

Connecticut Weekly AGRICULTURAL REPORT

Dannel P. Malloy, Governor
Steven K. Reviczky, Commissioner
Steve Jensen, Editor



Connecticut Department of Agriculture
November 4, 2014



Graphic courtesy Sue Muldoon

Some of the elements of the Connecticut Apple Marketing Board's promotional campaign include a Facebook page, (top left) and (bottom, left to right) a Sam the Scarecrow photo board loaned to orchards, a Pinterest site and an apple-themed coloring book for children.

HARVESTING APPLE SALES THROUGH SOCIAL MEDIA

By Rick Macsuga, Marketing Representative, and Steve Jensen, Office of Commissioner Steven K. Reviczky

These days, apple grower Brian Kelliher's idea of a successful harvest isn't just measured in bushels.

As Chairman of the Connecticut Apple Marketing Board (CAMB), an important part of his harvest equation now includes the growth of visitors to the board's revamped website and new social media sites.

Use of digital media to promote the state's orchards was greatly expanded through Kelliher's initiative during the just-concluded season, with the help of a USDA Specialty Crop Block Grant administered through the Department of Agriculture.

CAMB's Facebook page now has more than 9,000 fans, and the overall program has proven so successful that the board no longer advertises in newspapers or other traditional print media.

"We are making a lot more connections with customers and potential customers this way for all of our member orchards across the state," Kelliher said late last week as he prepared for the final weekend of sales at his Easy Pickin's Orchard in Enfield. "It helps people find us and it allows us to verify exactly

where customers are coming from and what some of their buying preferences are."

Appointed by Commissioner of Agriculture Steven K. Reviczky, the CAMB is composed of six apple producers and one member of the public.

"Apples are one of the state's largest and most important agricultural crops, with an average yearly harvest of about a half-million bushels worth \$12 million," Reviczky said. "It is exciting to see the success that the CAMB is having in using social media to promote their orchards and our extraordinary Connecticut-grown apples."

The CAMB Facebook page and Pinterest photo boards are designed to direct customers to CAMB's website, ctapples.org, and to the websites of orchards near their homes.

Representatives from more than 40 orchards attended a media training session last year at the Connecticut Agricultural Experiment Station that was geared toward helping them build or improve their websites.

(Continued on Page 3)

PA LIVESTOCK SUMMARY

Avg Dressing

SLAUGHTER COWS:

breakers 75-80% lean	104.25	108.75
boners 80-85% lean	100.00	105.25
lean 85-90% lean	95.00	100.00

CALVES graded bull

No 1 95-120lbs	358.75	422.25
No 2 95-120lbs	350.25	395.00
No 3 80-120lbs	286.00	353.00

SLAUGHTER HEIFERS

HiCh/Prm3-4	166.75	170.25
Ch2-3	163.00	165.00
Sel2-3	155.00	156.00

SLAUGHTER STEERS.

HiCh/prm3-4	169.75	174.50
Ch2-3	163.50	168.00
Sel2-3	157.50	162.50

SLAUGHTER HOLSTEINS

HiCh/prm3-4	158.25	160.25
Ch2-3	147.25	157.75
Sel1-2	135.25	143.00

VEALERS

	117.50	207.75
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SLAUGHTER LAMBS: ch/pr 2-3

50-60lbs	n/a	
60-80lb	192.00	195.00
80-110lbs	172.00	190.00

SLAUGHTER EWES: good 2-3

140-160lbs	72.00	80.00
160-200lbs	72.00	85.00

Bucks

170-200.lbs	60.00	78.00
230-250lbs	57.00	80.00

SLAUGHTER GOATS: Sel.1, by head, est.

20-40lb	n/a	n/a
40-60lb	127.00	147.00
50-60lb	177.00	207.00
60-80lb	165.00	187.00
Nannies/Does: 110-130lbs	135.00	173.00
130-160lbs	152.00	177.00
Bucks/Billies: 120-150lbs	235.00	260.00
150-160lbs	265.00	310.00

NEW HOLLAND, PA, HOG AUCTION

Sold by actual weights; prices quoted by hundred wt.

