

Connecticut Department of Agriculture
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Marketing & Technology Bureau, (860) 713-2503
 Linda Piotrowicz, Interim Editor
Wednesday, February 15, 2012

NOTES from the DEPARTMENT . . .

EXPORTING ISN'T FOR ME...OR IS IT?

By Robert Ruppel, Marketing Intern

In a time of economic instability, accompanied by a rather gloomy outlook for unemployment rates, small businesses must pick up where big corporations have left voids in the longstanding financial model. Exporting presents a tangible solution to expedite small business growth while contributing to local economies and stimulating job creation; two crucial elements in ensuring economic stability on a national level. Unfortunately for many small business owners, exporting is seen as far too expensive, time demanding, and lacking sufficient returns to encourage their participation. The bulk of these restraining factors are size related and small businesses are just that: small. Many (if not most) small companies see exporting as a monumental venture far surpassing their current level of available resources.

Fortunately, a number of different programs have been made available to small- to medium-sized agricultural companies to assist them with exporting their products. While some existed previously, the creation of other programs stems from the implementation of President Obama's National Export Initiative (NEI) aimed at increasing exports by small- to medium-sized companies. The Connecticut Department of Agriculture has partnered with Food Export USA Northeast and the U.S. Department of Commerce to organize, promote, and implement multiple export assistance programs for Connecticut agricultural companies in alignment with the president's NEI.

FOOD EXPORT USA

Food Export USA Northeast is a non-profit organization and the result of a cooperative effort between 10 Northeastern state departments of agriculture and the USDA's Foreign Agricultural Service. Food Export's goal is to promote the export of U.S. food and agricultural products. Food Export offers a multitude of programs and services which can be broken down into three major categories:

Exporter Education, Market Entry, and Market Promotion.

Exporter Education: Food Export offers valuable resources on exporting to educate new-to-export companies on the subject.

Some of the programs offered under Exporter Education include:

- **Food Export Helpline:** A free one-on-one service providing expert advice on a wide variety of export-related topics.
- **Export Essentials Online:** A comprehensive, free, online service providing an educational introduction to the fundamentals and logistics of exporting.
- **Global Food Marketer:** A newsletter and e-bulletin containing information about upcoming activities, export basics, industry news, and opportunities abroad.
- **Educational Seminars & Webinars:** Events held throughout the year at various locations where experienced exporters, Food Export staff, and international marketing representatives share their extensive experience and expertise in exporting.

Market Entry: Market Entry helps exporters identify and select the best markets for their products and meet qualified buyers. This section focuses on companies just beginning to export and aims to provide them with the tools they need to have the most successful experience possible:

- **Market Builder:** Customized in-market research to help exporters determine the best market for their product.
- **Buyers Missions:** International buyers come to the U.S. to meet on-on-one with exporters.
- **Food Show Plus!:** Tradeshow enhancement service aimed at preparing exporters to maximize their tradeshow experience.
- **Focused Trade Missions:** U.S. exporters travel to a country to meet foreign buyers and learn about the target market(s).
- **Online Product Catalog:** A web-based product catalog used to promote exporter products to buyers around the world.

(continued on Page 3)



**WHOLESALE FLOWERS
NEW ENGLAND GROWN**

	Low	High
ANEMONE, bnch,Ing	10.00	12.50
CALLA, bnchd 5,xlng	27.50	27.50
GARDENIA, blm	5.50	5.50
GARDENIA bnch,3	15.00	15.00
GERBERA, stm,Ing	.80	1.00
LILY, Asiatic, bnch,Ing	12.00	12.00
LILY, Asiatic, 3-5 blm,Ing	15.00	18.00
LILY, Casa blnc, bnch, 12, Ing	25.00	27.50
LILY, Siberia, bnch, Ing	20.00	20.00
LILY, Sorbnn, bnch, Ing	20.00	20.00
SNPDRGN, bnch, 10, Ing	11.50	12.50
SNFLWR, bnch, 5, Ing	7.50	7.50



