative ways. However, the facility needs a major capital investment to meet modern food safety and operational requirements.

To guide investment, the Department of Agriculture teamed with the Connecticut Department of Construction Services to oversee the creation of a master plan for the facility. LEGS Following a national solicitation of proposals, DoAg and DCS selected a team led by Mar-



ket Ventures, Inc. and directed them to plan and design the finest regional food hub in the country, providing the maximum benefit to the state's agriculture and local consumers.

This Phase 1 report is focused on the results of extensive market research and public input. Phase 2 includes developing a vision for the facility and proposing the development program, including schematic design concepts and an operations and management plan. Phase 3 includes financial and economic analysis.

Key research tasks included:

- Interviews with all current Regional Market tenants
- Interviews with key informants including farmers, state and local officials, restaurateurs, institutional food buyers, and nonprofit leaders involved with the food system

- Survey of wholesale and retail customers at the Saturday morning farmers' market
- Focus groups with large and small farmers throughout the state
- An Internet-based survey of consumers from throughout the region
- Review of current operations and infrastructure, and analysis of secondary data
- Identification of best practices from similar market facilities

GOALS

Based on the research and analysis, the following goals are recommended to guide the redevelopment of the Hartford Regional Market:

(continued on Page 3)

**WHOLESALE GREENHSE PRODUCE
U.S. AND INTERNATIONAL**

	Low	High
CUCMBR,prsn,20lb,MX	18.00	22.00
LEEK,5kg,NT	16.00	19.00
PEPPR,bl,or,11lb,MX	20.00	22.00
PEPPR,bl,rd,11lb,MX	16.00	20.00
RHUBARB,10lb,MI	22.00	22.00
TOMATO,12lb,vnnp,ME	24.00	25.00
TOMATO,chrtry,5lb,ME	14.00	15.00

NEW HOLLAND, PA, HOG AUCTION

Sold by actual weights; prices quoted by hundred wt.

		Low	High
49-54	220-300 lbs	73.00	78.00
	300-400 lbs	74.00	79.00
45-49	220-300 lbs	70.50	73.00
	300-400 lbs	67.00	73.00
Sows, US1-3300-500 lbs	500-700 lbs	67.00	69.00
	500-700 lbs	70.00	73.00
Boars	300-700 lbs	15.00	16.00

PA GRADER FEEDER PIGS

Lancaster, PA, per cwt.

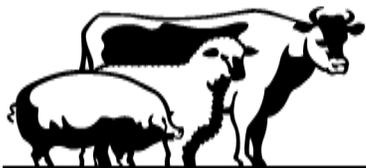
		Low	High
Gr US 1-	wt20-30	230.00	260.00
	wt30-40	180.00	190.00
	wt80-85	85.00	95.00
Gr US 2-	wt15-25	200.00	220.00
	wt30-35	160.00	170.00
	wt50-55	120.00	130.00
	wt60-100	40.00	60.00

MIDDLESEX LIVESTOCK AUCTION

Middlefield, March 3, 2014

Live animals brought the following ave. prices per cwt.

	Low	High
Bob Calves:		
45-60 lbs.	35.00	45.00
61-75 lbs.	55.00	60.00
76-90 lbs.	95.00	100.00
91-105 lbs.	110.00	120.00
106 lbs. & up	125.00	130.00
Farm Calves	135.00	145.00
Starter Calves	30.00	42.00
Veal Calves	85.00	125.00
Open Heifers	75.00	125.00
Beef Steers	85.00	116.00
Beef Heifers	85.00	105.00
Feeder Steers	75.00	95.00
Stock Bulls	75.00	125.00
Beef Bulls	112.00	114.00
Boars	1 at	.10/lb
Butcher Hogs	1 at	.75/lb
Goats each	75.00	37.50
Kid Goats	5.00	40.00
Canners	up to	90.50
Cutters	91.00	94.00
Utility Grade Cows	95.00	100.00
Rabbits each	5.00	30.00
Chickens each	5.00	24.00
Ducks each	20.00	32.50
Feeder Pigs	1 at	40.00
Lambs	120.00	160.00
Sheep	1 at	160.00



**WHOLESALE FRUITS & VEGETABLES
NEW ENGLAND GROWN**

(Boston Terminal and wholesale grower prices)

	Low	High
ALFALFA SPRT, 12/4oz	16.00	16.00
APPLE,hnycrsp,US1,96ct	24.00	24.00
APPLE,mcntsh,12/3lb,fcy	15.00	15.00
APPLE,mcntsh,fcy,100ct	16.00	16.00
APPLE,mcntsh,fcy,80ct	16.00	16.00
CIDER,9½gal	18.00	18.00
SQUASH,bttrnt,md,1¼bu	14.00	15.00