		Low	High
48-52	200-250 lbs	68.00	73.00
	300-350 lbs	n/a	
52-56	200-250 lbs	71.00	75.00

Sows,US1-3	300-500 lbs	62.00	67.00
	500-700 lbs	72.00	74.00
Boars	400-800 lbs	39.50	21.00

**WHOLESALE FRUITS & VEGETABLES
NEW ENGLAND GROWN**

	LOW	HIGH
CABBAGE, SAVORY, 50LB	11.00	12.00
SQUASH, BUTTERCUP, 1 1/9	13.00	15.00
CIDER 4/1GAL	17.00	18.00
APPLE, MUSTU, BU	22.00	24.00
RADISHES, 24'S	14.00	14.00
BROCCOLI, CROWNS, 20LB	12.00	15.00
CRANBERRIES, 24/12OZ	32.00	32.00
POTATOES, 10LB	2.40	2.50
COLLARD	10.00	12.00
CORN, 5DZ	10.00	12.00
CAULIFLOWER, 9-12CT	17.00	20.00
CABBAGE, GREEN, 50LB BAG	8.00	8.00
BEAN SPROUTS, 10LB	4.50	6.00
KALE, 12'S	10.00	12.00
POTATOES, CHEF, 50LB	13.00	14.00
CABBAGE, GREEN, BOX	9.00	10.00
SQUASH, ACORN, 1 1/9	12.00	15.00
PEPPER, CUBANELLE 11/9BU	10.00	12.00
CHIVES, 1 LB	8.00	8.00
TURNIP, PURPLE TOP, 25LB	10.00	10.00
CABBAGE RED, 50LB, BOX	11.00	12.00
BROCCOLI, 14CT	14.00	14.00
POTATOES, FNGRLINGS, 20LB	20.00	20.00
SQUASH, BUTTERNUT, 1 1/9	11.00	13.00
TOMATOES, HEIRLOOM, 10LB	26.00	30.00
SQUASH, SPAGHETTI, 1 1/9	16.00	20.00
TURNIP, WHITE CAP, 1 1/9	27.00	27.00
PARSNIPS, 25LB	24.00	24.00
APPLE, MCNTSH, US#1, 120CT	17.00	19.00
APPLE, MCNTSH, 96CT XFCY	26.00	28.00
APPLE, GALA, 80CT, XFCY	24.00	28.00
APPLE, MCNTSH, 12/3	17.00	18.00
PEAR, BOSCH, 4/5BU	26.00	26.00
APPLE, CORT, 120CT, FCY	19.00	19.00
APPLE, MACOUN, 100CTX, FCY	26.00	28.00

BOSTON WHOLESALE CUT FLOWERS

AMARANTHUS, PER BUNCH, LONG	12.50	12.50
GARDENIA, PER BLOOM	5.00	5.50
GERBERA, PER STEM, LONG	1.10	1.35
LILIES, 2-3 BLOOMS, ASIATIC, LONG	15.00	17.50
LISIANTHUS, BUNCHED 10'S, LONG	16.50	18.50
SNAPDRAGON, BUNCHED 10'S	12.50	13.50
SUNFLOWER, BUNCHED 5'S, LONG	6.50	7.50

WHOLESALE TURKEYWHOLE BODY, 10/31/14
CENTS PER LB./AVG**US GRADE A FROZEN**

8-16 LB (HEN)	118.71
16-24 LB (TOM)	121.30

US GRADE A FRESH

8-16 LB (HEN)	135.95
16-24 LB (TOM)	136.09

MIDDLESEX LIVESTOCK AUCTION

Middlefield, CT, Nov. 3, 2014

	Low	High
Bob Calves:		
45-60 lbs.	70.00	75.00
61-75 lbs.	275.00	290.00
76-90 lbs.	320.00	330.00
91-105 lbs.	350.00	355.00
106 lbs. & up	360.00	370.00
Farm Calves	380.00	390.00
Starter Calves	55.00	65.00
Veal Calves	110.00	170.00
Open Heifers	125.00	160.00
Stock Bulls	125.00	150.00
Beef Steers	129.00	144.00
Beef Heifers	115.00	135.00
Feeder Steers	145.00	160.00
Beef Bulls	129.00	144.00
Boars	n/a	n/a
Sows	n/a	n/a
Butcher Hogs	n/a	n/a
Lambs	160.00	260.00
Sheep	125.00	270.00
Goats each	85.00	210.00
Kid Goats	85.00	240.00
Canners	up to	114.00
Cutters	115.00	119.00
Utility Grade Cows	120.00	122.00
Replacement Heifers	n/a	n/a
Replacement Cows	n/a	n/a
Rabbits each	5.00	15.00
Chickens each	5.00	18.00
Ducks each	10.00	22.00
Feeder Pigs	4 at	60.00

NORTHEAST EGG PRICES USDAPer doz. Grade A and Grade A white
in cartons to retailers (volume buyers)

XTRA LARGE	1.28	1.32
LARGE	1.26	1.30
MEDIUM	1.15	1.19

NEW ENGLAND SHELL EGGSPer doz. Grade A brown in
carton delivered store door. (Range)

XTRA LARGE	1.61	1.71
LARGE	1.58	1.68
MEDIUM	1.26	1.36

PA FEEDER PIG SUMMARY

US # 1, 15 -20lb	100.00	125.00
20-40lb	125.00	175.00
40-60lb	150.00	160.00
60-120lb	110.00	150.00

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.