**WHOLESALE VEGETABLES
NEW ENGLAND GROWN**



	Low	High
ALFALFA SPROUTS, 5lb	11.00	12.00
APPLE, Red del, 88ct xfcy	21.00	21.00
APPLE, Cortland, 80ct	25.00	25.00
APPLE, Empire, 96, xfcy	24.00	25.00
APPLE, Empire, 12/3, xfcy	20.00	20.00
BEAN SPROUT, 10lb	4.00	5.00
CIDER 4/1gal	14.00	14.50
PARSNIP, 25lb	24.00	24.00
POTATOES, Rnd, wh,, 50lb	11.00	12.00
POTATOES, 10lb	2.50	2.50
SQUASH, Bttrnt, 1/9bu, lg	16.00	17.00
TOMATOES, Cherry, 5lb flat	14.00	14.00
TOMATOES, Grnhs, on , 12lb, XL	26.00	30.00

SHIPPED IN

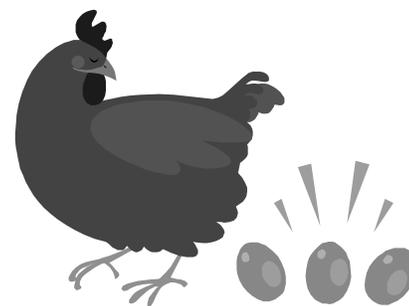
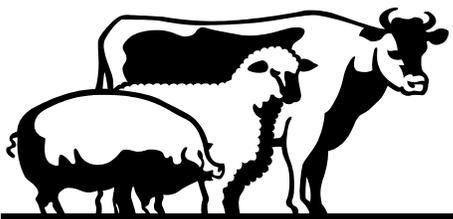
	Low	High
ALMONDS, 59lb, CA	85.00	90.00
BEAN, Grn, rmd, bu, FL	28.00	32.00
BLACKBERRY, 12/6, MX	15.00	16.00
BLUEBERRY, 12/1pt, CE	28.00	31.00
CANTALOUPE, 12ct, HD	17.00	20.00
CAULFLOWER, 12ct, CA	14.00	15.00
CILANTRO, 30s, CA	10.00	13.00
EGGPLANT, 1-1/9, FL	16.00	16.00
GARLIC, Col, 30lb, CA	45.00	50.00
LETTUCE, Grn leaf, 24, CA	15.00	17.00
NECTARINES, 36, CL	20.00	20.00
ONION, Red, 25lb, NY	7.00	8.00
ORANGE, 113ct, CA	15.00	17.00
PEPPER, Cbnll, 1 1/9	20.00	20.00
PEPPER, Red, 1-1/9, FL	18.00	18.00
RHUBARB ,6kg, Grnhs, NE	28.00	28.00

(Boston Terminal and wholesale grower prices)

NEW HOLLAND LIVESTOCK AUCTION

February 13, 2012

	Bulk/	High/	Low Dressing
SLAUGHTER COWS:			
Breakers 75-80%lean	78.00-82.00	85.00-87.00	75.00-77.00
Boners 80-85% lean	74.00-78.00	81.00-83.00	68.00-73.00
Lean 85-90% lean	68.00-72.00	73.00-78.00	64.00-67.00
SLAUGHTER BULLS: Yield Grade 1			
930-1795 lbs	89.00-94.00		
CALVES: All prices per cwt.			
Graded Bull Calves: Number 1			
95-120 lbs	130.00-150.00		
Number 2	95-120 lbs	120.00-140.00	
Number 3	80-130 lbs	100.00-130.00	
Holstein Heifers: Number 1			
85-105 lbs	170.00-240.00		
Number 2			
80-110 lbs	90.00-160.00		
SLAUGHTER LAMBS: Non-Traditional Markets:			
Wooled & Shorn Choice and Prime 2-3			
50-60 lbs	256.00-360.00		
60-80 lbs	235.00-258.00		
80-90 lbs	215.00-230.00		
90-110 lbs	200.00-215.00		



**WEEKLY NEW ENGLAND
SHELL EGGS**

Prices paid per dozen. Grade A brown egg in carton delivered store door. (Range)

XTRA LARGE	143-153
LARGE	139-150
MEDIUM	110-120

NORTHEAST EGG PRICES USDA

February 13, 2012

Prices to retailers, sales to volume buyers, USDA Grade A and Grade A, white eggs in cartons, warehouse, centers per dozen. (Range)

EXTRA LARGE	103-107
LARGE	101-105
MEDIUM	83-87

PENNSYLVANIA GRAIN REPORT

February 13, 2012

Grain market for eastern Pennsylvania.

