



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



Linda Piotrowicz, Editor
 Wednesday, April 24, 2013

UPDATE ON THE CONNECTICUT GROWN MARKETING PROGRAM

Mark Zotti, Marketing Unit

In *A Connecticut Yankee in King Arthur's Court*, Mark Twain wrote, "many a small thing has been made large by the right kind of advertising." This comment holds true in Connecticut, which may be the third smallest state based on land mass in the United States, but is big on agriculture.

Much can be credited to the Connecticut Department of Agriculture (DoAg)'s Connecticut Grown marketing program. It was developed in 1986, when the now-familiar green and blue logo was created to identify agricultural products grown in the state.

Over the past two decades, through Connecticut General Statutes (CGS) [Section 22-38a](#), the Connecticut Grown marketing program has blossomed into a multifaceted campaign that promotes Connecticut Grown farm products through a diverse array of avenues in local, regional, national, and international markets.

DoAg's [Marketing Unit](#) is charged with offering incentives that benefit Connecticut's agricultural producers, consumers, and economy. The unit has a foundation of programs available yearly, as well as special incentives available on a limited basis depending on funding sources. All Connecticut farmers are encouraged to participate in one or more components of the Connecticut Grown marketing program.

The Connecticut Grown logo has been a mainstay in Connecticut for 27 years. This logo is available for use in promoting any Connecticut Grown farm product, as defined by CGS [Section 22-6r\(7\)](#):

"Farm products" means any fresh fruits, vegetables, mushrooms, nuts, shell eggs, honey or other bee products, maple syrup or maple sugar, flowers, nursery stock and other horticultural commodities, livestock food products, including meat, milk, cheese and other dairy products, food products of aquaculture, as defined in subsection (q) of section 1-1, including fish, oysters, clams, mussels and other molluscan shellfish taken from the waters of the state or tidal wetlands, products from any tree, vine or plant and their flowers, or any of the products listed in this subdivision that have been processed by the participating farmer, including, but not limited to, baked goods made with farm products.

The logo is commonly seen at agricultural events and on apparel, signage, and vehicles statewide. It is available as JPG and EPS files from DoAg's website at www.ctgrown.gov/ctgrown.

The Connecticut Grown logo can be seen in many retail establishments offering local flavors. These products are often advertised

on site using DoAg's point-of-purchase (POP) materials. DoAg provides 5"x7" price cards, in pads of 50, free of charge. To request a pad, fill out a [POP request form](#).

Another marketing tool that prominently displays the Connecticut Grown logo is the pop-up canopies used at temporary events, farmers markets, and farm stands throughout the state. These popular 10' x 10' canopies provide portable shelter for farmers offering their wares while promoting Connecticut Grown logo. Canopies will be available for purchase April 24 and 25 (see details on Page 4).

The Connecticut Grown marketing program offers a variety of publications that act as both educational and promotional items. One popular educational publication provided by DoAg is the [Connecticut Grown Crop Calendar](#), an easy-to-understand format that provides approximate availability dates of fruits and vegetables commonly grown in Connecticut.

Other publications include brochures and marketing publications that direct consumers to Connecticut producers. These listings, which can be found on DoAg's [Publications and Reports](#) page, include agri-tourism, dairy producers, farm stand/stores, farmers' markets, honey producers, meat producers, pick-your-own farms, poultry and egg producers, wholesale producers, community supported agriculture (CSA) programs, and USDA National Organic Program certified organic growers.

Drivers on Connecticut state roads may come upon one of 234 [agricultural directional signs](#) prominently displaying the Connecticut Grown logo and graphics representing products offered by the farm.



