



Connecticut Department of Agriculture

F. Philip Prelli, Commissioner
Robert R. Pellegrino, Bureau Director

CONNECTICUT
GROWN



Marketing & Technology Bureau, (860) 713-2503

Jessey Ina-Lee, Editor
Wednesday, January 14, 2009

NOTES from the DEPARTMENT . . .

MARKETING CT SEAFOOD: BUILDING A BRAND

By Linda Piotrowicz, Marketing Representative

Even the best product or service in the world will not be purchased if people do not know it exists. Marketing involves providing information to a target audience about a product or service they may need or want.

Many people immediately think "advertising" when they hear the term "marketing." Advertising indeed can be a valuable component of marketing, but marketing takes numerous and diverse forms and does not necessarily include paid advertisements.

The CT Department of Agriculture has been working with the CT Seafood Council and UConn SeaGrant to market or promote CT seafood in several ways. Brochures have been developed to educate consumers about which species of CT seafood are available at different times of the year, what to look for when purchasing CT seafood, and how shellfish is regulated and tested in the state. These have been distributed in hard copy as well as posted on the Internet.

The Department of Agriculture's Farm-to-Chef Program has worked with the CT Seafood Council to host three different workshops for local culinary professionals. These events have brought chefs down to docks in Stonington and Milford to meet with CT seafood producers and to learn more about the industry and its products. Immensely popular with the chefs, these workshops have provided a much deeper understanding of and appreciation for both the products and all that is involved with their production.

The Department of Agriculture's Marketing Department also has worked through the state's media outlets to promote CT Seafood by distributing press releases and arranging television and radio appearances by producers and chefs using CT seafood.

These efforts have raised awareness of the state's seafood industry. "What?" "When?" and even "How?" have been effectively answered. However the question "Where?" continues to be addressed vaguely or not at all, primarily because this information is difficult to nail down. Tracing CT seafood through the distribution chain is challenging. It is not uncommon for a retail clerk to be unaware as to the origin of the products he or she is selling.

From the consumer's standpoint, "Where?" is at least as important as "What?" "When?" and "How?". Directing the customer to where they can purchase the products they now know about and want is key to selling more of those products. Consistent and conspicuous identification is needed to help "brand" CT seafood as a product line that will be recognized and requested by wholesalers, retailers, and consumers alike.

The CT Grown Program and "brand" was developed by the CT Department of Agriculture in 1986 to help identify and promote products grown and harvested in the state. The now-familiar blue and green CT Grown logo appears in every county in grocery stores, at farmers' markets, at on-farm stores and stands, and on a wide variety of marketing materials including signage, brochures, business cards, and websites. Consumers have come to recognize and look for the logo to help them identify foods that they know are produced locally, are of high quality, and are as fresh as they possibly can get.

The CT Department of Agriculture's Marketing Department's Joint Venture Grant Program offers matching funds to producers, businesses, and associations for marketing projects that use the CT Grown logo. This is one way that the state's seafood industry can more effectively begin to "brand" CT seafood and take advantage of the public's increasing desire for local foods. Wholesalers and retailers of CT seafood also should be encouraged to use the CT Grown logo to identify and promote the products.

With everyone in the industry working together with this same goal, "branding" CT seafood can be accomplished reasonably quickly and efficiently. However it must involve participation by everyone in the chain, from the person harvesting, to the wholesaler, to the retailer, and to the sales clerk. Encourage everyone you do business with to use the CT Grown logo in conjunction with products grown and harvested here. Explain that customers are looking for CT Grown foods and are eager to buy them. Together as a team, we can market CT seafood more effectively than ever before.

For more information about the Department of Agriculture's marketing programs, including the Joint Venture Grant (application deadline 1/31/09), please contact Linda Piotrowicz at Linda.Piotrowicz@ct.gov or 860-713-2558.

DOAG JOINT VENTURE GRANTS

The Joint Venture Grant Program will accept applications from January 1, 2009 through January 31, 2009. This is a competitive program; applicants are not guaranteed funding. Awards will be announced in February 2009.

Get the application and guidelines at the Department of Agriculture website: www.ctgrown.gov - go to Programs and Services and scroll down to the grants section to Connecticut Grown Program Joint Venture Grants.

NORTHEAST EGG PRICES U.S.D.A.