Corn, No.2, bu.	6.92-7.28
Ear Corn, ton	200-205
Soybeans, No.2, bu.	11.54-12.09



110-130 lbs	206.00-220.00
130-150 lbs	185.00-200.00
150-200 lbs	N/A
Wooled & Shorn Choice 2-3	
40-60 lbs	N/A
60-80 lbs	220.00-242.00
80-90 lbs	208.00-223.00
90-110 lbs	175.00-190.00
110-130lbs	160.00-176.00
130-150 lbs	146.00-171.00
SLAUGHTER EWES: Good 2-3: Med. Flesh	
120-160 lbs	106.00 - 121.00
160-200 lbs	102.00-117.00
Utility 1-2: Thin Flesh	
120-160 lbs	104.00-120.00
160-200 lbs	n/a
SLAUGHTER GOATS: All goats are Selection 1, sold by the head, on est. weights.	
Kids: 30-40lbs n/a	
40-60 lbs	109.00-140.00
60-80lbs	144.00-168.00
80-100lbs	152.00-171.00
100-110lbs	163.00-178.00
Nannies/Does: 80-130 lbs 140.00-155.00	
130-180 lbs 152.00-167.00	
Bucks/Billies: 100-150lbs 178.00-193.00	
150-250 lbs 218.00-240.00	

ADVERTISEMENTS

FOR SALE

1-R. Blumenthal & Donahue is now CT's first independent NATIONWIDE Agri-Business Insurance Agency. Christmas tree growers, beekeepers, sheepbreeders, 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

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

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

9-R. Rough sawn lumber, fence boards, trailer planks, tomato stakes, custom and portable sawing 203-788-2430.

10-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.

17-R. Hebron: 79.2 acres, Rte 316. Frontage on three roads, possible subdivision, winery, agriculture, recreation. Driveway and pond. 860-872-6637.

20-R. Tractor: CIH Model 70, 2010, 550 hours, 70 HP, 2 WD, ROPS, 13.9 x 38 radials. Dual remotes. \$21,900.00. Mater Mac 3PH air planter with fertilizer and liquid tank and pump. \$3,800.00. CIMA mist blower sprayer. 3PH with Cannon head, 110 gallon. \$1,800.00. Ferguson Rotovator, 3PH, 6 foot. Extra tines. \$1,750.00. 3PH forklift. Cat. \$1,250.00. Vicon 3PH fertilizer spreader, 600 lb. capacity. \$750.00. Rears 3PH Pak forks. \$200.00. 860-428-4846.

23-R. Taking pre-orders for spring Narragansett turkey poults, min 5, \$9 each. 10 or more \$8 each. Pick up in New Milford, CT pbuc-ciaqlia@yahoo.com or 860-350-3158 for details.

24-R. 30 ft/ x 148 ft. hoop greenhouse, will help to dismantle, \$3,500.00 or best offer. Wheeler Farm, Portland, CT 860-342-2734, 1-888-GERANIUM (437-2648).

25-R. FOR SALE: Mail order business of "Alpine window box ivy geraniums of Europe". Hundreds of (UPS) customers in 48 states for 20 years. Order U.R.C. for early March from Syngenta. Only 1 week ordering time required. Not too late to get started. See our website www.wheelerfarmgardens.com. 860-342-2374, 1-888-GERANIUM (437-2648).

WANTED

18-R. 1 or 2 row corn picker, 1 or 2 row corn chopper, forage wagon, 65+hp tractor, all in good working condition. 860-949-4241.

22-R. Wanted: Someone to raise poultry for. I have a 12,000 square foot environmental controlled poultry house, central heat, nipple waterers, pan feeders, back up power and 2-10 ton bins. Experienced. Ken Hunter, Brooklyn, CT. 860-774-4470.

MISCELLANEOUS

7-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.

11-R. Lily's LLC Appraisal Services specializes in Estates, Commercial & Industrial, Residential, Agricultural, Conservation Easements and Reevaluation Appraisals. Call Lori Longhi at 860-463-9997.

MILFORD AQUACULTURE SEMINAR MAR 12-14

The 32nd gathering of the Milford Aquaculture Seminar will be held March 12-14, 2012, at the Water's Edge Resort and Spa in Westbrook.