(continued on Page 4)

**WHOLESALE PEPPERS
U.S. AND INTERNATIONAL**

| | Low | High |
|-----------------------|-------|-------|
| ANAHEIM, 1/2bu, MX | 18.00 | 20.00 |
| BELL, Grn, 1-1/9, FL | 14.00 | 20.00 |
| BELL, Rd, 1-1/9, MX | 14.00 | 18.00 |
| CHERRY, Ht, 1/2bu, NC | 39.00 | 40.00 |
| CUBANELLE, 1-1/9, FL | 24.00 | 28.00 |
| FRESNO, 1/2bu, NC | 35.00 | 35.00 |
| JALAPENO, 1-1/9, FL | 45.00 | 45.00 |

NEW HOLLAND, PA, HOG AUCTION
April 15, 2013

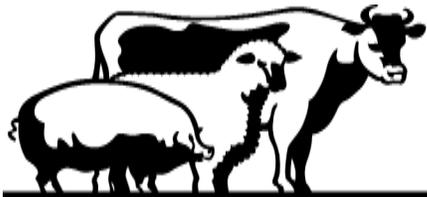
Sold by actual weights; prices quoted by hundred wt.

| | | |
|--------------|-------------|-------------|
| 49-54 | 220-300 lbs | 61.00-63.00 |
| | 300-400 lbs | 60.00-62.00 |
| 45-49 | 220-300 lbs | 56.00-59.00 |
| | 300-400 lbs | 58.00-59.00 |
| Sows: US 1-3 | 300-500 lbs | 46.00-50.00 |
| | 500-700 lbs | 49.00-53.00 |
| Boars: | 300-700lbs | 16.00-17.00 |

MIDDLESEX LIVESTOCK AUCTION
Middlefield, April 22, 2013

Live animals brought the following ave. prices per cwt.

| | Low | High |
|---------------------|--------|--------|
| Bob Calves: | | |
| 45-60 lbs. | 35.00 | 40.00 |
| 61-75 lbs. | 80.00 | 105.00 |
| 76-90 lbs. | 115.00 | 135.00 |
| 91-105 lbs. | 145.00 | 152.00 |
| 106 lbs. & up | 155.00 | 160.00 |
| Farm Calves | 165.00 | 170.00 |
| Starter Calves | 45.00 | 80.00 |
| Veal Calves | 105.00 | 135.00 |
| Open Heifers | 77.50 | 88.00 |
| Beef Steers | 112.00 | 121.00 |
| Beef Heifers | 83.50 | 100.00 |
| Feeder Steers | 80.00 | 100.00 |
| Stock Bulls | 75.00 | 141.00 |
| Beef Bulls | 94.00 | 112.00 |
| Boars | n/at | n/a |
| Sows | 1 at | 40.00 |
| Butcher Hogs | n/a | n/a |
| Goats each | 50.00 | 250.00 |
| Kid Goats | 25.00 | 90.00 |
| Canners | Up to | 74.00 |
| Cutters | 75.00 | 79.50 |
| Utility Grade Cows | 80.00 | 83.50 |
| Replacement Heifers | n/a | n/a |
| Replacement Cows | n/a | n/a |
| Rabbits each | 6.00 | 25.00 |
| Chickens each | 5.00 | 23.00 |
| Ducks each | 7.00 | 26.00 |
| Feeder Pigs | n/a | n/a |
| Lambs | 60.00 | 215.00 |
| Sheep | 45.00 | 130.00 |



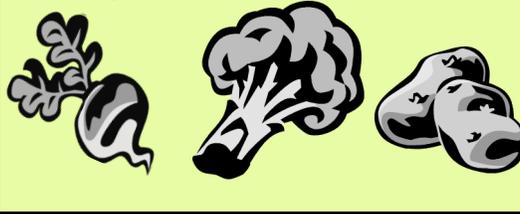
**WHOLESALE FRUITS & VEGETABLES
NEW ENGLAND GROWN**

(Boston Terminal and wholesale grower prices)

| | Low | High |
|-----------------------|-------|-------|
| BEAN SPRT, 10lb | 6.00 | 6.00 |
| LETTUCE, Bibb, 12/4oz | 13.00 | 16.00 |
| POTATO, Chef, 50lb | 10.00 | 10.00 |
| POTATO, Rd, 10/5lb, A | 14.00 | 14.00 |
| POTATO, Rsst, 90ct | 10.50 | 11.00 |
| RUTABAGA, 50lb | 13.00 | 14.00 |
| TOMATO, 11lb, on vine | 22.00 | 23.00 |
| TOMATO, loose, 25lb | 17.00 | 17.00 |