January 12, 2009

Prices To Retailers, Sales To Volume Buyers,
USDA Grade A and Grade A, White Eggs In
Cartons, Warehouse, Cents Per Dozen

EXTRA LARGE	119-123
LARGE	118-122
MEDIUM	85-87

MIDDLESEX LIVESTOCK AUCTION

Middlefield, CT, January 12, 2009

Live animals brought the following average
prices per cwt.:

Bob Calves:	Low	High
45-60 lbs.	18.00	20.00
61-75 lbs.	22.00	24.00
76-90 lbs.	26.00	28.00
91-105 lbs.	30.00	32.00
106 lbs. & up	34.00	39.00
Started Calves	25.00	30.00
Veal Calves	57.50	115.00
Open Heifers	65.00	82.50
Beef Heifers	47.50	48.00
Feeder Steers	82.50	85.00
Beef Steers	57.00	59.00
Stock Bulls	59.00	105.00
Beef Bulls	56.00	59.50
Sows	20.00	36.00
Sheep each	45.00	80.00
Lambs each	52.50	87.50
Kid Goats each	45.00	65.00
Canners	Up to	38.75
Cutters	39.00	45.00
Utility Grade Cows	47.75	48.00
Rabbits each	7.00	17.00
Chickens each	5.00	20.00
Ducks each	4.50	10.00

Provided by Middlesex Livestock Auction.

**NEW HOLLAND LIVESTOCK AUCTION,
MONDAY, JANUARY 12, 2008**

SLAUGHTER COWS:

	Bulk/High/Low Dressing
Breakers	75-80% lean
47.00-50.00	50.00-50.50
45.00-47.00	
Boners	80-85% lean
44.00-47.00	47.00-49.50
42.00-44.00	
Lean	85-90% lean
40.00-44.00	44.00-46.50
37.00-40.00	

SLAUGHTER BULLS: Yield Grade 1-2

1050-1880 lbs	59.00-64.00
Bullocks: 840-1215 lbs	66.00-71.00
high dressing	73.00-74.50
low dressing	63.00-66.00

SLAUGHTER LAMBS: Woolled & Shorn

Choice and Prime 2-3	
50-60 lbs	177.00-195
60-70 lbs	150.00-168.00
70-80 lbs	150.00-162.00
80-90 lbs	142.00-158.00
90-110 lbs	138.00-155.00
110-130 lbs	129.00-138.00
130-150 lbs	124.00-136.00

Slaughter Bucks: 150-255 lbs 56.00-64.00

FRESH FRUITS & VEGETABLES

NEW ENGLAND GROWN

ALFALFA SPROUTS, 5lb	9.00	11.00
APPLE CIDER, 9-1/2 gallons	17.00	17.00
APPLES, Cortland 80ct xfancy	24.00	26.00
APPLES, McIntosh, US#1 100ct	16.00	17.00
APPLES, McIntosh 96ct xfancy	21.00	22.00
APPLES, McIntosh 80 ct xfancy	22.00	22.00
BEAN SPROUTS, 10lb bag	5.00	6.00
CABBAGE, Red Organic 40lb	38.00	38.00
CELERY ROOT, 20lb organic	20.00	20.00
POTATOES, Russet 90ct US1	12.00	12.00
POTATOES, Round White Chef 50lbs US1	12.00	12.00
POTATOES, Round White 10/5lbs	13.00	13.00
SQUASH, Acorn Organic 35lb	32.00	32.00
SQUASH, Butternut 1-1/9 bu lg	18.00	20.00
SQUASH, Butternut Organic med	32.00	32.00
SQUASH, Delicate Organic 35lb	37.00	38.00
TOMATOES, 11lb on vine Greenhouse	21.00	21.00
TURNIPS, White Cape 1-1/9 bu	23.00	23.00

SHIPPED IN

ARRUGULA, 3lb bag FL	12.00	12.00
ASPARAGUS, 11lb Green lge PERU	28.00	30.00
BEANS, Wax bu FLA	25.00	26.00
BLACKBERRIES, Organic 12 - 1/2pts	41.00	41.00
BOK CHOY, Baby Organic 20lb CA	25.00	25.00
BROCCOLI, bunched 14's CAL	16.00	18.00
CABBAGE, Green 50lb xlge NY	6.50	7.00
CHERRIES, xl sz 5kg CHILE	28.00	28.00
CUCUMBERS, 1-1/9bu med FLA	24.00	26.00
GARLIC, Braided 2lbs CA	8.50	8.50
LETTUCE, Iceburg 24's CAL	15.00	16.00
ONION, Red med 25lb NY	7.50	8.00
ORANGES, Navel 4/5bu US1 80 ct FL	14.00	16.00
PEPPER, Green lge 1-1/9bu FL	18.00	18.00
ROMAINE, 24's CA	19.00	22.00
SPINACH, Baby 4lb AZ	9.00	10.00

Above quotations are based on Boston Terminal Prices

SLAUGHTER GOATS: All goats are Selection 1, sold by the head, on estimated weights.