This year's meeting will feature 40 talks and 24 posters. Early registration ends February 22.

Get the agenda, list of speakers and presentations, and registration info at <http://mi.nefsc.noaa.gov/seminarworkshop>.

EXPORTING ISN'T FOR ME...OR IS IT?

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Market Promotion: Food Export's long list of services does not end once exporters have entered one or more markets. Rather, they have created two additional programs to help exporters increase sales and establish market presence:

- Branded Program: Provides 50% cost-reimbursement for a wide variety of international marketing activities.
- In-Store Promotions: Promotional displays & product demonstrations in international venues featuring U.S. made agricultural products.

CONNECTICUT HARVEST MARKET PROJECT

Additionally, the Connecticut Department of Agriculture has teamed up with US Department of Commerce to establish the Connecticut Harvest Market (CHM) Project. The CHM project aims at establishing the export potential and interest of specialty agribusinesses in Connecticut and increase their export-readiness through a series of export-related events. Specifically, the goals of the CHM project are to:

- Identify Connecticut's specialty agribusinesses and products with the desire to export. Targeted agribusinesses include small and rural producers of agricultural products.
- Identify the best markets for their products and the most efficient methods in preparing those products for export.
- Identify the challenges and opportunities commonly faced by firms new to exporting.
- Assist in the development of an international market entry strategy and develop direct marketing opportunities.

FIND OUT MORE

To get a better idea of the services outlined above, contact Jaime Smith at 860-713-2559 or jaimie.smith@ct.gov, or visit www.foodexport.org and www.ctharvestmarket.com.

2012 PYO BROCHURE TO BE UPDATED AND PRINTED

The Connecticut Department of Agriculture's [Pick-Your-Own brochure](#) is scheduled for updating and printing again in 2012.

If you would like to have your pick-your-own farm included, please complete an application and return by March 16, 2012, along with a check in the amount of \$25 payable to the Connecticut Apple Marketing Board. This fee will help defray printing costs.

Applications can be found on the Department of Agriculture's website at www.CTGrown.gov/Publications (click on "Commodities Brochures" link near top of page).

FREE BUILDOUT ANALYSIS WEBINAR FEB 28

An Introduction to Buildout Analyses, a free UCONN CLEAR Webinar, will be held on Tuesday, February 28, 2012, from 2:00 - 3:00 p.m.

A "buildout" analysis is a planning tool that can provide insight into the possible future impacts of a town's current land use regulations. We'll explain what a buildout is and isn't, go over common misconceptions, and review several different types of buildouts and what data are needed for each. Then we'll illustrate some of these concepts with case studies, and, of course (attempt to) answer your questions. After spending this hour with us, you will be able to ask good questions about the need for, uses, and types of buildouts that might apply to your community.

Attendance is FREE! Register at <https://www2.gotomeeting.com/register/434767618> and invest just one hour of your time in the comfort of your own office or home.

CT AG COMMISSION CONFERENCE MAR 24

Growing Farms in Your Community, an AGvocate conference to gather information and share resources, will be held Saturday, March 24, 2012, from 9:00 a.m. to 3:30 p.m. at EastConn in Hampton, CT. Topics include:

- A welcome from Connecticut Agriculture Commissioner Steve Reviczky
- New programs and initiatives you need to know about
- Getting results from your agriculture commission (expertise from Massachusetts)
- Assessing the market channel best suited for your farm profitability
- Connecting Farmers to Farmland
- Updates from Agriculture Commissions
- Resources for Agriculture Commissions: Helping farmers find the answers they need
- Food Systems: Helping your town consider agriculture in everything they do

If you would like more information about this conference or would like to suggest a topic to add to the agenda, please contact Jennifer Kaufman, AGvocate Program Director at 860-450-6007 or at AGvocate@yahoo.com.