112-R. 2011 Greenhouse 25 X 60, Furnace, Roth Oil Tank, Fans, Micro Gro, Poly Gal Ends Doors, roll up sides, Sodium lights, Benches, \$6,500. 203-233-9677. Photos available.

Martymonroegardens@gmail.com.

117-R. Rough sawn hemlock and white pine lumber, great for fall time repairs and new construction. Also, year end inventory bargains on air dried oak and mixed hardwood lumber sold as units of approx. 500 board feet each. We welcome your custom orders to be sawn. Hinman Lumber, Burlington, CT 860-673-9170.

120-R. Christmas Greens, wreaths and roping, many sizes and varieties. Samples gladly shown. We deliver. 203-457-1344.

122-R. Dual Dump Wagon Model 1200, works good, \$1,500. JD 2940 with turbo, \$10,500. JD 6310 4X4 with 740 loader, \$24,000. JD 530, \$5,000. New 11 ft Pequea Rake, \$6,500. NH 1465 haybine, \$8,500. Balers, Rake and Tettlers. 203-530-4953.

127-R. For Sale: Wholesale pumpkins, corn stalks, gourds, hay. Mitchell Farm, Southbury. 203-264-1588, 203-731-1314 or jamsouth@aol.com

135-R. Connecticut Grown Potatoes, Wholesale in Bulk Bins. 860-644-1454.

137-R. Round Baler JD 385 like new \$6000, Square Baler NH 271 nice \$3000, 17ft Hydra Tedder TD200 Vermeer \$3000, Kuhn GT3200 rake \$3200, NH 478 mower haybine \$3000, 1961 460 IH utility tractor 2 wet lines all redone \$4200. 6ft brush hog \$800, Farm Stand on wheels 400, 3-run in sheds 10x16 U Move \$1500 ea, brand new greenhouse sold complete, new poly 27x44 11ft ceiling U Remove \$4500, 8x16 Haywagon like new \$1,200. Call Tom or txt 860-491-8324.

141. John Deere 420 bulldozer, non-running, with extra engine, transmission, hydraulic cylinders. \$2,500.00. Melroe skid steer loader, non-running. \$2,000.00. Westfalia stainless steel milking parlor system. Best offer. Woodstock. 815-226-0611.

142-R. Goats, Kiko/Savanna cross. Bucks, 8 months old. 860-537-1974.

143-R. Bishop's Orchards - Application Development/Management specialist. Maintain/develop applications: MS Access, MS SQL Server and Excel; help Marketing Director and managers with data mining for electronic campaigns and meet our mission/goals. <http://newhaven.craigslis.org/sof/4731214135.html> reply to: marketjobs@bishopsorchards.com

144-R. 4 – Sundair 190,000 BTU oil fired heaters. Used only 6 seasons. Set up for under-bench heating with 24" poly tube. List \$2,350, asking \$900 each. All work fine –replaced with propane heaters. Also: 42" two speed slant-wall exhaust fan with shutter and 45" and 36" motorized intake louvers - \$600. Pallet forks – had been on a John Deere 4020 loader - \$350. Rear weight box off John Deere tractor 3 point hitch, like new - \$200. Delivery available. 860-974-0045

145-R. 6 month Hereford bull calves, Top Blood Lines. One cow-calf pair available. Old Beech Farm 860-693-2052.

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.

130-R. Fitch Fibers - Bozrah, CT. Custom fiber processing. 860-222-3119. www.fitchfibers.com

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The social media sites are overseen by social media consultant Sue Muldoon, of Enfield.

"This campaign is attracting more customers and creating a lot more engagement between them and the orchards," Muldoon said. "They are not just going to the sites but are also posting on Facebook about the orchards they visited."

The number of Facebook fans doubled in 2014 to more than 9,200, Muldoon said, noting that 82 percent of the fans are women.

Most of the fans are in the Hartford area, she said, while 13 percent are from New York, especially New York City and Staten Island, and four percent live in Massachusetts.

Updating of the website included a new children's page, a list of pick-your-own orchards, and a media library accessible only to growers on a password-protected page.

CAMB plans to add more orchards' photos and information to the site, and to build a recipe page featuring local orchards, chefs and food enthusiasts.

Plans also include the creation of a social media "app" that will link smartphone users directly to CAMB's website and to those of individual orchards near them.

The largest and most popular Pinterest board (pinterest.com/ctapples) is for recipes, Muldoon said, and features about 150 recipes.