Kids: 40-60 lbs	66.00-80.00
60-80 lbs	79.00-101.00
80-100 lbs	105.00-124.00
100-120 lbs	110.00-126.00
Yearlings: 80-100 lbs	118.00-126.00
Nannies/Does: 80-130 lbs	80.00-98.00

**NEW HOLLAND, PA HOG AUCTION
MON JANUARY 12, 2009**

Hogs sold by actual weights, prices quoted by hundred weight.

	Percent Lean	Weight	Price
	49-54	220-270 lbs	42.00-45.00
		270-300 lbs	41.00-44.00
		300-350 lbs	42.00-45.00
	45-49	220-270 lbs	39.00-42.00
		270-300 lbs	38.00-41.00
		300-350 lbs	38.50-42.00
	40-45	220-270 lbs	36.00-39.00
		270-300 lbs	35.50-38.00
		300-500 lbs	43.00-48.00
Sows: US 1-3		500-700 lbs	48.00-53.00
Boars:		300-700 lbs	13.00-15.00

**METROPOLITAN AREA
U.S.D.A.**

**NEW YORK PRICES
WHITE EGGS
TO RETAILERS**

For 1 dozen,
Grade A eggs on:
January 12, 2009

EXTRA LARGE	127-131
LARGE	125-129
MEDIUM	92-96

Above quotations based on
CARTON sales to retailers.

**NEW BEDFORD
WHALING CITY SEAFOOD
DISPLAY AUCTION**

SEA SCALLOPS LANDINGS &
PRICES IN 1,000 LBS
DATE 1/12/09

SPECIES SEA SCALLOPS

	LBS	MIN	HIGH
10/20	21.8	740	755
20/30	23.1	740	745

**NEW BEDFORD
WHALING CITY SEAFOOD
DISPLAY AUCTION**

FISH LANDINGS & PRICES IN
1,000 LBS & \$/CWT
DATE 1/12/09

SPECIES	LBS	MIN	HIGH
HADDOCK	1.2	134	134
HADD SCR D	2.4	120	139
JIG HADDOCK 1/		0.0	154
JIG SCR D HADD		0.0	132
JIG LGE COD		0.1	274
MKT	2.7	168	186
SCR D	0.6	150	156

GILLNET LGE COD	1.4	187	230
MKT	4.8	137	167
SCR D	0.2	142	144
WHALE COD	0.0	274	274
COD LGE	0.8	214	299
MKT	3.6	154	196
SCR D	0.8	149	166
MIXED COD	0.6	122	129
POLLOCK	0.1	52	52
POLL MED	1.7	59	62
SCR D	0.6	53	57
WOLF	0.0	97	97
HAKE LGE	0.2	242	254
MED	0.1	227	227
SML	0.0	62	170
DABS LGE	0.0	186	186
MED	0.1	184	186
SML	0.3	146	146
GREYSOLE MED	0.1	512	867
SML	0.4	336	336
LEMONSOLE	0.1	328	328
LGE GEO BLACKBACKS	0.7	249	249
MIXED GEORGES BB	0.5	249	249
YELLOWTAIL LGE	1.3	222	222

ADVERTISEMENTS

FOR SALE

1-R. CT. Christmas Tree Growers, CT. Sheep Breeders and CT. Beekeepers Associations Special Insurance Packages available through Blumenthal/Donahue Insurance Agency--Toll Free 1-800-554-8049, 1-877-267-8323 or ddonahue01@comcast.net. Farm Commercial Auto Coverage now available.

2-R. Farm Insurance for all types of farming at very competitive rates. 1-800-554-8049, 1-877-267-8323 or ddonahue01@comcast.net, Blumenthal/Donahue Insurance Agency. Farm Commercial Auto Coverage now available.

3-R. CT Grown Mesh Bags - The Connecticut Department of Agriculture has CT Grown Mesh Bags for sale. These bags are super strong and exceptionally attractive. The dimensions are 16" l x 5" w x 12" h. They are being sold by the case (40 per case) for \$156.16. For more information or to order, please call (860)713-2503.

4-R. Gallagher High Tensile and portable electric fencing for farms, deer control, gardens. Sonpal's Power Fence (860) 491-2290.

5-R. Tents for Sale: The Department of Agriculture will be ordering more Connecticut Grown Tents. These will be sold on a cost-share basis so the tents will be available for around \$200-\$225 (price to be determined). If you'd like one or more of the tents or if you have questions, please contact Rick Macsuga at (860) 713-2544.