SHIPPED IN

| | | |
|--------------------------|-------|-------|
| ARUGULA, 2/1 1/2 bag, NJ | 13.00 | 14.00 |
| ASPARAGUS, 28lb, CA | 44.00 | 45.00 |
| BEAN, grn, bu, FL | 17.00 | 20.00 |
| BLUEBERRY, 12/6oz, FL | 27.00 | 30.00 |
| CABBAGE, grn, 50lb, GA | 16.00 | 18.00 |
| CORN, 5dz, FL | 12.00 | 14.00 |
| DANDLN GRN, bu, GA | 18.00 | 20.00 |
| LEEK, 12s, TX | 22.00 | 22.00 |
| LEMON, 140ct, CA | 26.00 | 28.00 |
| PEA, English, bu, GA | 40.00 | 42.00 |
| RHUBARB, grnhs, 6kg, NT | 44.00 | 44.00 |
| SQUASH, grn, 1/2bu, fl | 8.00 | 12.00 |



HARTFORD REGIONAL MARKET

April 13, 2013

Wholesale, sold by market's resident companies and/or farmers' market vendors

| | Low | High |
|-----------------|------|------|
| DAFFODIL, 4"pot | 2.00 | 2.00 |
| DAFFODIL, 6"pot | 3.00 | 3.00 |
| HYACINTH, 6"pot | 2.00 | 2.00 |
| PANSY, 8"pot | 8.00 | 8.00 |
| PANSY, 48/flat | 7.00 | 8.00 |
| PANSY, 10"hngr | 8.00 | 8.00 |
| TULIPS, 6"pot | 3.00 | 3.00 |



NEW ENGLAND SHELL EGGS

April 16, 2013

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

| | |
|------------|-----------|
| XTRA LARGE | 1.39-1.49 |
| LARGE | 1.25-1.35 |
| MEDIUM | 1.03-1.13 |

NEW HOLLAND LIVESTOCK AUCTION

April 22, 2013

| | Bulk/ | High/ | Low Dressing |
|---|----------------|---------------|--------------|
| SLAUGHTER COWS: | | | |
| Breakers | 75-80% lean | | |
| | 73.00-76.50 | 77.50-80.00 | 69.50-72.50 |
| Boners | 80-85% lean | | |
| | 74.00-77.00 | 78.50-81.00 | 68.00-73.00 |
| Lean | 88-90% lean | | |
| | 68.00-71.50 | 72.00-72.50 | 60.00-67.50 |
| CALVES: All prices per cwt. | | | |
| Graded Bull Calves | | | |
| | No.1 90-125lbs | 188.00-225.00 | |
| | No.2 80-120lbs | 172.00-180.00 | |
| | No.3 75-105lbs | 120.00-150.00 | |
| SLAUGHTER BULLS Yield Grade 1 | | | |
| | 900-1875lbs | 88.00-91.00 | |
| HOLSTEIN HEIFERS | | | |
| | No.1 80-100lbs | 120.00-155.00 | |
| SLAUGHTER LAMBS: Non-Trad. Markets | | | |
| Wooled & Shorn Choice & Prime 2-3 | | | |
| | 40-50lbs | 200.00-210.00 | |
| | 50-70lbs | 174.00-200.00 | |
| | 70-90lbs | 182.00-195.00 | |
| | 90-110lbs | 165.00-188.00 | |
| Wooled & Shorn Good & Choice 3-4 | | | |
| | 40-50lbs | 215.00-220.00 | |
| | 50-60lbs | 200.00-215.00 | |
| | 60-100lbs | 178.00-182.00 | |
| SLAUGHTER EWES: Good 2-3: Med. Flesh | | | |
| | 110-120lbs | 70.00-85.00 | |
| | 120-150lbs | 64.00-82.00 | |
| | 180-200lbs | 58.00-66.00 | |
| Utility 1-2: Thin Flesh | | | |
| | 110-120lb | 48.00-67.00 | |
| | 120-200lbs | 44.00-60.00 | |
| Bucks | | | |
| | 160-200lbs | 50.00-70.00 | |
| | 215-250lbs | 42.00-48.00 | |
| SLAUGHTER GOATS: Sel. 1, by the head, est. wt. | | | |
| | 40-60lbs | 102.00-177.00 | |
| | 60-80lbs | 130.00-165.00 | |
| | 70-90lbs | n/a | |
| | 90-110lbs | 140.00-167.00 | |
| Nannies/Does: | 110-120lbs | 137.00-140.00 | |
| | 120-150lbs | 142.00-165.00 | |
| Bucks/Billies: | 130-150lbs | 170.00-187.00 | |
| | 150-170lbs | 196.00-227.00 | |
| Sel. 2 | 130-150lbs | 142.00-167.00 | |