SHIPPED IN

ANISE,18ct,AZ	28.00	28.00
BEAN,grn,bu,FL	18.00	22.00
BLUEBERRY,12/1pt,CH	25.00	30.00
BRUSSEL SPRT,25lb,CA	20.00	22.00
CABBAGE,grn,50lb,FL	16.00	20.00
CABBAGE,rd,50lb,NY	13.00	14.00
CORN,4dz,FL	18.00	22.00
EGGPLANT,1¼bu,FL	15.00	18.00
JERUSLM ARTCHK,10ct,CA	42.00	42.00
KALE,12ct,GA	18.00	18.00
MUSHROOM,oyst,3lb,PA	13.00	13.00
OKRA,½bu,MX	18.00	20.00
ORANGE,nvl,113ct,CA	26.00	27.00
PEACH,44ct,CH	34.00	34.00
PEAR,bsc,80ct,OR	36.00	36.00
POTATOES,50lb,yllw,CN,szA	15.00	18.00
SWEET POTATO,40lb,GA	11.00	14.00
TANGERINE,80ct,FL	28.00	31.00



**WHOLESALE BROILER/FRYER PARTS
TRUCKLOTS**

Prices per pound

	Low	High
BACK/NECK	.16	.18
BREAST,b/s	1.50	1.55
BREAST,w/rib	.82	.83
DRUMSTICK	.46	.47
GIZZARD	.75	.80
LEG,quarters	.40	.41
LEG	.64	.65
LIVER,5lb tub	.55	.60
TENDERLOIN	1.55	1.55
THIGH	.65	.66
WING	1.23	1.24

PA LIVESTOCK SUMMARY

March 3, 2014

Average Dressing

SLAUGHTER COWS:		
breakers 75-80% lean	88.25	93.25
boners 80-85% lean	84.75	89.50
lean 85-90% lean	79.00	84.00
CALVES graded bull		
No 1-95-120lbs	191.75	217.75
No 2 95-120lbs	168.25	195.50
No 3 80-120lbs	129.25	176.25
SLAUGHTER BULLS yield gr		
High dressing	113.00	117.75
Avg.dressing	104.50	110.75
Low dressing	95.75	102.50
SLAUGHTER HEIFERS		
HiCh/Prm2-3	142.50	147.00
Ch1-3	135.75	140.50
Sel1-2	130.00	133.75
SLAUGHTER STEERS.		
HiCh/prm2-3	144.25	150.00
Ch1-3	139.25	143.50
Sel1-2	133.50	137.00
SLAUGHTER HOLSTEINS		
HiCh/prm2-3	123.00	126.75
Ch2-3	117.00	120.50
Ch1-2	109.50	116.50
Vealers-60-120lbs	40.75	75.50
SLAUGHTER LAMBS: ch/pr 2-3, hair		
40-60lbs	245.00	270.00
60-80lb	235.00	270.00
70-80lbs		n/a
SLAUGHTER EWES: good 2-3		
80-110lbs	120.00	148.00
120-160	106.00	126.00
160-200	100.00	120.00
Bucks	130-160lbs	112.00 145.00
	160-200lbs	76.00 97.00
	200-250lbs	78.00 106.00
SLAUGHTER GOATS: Sel.1, by head, est.		
	40-60lb	160.00 180.00
	60-80lb	200.00 235.00
	80-110lb	200.00 245.00
Nannies/Does: 90-125lbs	185.00	220.00
	130-150lbs	197.00 227.00
Bucks/Billies: 125-150lbs	275.00	310.00
	150-175lbs	350.00 395.00

EASTERN PA GRAIN

Average price per bushel

BARLEY		n/a
CORN		4.85
OATS		n/a
SOYBEANS		14.04
WHEAT		6.75

NORTHEAST EGG PRICES USDA

Per doz., USDA Grade A/Grade A white in cartons (volume buyers)

XTRA LARGE	1.51	1.55
LARGE	1.49	1.53
MEDIUM	1.19	1.23

NEW ENGLAND SHELL EGGS

Per doz., wholesale Grade A brown in cartons (delivered)

XTRA LARGE	2.45	2.56
LARGE	2.38	2.46
MEDIUM	1.45	1.53

ADVERTISEMENTS

NEW: CT FARM EMPLOYMENT CONNECTION

26-R. Mid-size farm looking for farm manager to assist small fruit and vegetable crop management. Minimum 3 years practical agricultural work experience required- combination of crop and live-stock production. 4 year college degree preferred. 860-683-0266.

The Connecticut Weekly Agricultural Report now offers free classified advertisements of 35 or fewer words for job openings at Connecticut farms (ads of more than 35 words will be charged the regular rate listed on Page 4). Free farm job opening advertisements can run for up to four consecutive weeks and may be emailed directly to jane.slupecki@ct.gov.