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, stakes, custom and portable sawing available. (203) 788-2430.

WANTED

13-R. John Deere 3940, 50, 60 or 70 corn chopper wanted. Running or parts. Prefer 3960. Also wanted, 1 or 2 point sub soiler. (860) 875-0280.

14-R. Belt thrower wanted for New Holland baler. Must be hydraulic powered. Evenings (860) 859-0343.

16-R Wanted: Farmers for the CT Farm-to-School - The Farm-to-School Program is a statewide effort designed to incorporate CT Grown fresh fruits and vegetables into local schools cafeteria meals and snacks. This project is intended to be twofold: to support local farms and to offer more nutritious school meals as a result of buying local, fresh, produce. If you are interested in selling to one, several, or to a whole school district of schools (through a wholesaler or direct), call Jane Slupecki at (860) 713-2588 or at Jane.Slupecki@ct.gov

15-R. New Holland Baler #273 wanted in working condition. Call (860) 274-8159.

16. Partner wanted for making maple syrup in Kent (Rt 341/Rt 7), late February - March. Local preferred. I have all equipment and facilities. Call Sherman (860) 927-3282.

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.

8-R. Horse properties, Farms and Land. Ralph's the man specializing in all types of Real Estate. With a lifetime of agricultural and business experience he is the best choice to represent both buyers and sellers and make your dreams come true. Call Ralph Winn, Century 21 Alaimo & Corrado at (860) 648-6902 or www.winwithWINN.com.

11-R. Choose HorseCountry Real Estate's 30 yrs of experience to sell your farm/land. We market nationally, always promoting that life is good in CT. Patti Brooks - Phone: 860-442-4237 - Email address: Patti@HorseCountryRealEstate.net

12-R. Up to 60,000sf of wholesale greenhouse space in Meriden. Multi truck loading dock. Easy highway access. Only \$1.25/SF. Call Clint Charter, Wallace-Tustin Realty 860-558-3908.

INTRODUCTION TO BEEKEEPING 2009

The Eastern Connecticut Beekeepers Association will be conducting a beekeeping class. It will be held at the University of Connecticut's, Storrs campus, at the W.B. Young Building on Thursday evenings. The dates are January 29, February 5, February 12, and February 19, with February 26 reserved as a snow date in the event of a class cancellation. The hours will be from 7:00 PM to 9:30 PM with registration at 6:30 PM.

The class will be a lecture and interactive series, focusing on honeybees and beekeeping, with emphasis on management for pollination and honey production. The classes will be conducted by experienced beekeepers Adam Fuller from Hampton CT, Alex Nishball from Mansfield CT, Jim Gray from Marlborough, CT and Tim Grilley from Salem, CT.

People who have an interest in bees or who already have colonies are invited to attend. There will be a \$50.00 registration fee. The fee includes the class book, "The Backyard Beekeeper", the class and a one year membership in the Eastern Connecticut Beekeepers Association. For registrations prior to 1/15/08; send this form and a check made out to the ECBA for \$50.00 to: ECBA, P.O. Box 487, Tolland, CT 06084. After 1/15/08 you may register on the first evening of class.

If you have any questions call Adam Fuller at 860-455-1296.

NEW WINTER FARMERS' MARKET NEEDS VENDOR

Westport Whole Foods (Indoors), Wednesdays 10-2
Contact: Elly Truesdell, Whole Foods (203) 227-6880
email: Elly.Truesdell@wholefoods.com

ESSAY CONTEST FOR HIGH SCHOOL STUDENTS

The USDA Risk Management Agency/FFA Risk Management Essay Contest is now accepting essays from agricultural science high school students who are current FFA members in good standing. According to the contest rules, "The Risk Management Essay Contest encourages students in agricultural education to become aware of risks in production agriculture and to help them develop an understanding of the principles and tools of risk management."

Risk management is the term for what has been called farm management. It addresses managing risks associated with the following aspects of production agriculture: production, marketing, financial, legal and human resources.

FFA members' entries "Must be in the form of a personal essay on the topic of risk management strategies used in Supervised Agricultural Experience Program (SAE). Students should analyze the risks involved in their SAE, describe their risk management strategy and indicate which "tools" were used to minimize risk and how they were applied."

A copy of the 2009 Official Rules of Entry can be obtained by email at: Norman.bender@uconn.edu. Essays must be postmarked by January 31, 2009.

POSITION YOURSELF TO GROW YOUR BUSINESS IN 2009!