NEW ENG BEEF-TO-INSTITUTION GRANT

The New England Beef to Institution (NEBI) Steering Committee announces the availability of matching grant funds for the purpose of enhancing regional beef and dairy beef producer access or

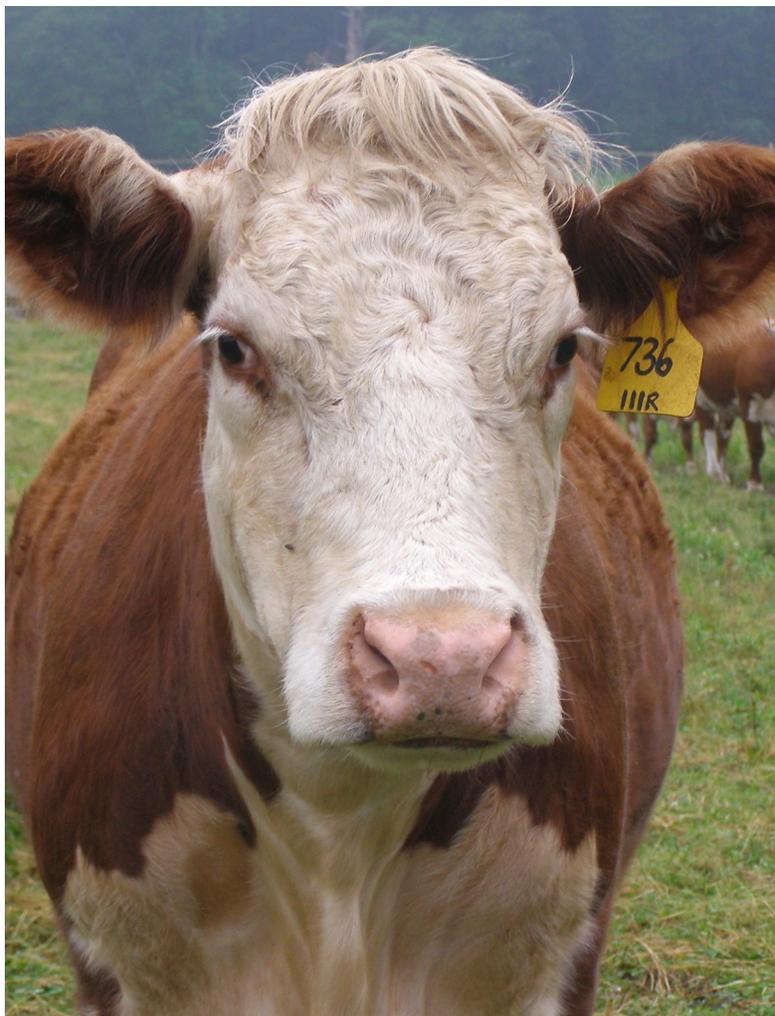
expansion to institutional market outlets in New England. These funds should serve to assist New England producers in the marketing, aggregation, storage, processing, and/or distribution of regionally produced beef by providing them with the coordination and facilities to access an institutional market. Please contact Jane.Slupecki@ct.gov at the Connecticut Department of Agriculture at 860-713-2588 for information on the request for proposal.

PROCESSING FARM PRODUCTS CONFERENCE MAR 31

Processing your Farm Products for Profit will be held March 31, 2012, from 8 a.m. to 4 p.m. at Wesleyan University's Exley Science Center, 265 Church St., Middletown. This is the third annual statewide conference from Connecticut Farm Bureau Association in cooperation with USDA Risk Management Agency and UCONN Cooperative Extension.

Surging demand for locally grown produce and passage of *Act Concerning Farms, Food and Jobs* has created opportunity in processing and selling farm-raised products, which is regulated by multiple agencies. This program will provide a road map to help navigate the regulatory process. Representatives of the Connecticut Departments of Agriculture, Public Health, and Consumer Protection, plus experienced producers will present guidelines on processing acidified foods, farm-raised meats, poultry, eggs, and dairy; cider production; GAP; commercial kitchens, marketing to restaurants; and more.

\$50 Farm Bureau members/\$60 non-members, includes lunch. (\$75/\$90 after March 27.) www.cfba.org or 860-768-1100 for program and to register.



Advertising Rates: Fifteen words or less \$3.75 per insertion. For ads of more than 15 words, 25 cents per word per insertion. Initial letters, hyphenated words, phone numbers, and addresses, etc., are counted separately. Print or type copy. Publication on a specific date cannot be guaranteed. Advertisements will be published on a first-come, first-served basis. Ads must be received by noon the Friday before a publication date to be considered for insertion. 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

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