FOR SALE

1-R. Blumenthal & Donahue is now Connecticut's first independent NATIONWIDE Agri-Business Insurance Agency. Christmas tree growers, beekeepers, sheep breeders, organic farmers and all others, call us for all your insurance needs. 800-554-8049 or www.bludon.com.

2-R. Farm, homeowner and commercial insurance—we do it all. Call Blumenthal & Donahue 800-554-8049 or www.bludon.com.

3-R. Gallagher electric fencing for farms, horses, deer control, gardens, & beehives. Sonpal's Power Fence 860-491-2290.

4-R. Packaging for egg sales. New egg cartons, flats, egg cases, 30 doz and 15 doz. Polinsky Farm 860-376-2227.

5-R. Nationwide Agribusiness Insurance Program, endorsed by the CT Farm Bureau, save up to 23% on your farm insurance and get better protection. References available from satisfied farmers. Call Marci today at 203-444-6553.

8-R. Corn silage stored in corn pit. Augur Farm. 203-530-4953.

MISCELLANEOUS

10-R. Farm/Land specializing in land, farms, and all types of Real Estate. Established Broker with a lifetime of agricultural experience and 40 years of finance. Representing both Buyers and Sellers. Call Clint Charter of Wallace-Tustin Realty (860) 644-5667.

13-R. \$500/acre. Landowners, I am looking to lease 25+ acres of "A" land for up to \$500 per acre per year. Tell your friends or call Doug at 203-952-8542.

25-R. Pruning Workshop. Saturday, March 29 from 10-12 noon at Strong Family Farm, Vernon. For more information go to <http://www.strongfamilyfarm.org> or call 860-874-9020.

HARTFORD REGIONAL MARKET MASTER PLAN: PHASE 1 REPORT

(continued from Page 1)

1. Create modern food distribution, production, and marketing facilities that support the evolving needs of Connecticut farmers, food wholesalers, and consumers
2. Encourage increased consumption of Connecticut-grown and produced foods
3. Minimize energy consumption and operating costs
4. Improve access to fresh, healthy foods for underserved area consumers
5. Create jobs
6. Incubate businesses and spur innovation

These goals can be accomplished through the expansion and improvement of activities that have occurred at the Regional Market over the past 60 years

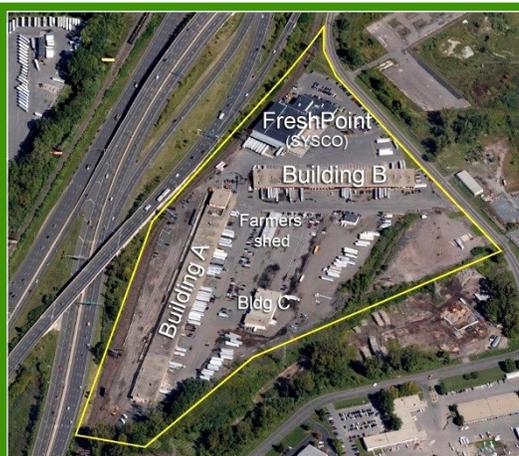
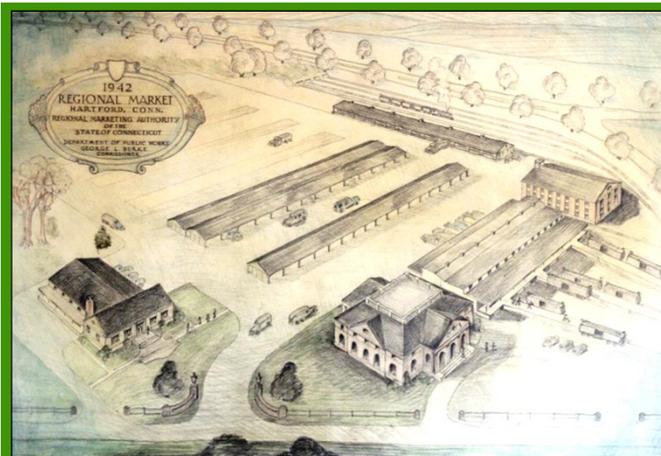
WHOLESALE DISTRIBUTION

The wholesale distribution of fresh food, predominately produce, has historically been the core of the Hartford Regional Market. The Regional Market is mandated to sell a diverse range of fresh food products and "to bring about a wider and more economical distribution of Connecticut's agriculture products." The Phase 1 analysis explored the potential for maintaining or expanding the wholesale food distribution function at the Regional Market and considered how this function could better support Connecticut farmers and food producers.

Based on interviews with each Regional Market tenant, there is strong optimism about the future and desire for substantially expanded facilities. Fifteen of sixteen tenants felt their sales would grow in the future once new, larger facilities are constructed that meet modern standards for cold chain compliance and food safety. All of the tenants would like to rent more square footage and have high ceiling warehouses that accommodate racking systems to greatly increase volumes.