Save the Dates: January & February Buy CT Grown Workshops
* DEVELOPING A FINANCIAL AND MARKETING PLAN FOR THE NEW YEAR - Monday, January 26, 3pm - 8:30pm

Financial Planning - 3:00 - 5:30pm. RMA Crop Insurance, CT and SARE agriculture grants, creating a business plan

Simple, Low-Cost Strategies to Improve Your Bottom Line - 6:30 - 8:30pm. Email & online marketing, press relationships

* TELLING THE STORY OF THE "FACE BEHIND THE FOOD": DIRECT-TO-CONSUMER MARKETING STRATEGIES - Monday, February 9, 6:30 - 8:30pm

MORE GROW YOUR BUSINESS ON PAGE 4

GROW YOUR BUSINESS FROM PAGE 3

* TAPPING INTO DISTRIBUTION NETWORKS: DEVELOPING STRATEGIES TO REACH NEW MARKETS - Monday, February 23, 6:30 - 8:30pm

All workshops will be held in Meriden, CT at the Augusta Curtis Cultural Center, 175 E. Main Street.

DELICIOUS, LOCALLY-SOURCED NETWORKING DINNER & FREE MARKETING MANUAL PROVIDED!

Attend all 3 workshops AND receive at least 1 hour of free follow-up marketing assistance.

Are you a member of BuyCTGrown.com? Pay \$6 per workshop or \$15 for the whole series.

Are you a member of CT Farm Bureau or CT NOFA? Pay \$12 per workshop or \$30 for the whole series.

Not a member yet? Non-members pay \$25 per workshop or \$60 for the whole series.

Haven't joined BuyCTGrown.com? Sign up at any workshop and receive a special discount on membership!

For more information about the Financial Planning workshop, please contact Norman Bender at norman.bender@uconn.edu, 860.885.2827. For any other information, please contact Elise Cusano at elise@cityseed.org, 203.773.3736 x. 301.

This series is brought to you by CitySeed & the Buy CT Grown Advisory Team with funding from NECRME and by the Risk Management Agency, USDA and CSREES. NECRME project collaborators are CT Farm Bureau and CT NOFA.

CONNECTICUT VEGETABLE AND SMALL FRUIT GROWERS' CONFERENCE

The University of Connecticut Cooperative Extension System, the Department of Plant Science and the CT Ag Experiment Station will host the annual Connecticut Vegetable and Small Fruit Growers' Conference from 9:00 AM - 3:00 PM at the Tolland County Agricultural Center in Vernon, CT on Thursday, January 22, 2009. This will be one of your last chances to obtain Pesticide Applicator Re-certification Credits for the current year (2008). There will be 3.5 hours of re-certification credits available (pending DEP approval). Registration is \$25 and includes lunch and coffee/donuts. There is no pre-registration necessary. Registration at the door and trade show start at 8:00 AM.

First you'll get to meet the new Dean of UConn's College of Agriculture and Natural Resources, Gregory Weidemann, who will welcome you to the conference. You asked for more grower talks, so this year's program will start out with 4 speakers from Connecticut farms: Nelson Cecarelli, Karen Scott, Russ Holmberg and Don Tuller. They will speak on a variety of growing and marketing ideas. Our featured speaker will be Erik Swanson from Falcon Environmental Services, who will be here with his birds, and if the weather is right, we may even get to see them fly. Supporting speakers will be from UConn and the CT Ag Experiment Station in New Haven: Tom Morris, Sharon Douglas, James LaMondia and Jude Boucher. This conference has set attendance records for three years in a row, come and see why your fellow farmers find it entertaining as well as educational.

For more details contact Jude Boucher (860 875-3331, jude.boucher@uconn.edu).

Directions: Exit 67 off I-84, North on Rt. 31 to intersection with Rt. 30, 1/10 mile east on Rt. 30.



Connecticut Weekly Agricultural Report (ISSN: 1059- 8723, USPS 129-340) is published weekly (48 issues), except for Thanksgiving, Christmas, when the Governor closes State offices, and two additional weeks, for \$20.00 per year (hard copy - email copies are free) by the Connecticut Department of Agriculture, 165 Capitol Avenue, Hartford, CT 06106.



**Connecticut Weekly
Agricultural Report**

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 serve 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 checks or money order payable to the Connecticut Department of Agriculture and mail to: Marketing - Ag Report Classifieds, Connecticut Department of Agriculture, 165 Capitol Avenue, Hartford, CT 06106.

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| Regulation&Inspection | Dr. Bruce Sherman | (860) 713-2504 |
| Farmland Preservation | Joseph Dippel | (860) 713-2511 |
| Aquaculture | David Carey | (203) 874-2855 |
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**VOL. LXXXIX
NO. 2
January 14, 2009**