Sam the Scarecrow, a wooden photo board with cut-outs for visitors to pose behind, was brought to orchards for a week at a time, accompanied by a photographer to take pictures of families and customers. The photos were then posted on the CAMB Facebook page and linked to the Facebook pages of specific orchards.

Beyond its mission to increase customer awareness through publicity and promotion, CAMB also is charged with implementing the "market order" requiring all Connecticut apple growers to submit an annual harvest report of their wholesale, retail, and pick-your-own sales.

The order also requires growers to pay an assessment fee of four cents per unit (roughly a 40-pound bushel) on all apples sold in excess of 1000 units.

The fee is collected by the agriculture department and helps pay for CAMB's promotional program and other expenses, including donations of apples at events such as the Hartford Marathon, the Connecticut Veteran's Day Parade and the Eastern States Exposition.

Kelliher, who grew up on his family's Bailey Road farm and graduated from the UConn College of Agriculture, said growers not only need to keep up with changes in marketing such as the use of social media, but need to update their crop varieties and farm operation to meet market demand, as well.

For example, while the McIntosh continues to be perhaps the state's biggest seller, varieties like the early-picking Zestar and especially the Honeycrisp are in increasingly high demand.

"Honeycrisp is definitely the big buzz now," he said of the hybrid of Macoun and Honeygold that was actually developed in 1960 but only become popular in New England in recent years.

He said another industry trend is to grow trees closer together – perhaps three feet apart as opposed to the traditional eight feet – enabling growers to more than double the number of trees raised per acre.

While CAMB's digital marketing campaign is clearly reaping benefits for growers, Kelliher said the apple harvest itself this year was solid but expectedly down from last season's record crop.

"Last year I had more apples than I needed," he said. "I'd say this year was an average year and that should make everybody happy. We've had our share of bad years so to me an average year is just what we're looking for."

WINTER FARMERS' MARKETS SEEKING VENDORS

Farmers or vendors interested in selling at winter farmer's markets are asked to contact Marketing Representative Rick Macsuga at 860-713-2544 or richard.macsuga@ct.gov. Vendors are being sought for all markets listed below except Bozrah, Coventry and Dudley.

Stonington	Sat.	Nov. 1 through May 16	10 a.m.-1 p.m.
Goshen	Sat.	Nov. 15, 22/Dec. 13, 20	Noon-3 p.m.
Granby	Fri/Sat.	Oct. 24, outdoors, Dec. 13, indoor	Fri. 3-6 p.m.; Sat., 9 a.m.-noon
Waterbury	Sat.	Nov. 22	9:30 a.m.-3 p.m.
South Windsor	Sat.	Nov. 1 through Dec. 20	10 a.m.-1 p.m.
Bozrah	Sat.	Nov. 22	10 a.m.-1 p.m.
Ellington	Sat.	Nov. 22/Dec. 6, 20/Jan 10, 24/Feb. 7, 14/March 7, 14	2-4 p.m.
Coventry	Sun.	Nov. 23 through Feb. 22	11 a.m.-2 p.m.
Old State House/Hartford	Tues/Wed/Thurs.	Dec. 9, 10, 11	11 a.m.-3 p.m.
Andover	Sat.	Jan. 10, 17, 24/Feb. 7, 14, 21	9 a.m.-noon
Dudley	Sat.	Dec. 6, 13/Feb. through May, first Sat. of month	9 a.m.-2 p.m.
Hartford Harvest	Sat.	Nov. 22	10 a.m.-2 p.m.
Litchfield Hills	Sat.	Oct. 25 through June 6	10 a.m.-1 p.m.
Glastonbury	Sat.	Nov. 22 through Dec. 20	10 a.m.-1 p.m.
Shelton	Sat.	Nov. 1, 25	9 a.m.-1 p.m.
Colchester Holiday	Sat.	Nov. 22	11 a.m.-3 p.m.
Higganum	Sun.	Nov. 23	1-4 p.m.



Brian Kelliher,
Chairman of the
Connecticut
Apple Market-
ing Board, pre-
pares apples
for sale at his
Easy Pickin's
Orchard in
Enfield.

Advertising Rates: Fifteen or fewer words: \$3.75 per insertion. More than 15 words: 25 cents per word per insertion. Ads must be related to agriculture in Connecticut and are accepted on a first-come, first-served basis. Payment must be received by noon on Friday before publication the following Wednesday. Make check or money order payable to the Connecticut Dept. of Agriculture, and mail copy and remittance to the department at 165 Capitol Avenue, Hartford, CT 06106. For more information contact Jane.Slupecki@ct.gov or call 860-713-2588.

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