Independent wholesalers located outside of the Regional Market expressed interest in relocating to the Market, suggesting there is demand for more wholesale distribution space from outside companies, as well.

The current tenants not only want more space, but expressed willingness to invest substantially in their businesses in the Market. They are prepared to make tenant improvements and install new equipment, sharing in the cost of rebuilding the Regional Market.



FOOD PROCESSING AND STORAGE

Several tenants at the Regional Market currently focus on food processing. Food processing is a way to add value to fresh products and differentiate from commodities. It currently plays an important role at the Regional Market and should be encouraged in the rebuild, particularly as a means to create additional jobs and to add value to Connecticut grown products.

(continued on Page 4)

Left: Drawing of original design for Hartford Regional Market. Right: Current configuration of the site. The state-owned facility has gone through numerous changes over the past 60-plus years and is now in need of redevelopment to meet changing food safety and market conditions.

**HARTFORD REGIONAL MARKET MASTER PLAN:
PHASE 1 REPORT**
(continued from Page 3)

RETAIL

Retail consumers can currently shop at the Regional Market in several ways: at the farmers' market, from some of the wholesale produce docks (particularly on Saturday mornings), from some tenants who encourage retail sales, and at the Market Restaurant. The consultant team explored the potential for increasing retail sales at the Regional Market through a variety of means, including creating an indoor public market, expanding the farmers' market, creating an indoor winter market, and expanding the retail component of the wholesalers' businesses.

Public markets are very challenging developments that require sophisticated development and management teams, substantial investment, and strong vendors. Based on a careful review of the critical factors that lead to success and given the other good options for increasing retail sales at the Regional Market, the public market concept should be considered in a future development phase.

An expanded outdoor farmers' market and an indoor "winter market" are both strong options for increasing retail sales at the Regional Market and fit closely with agricultural and consumer trends.

Many of the Regional Market's wholesale tenants want to expand their retail offerings.

Given the types of products that consumers most want to purchase, the existing wholesale tenants provide an excellent base to

serve this need and, through targeted recruitment of new businesses, the other items can likely be made available.

Furthermore, this retail component would not require a separate public market structure or Market management capacity.

EDUCATION AND EVENTS

Education and events are a customary part of most markets, particularly those that serve retail consumers. The Market tenants, key informants, and the farmer focus group participants all felt enhanced education would help the Market and Connecticut agriculture.

OFFICE

Government agencies and nonprofits that support Connecticut agriculture, including Connecticut DoAg, several divisions of USDA, and Connecticut Farm Bureau, all expressed interest in relocating their offices to the Regional Market. They would benefit from shared meeting facilities, synergies resulting from their close proximity, and "one stop shopping" for farmers needing access to these agencies. Other related organizations might be interested in office space as part of this cluster, including banking institutions and insurers who serve the farming community.

SWOT ANALYSIS

The SWOT analysis seeks to concisely state the Regional Market's existing strengths and weaknesses, and to reveal the opportunities for redevelopment and any potential threats to its future.



Agrivolution, Groton

Advertising Rates: Fifteen or fewer words: \$3.75 per insertion. More than 15 words: 25 cents per word per insertion. (Initial letters, hyphenated words, phone numbers, and addresses are counted separately.) Print or type copy. Advertisements accepted on a first-come, first-served basis; publication on a specific date cannot be guaranteed. Ads with payment must be received by noon the Friday before a publication date to be considered for insertion in that issue. Only ads of an agricultural nature with a Connecticut phone number will be accepted. Remittance with copy required. Make check or money order payable to the Connecticut Department of Agriculture.

**CONNECTICUT DEPARTMENT
OF AGRICULTURE**
165 Capitol Avenue, Hartford, CT 06106
www.CTGrown.gov www.CT.gov/doag
860-713-2500

Commissioner	Steven K. Reviczky 860-713-2501
Marketing	Joseph Dippel 860-713-2503
Regional Market	Joseph Dippel 860-566-3699
State Veterinarian	Dr. Mary J. Lis 860-713-2505
Regulation & Inspection	Dr. Bruce Sherman 860-713-2504
Farmland Preservation	Dr. Cameron Weimar 860-713-2511
Aquaculture	David Carey 203-874-2855

The Connecticut Weekly Agricultural Report (**ISSN: 1059-8723, USPS 129-340**) is published weekly by the Connecticut Department of Agriculture, 165 Capitol Ave., Hartford, CT 06106, except for the weeks of Thanksgiving and Christmas, two other weeks each year, and when the Governor closes state offices. Print subscriptions are \$40.00 for two years. Periodicals postage paid at Hartford, CT.

POSTMASTER: Send address changes to the Connecticut Department of Agriculture, 165 Capitol Ave., Hartford, CT 06106.

**Print subscriptions
expire Dec. 31, 2015.**

**VOL. XCIV
No. 9
March 5, 2014**