PENNSYLVANIA HAY

April 8, 2013

Lancaster, PA

| | Premium | Good |
|-----------|---------------|---------------|
| Alfalfa | 235.00-410.00 | 150.00-215.00 |
| Mixed Hay | 240.00-490.00 | 150.00-235.00 |
| Timothy | 225.00-255.00 | 155.00-220.00 |
| Straw | 125.00-210.00 | |

NORTHEAST EGG PRICES USDA

April 19, 2013

Per doz., USDA Grade A and Grade A white in cartons to retailers (volume buyers)

| | |
|------------|-----------|
| XTRA LARGE | 0.96-1.00 |
| LARGE | 0.94-0.98 |
| MEDIUM | 0.92-0.96 |

ADVERTISEMENTS

FOR SALE

1-R. Blumenthal & Donahue is now Connecticut'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.

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.

27-R. JD 6200 Tractor (1994) with 640 loader and 1 yard bucket creeper transmission 5500 hours approx-2 owner tractor. JD 2600 4 bottom semi mounted plow- excellent condition- 2 owner. JD 7000 Maxi-Merge planter-4 row. New finger pickups and bean cups. Insecticide boxes included. JD 8200 Grain Drill- excellent condition. JD post hole digger- little used- one owner. JD model 45 seven(7)foot scraper blade- one owner. JD 444 corn head. Lely tine weeder- 12 foot with hydraulic fold- mint condition- one owner. Lilliston 2 and 4 row cultivators with extra parts. I&J 4 row S tine cultivator with liquid side dress tanks and crop shields- one owner. Brillion trailer type spike tooth harrow with hydraulic lift. Gandy 8 foot drop spreader. Haines vegetable washer- rebuilt. 20 foot Kelly Container Freezer/ Cooler with 3 phase convertor- excellent condition. Pequa equipment trailer- 20 foot deckover- 2 owner. Amish built picking conveyor- hydraulic powered- one owner. Phil Brown apple bin dumper. Apple/Squash bins- approx 40. Waxed vegetable boxes new on pallets. Two piece Tomato Boxes new on pallets. Cedar fence posts with rolls of goat/sheep fence. Chicken coops (2) (8 foot x 16 foot) on skids. Chevrolet Step Van C20 (inop) perfect for farm markets. Plant trays- 50/72/144 cells new and used. Turkey Nesting Boxes- 2 and 4 nest boxes. George 860-918-5442.

29-R. Best fertilizer to perk up your hay lot! Dry chicken manure, call for delivery, 860-537-1974.

31-R. Round Bales WRAPPED HAYLAGE, 4x4, \$25 and up. 860-234-1605.

39-R. Round Hay Bales, stored inside. Net wrapped 1st cut, few 2nd. Call 203-530-4953.

40-R. IH 986 \$8,500. JD 4520 \$8,500. 6310 4X4 with 640 self leveling loader, 6,000 hours \$24,000. 02 New Holland 575 baler with thrower \$12,000. New Holland 315 Baler with thrower \$5,000. New Holland 311 Baler \$4,500. XBX 520 Case IH like new \$8,000. 256, 258 Rakes. JD 660 Rake, Kuhn 4 Star tetter, 2 IH 4 bottom semi-mount reset plows, 15,000 pto generator \$2,100, IH and JD front and rear weights. 10 ft brillion seeder, IH 450 3 bottom reset plow. Call 203-530-4953.

42-R. 1-8 and 3-10 Frame Beehives. Complete wood, new, \$150/each. Hay elevator 20'-\$100. Fransgard Logging Winch, with 3 chokers, new, never used, \$3,000. Landpride Forward 5' Tiller, \$2,200-used twice. Landpride posthole digger-2 bits, used twice, \$1,400. Demco Boom Sprayer, 18' with Marker, 110 gal, \$2,500. Valby 6" woodchipper, \$3,500. 5' Woods Finish Mower with extra blade, \$600. 860-423-1347 house, 617-308-3015 cell.

43-R. Vicon Fertilizer and Seed Sower #175 Made by Kever Land. 2-JD Hitt and Miss Motors, 1-2HP and 1-3HP all shed kept. Tel 860-559-5031.

45-R. JD 4400 Combine with 4 Row Corn Head, \$8,500. JD 435 Round Baler, \$6,000. Hay, Round Bales 4X4, \$35/each. 860-678-0704 or 860-930-3373.

48-R. 150 Wrapped round baleage bales; 1st and 2nd cutting. 860-485-5720.

50-R. Hay 2nd cut, Alfalfa, Alfalfa-Grass, 1st cut course, and mulch. Call 8203-484-0664.

52-R. Used Tobacco netting. Great for covering berry bushes. 860-683-0266.

53-R. First Cutting Hay for sale. \$5.50 per bale at the barn. 860-

633-2942, Glastonbury.

54. 2-24T Balers, asking \$1,600. Call 860-349-1513 after 5:00 pm.

55-R. Farmall Cub and Super A cultivator parts, Lebanon. 860-423-8561, call evenings.

WANTED

13. Kill cones for large chickens (7-8 lbs dressed). 860-391-4344.

MISCELLANEOUS

6-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.

26-R. Hytone Farm is CT's new Hydra-Ram dealer! Whether you need a new machine or parts for your old one, contact us for all your Hydra-Ram manure spreader needs. 860-558-3314 or hytonefarm1@hotmail.com

DOAG CT GROWN TENTS AVAILABLE APR 24-25

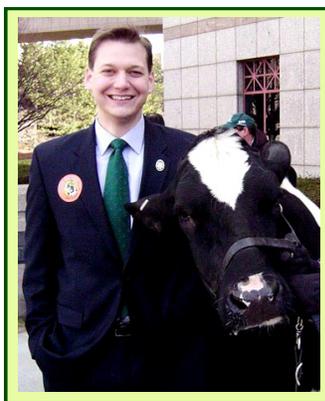
The Connecticut Department of Agriculture's popular Connecticut Grown logo tents will be offered to Connecticut farmers and agricultural associations from 8:00 a.m. to 3:00 p.m. on April 24 and 25, 2013, at the [Hartford Regional Market](#), 101 Reserve Road in Hartford. Tents are offered on a first-come, first-serve basis and must be purchased and picked up at the specified location and time. Tents cannot be reserved in advance.

The Connecticut Department of Agriculture is subsidizing half the cost of each \$282.00 tent as a service to the state's farmers and agricultural associations. The buyer's share for each tent is \$142.00, with a limit of four per farm or association.

NO CASH will be accepted. Payment must be made by check, payable to the Connecticut Department of Agriculture. For more information, please call 860-713-2544.

REP HURLBURT NAMED NEW FSA STATE DIRECTOR

State Representative Bryan Hurlburt has been appointed by President Barack Obama as USDA Farm Service Agency (FSA)'s state executive director. He was recommended by U.S. Senators Blumenthal and Murphy and Congressman Courtney following an interview process with state agricultural leaders, including Commissioner Revczky, coordinated by Senator Blumenthal's office.



Representative Hurlburt resigned on April 19, 2013, his seat in the Connecticut General Assembly, where he represented Ashford, Tolland, and Willington, and began his new post on April 22, 2013.

FSA coordinates dispensing of grants and loans to state agricultural businesses and dissemination of information on the USDA's agricultural policies. Connecticut's office is located in Tolland.

"I am very thankful for the support and confidence of Senators Blumenthal and Murphy, along with Congressman Courtney and the FSA Search Committee. As a state representative, I have focused efforts to grow and expand the agricultural opportunities in our state and am looking forward to continuing those efforts in this new role. I am very excited to begin working with the dedicated employees of the FSA to make sure people know about these programs and have the opportunity to grow jobs in the agricultural economy in our state," Hurlburt said.

(from Senator Blumenthal news release, April 15, 2013)

CONNECTICUT GROWN MARKETING PROGRAM

(continued from Page 1)

A collaborative project of DoAg and DOT, these signs provide enhanced visibility for Connecticut farms that have retail stands/stores located off of Connecticut state roads. DoAg currently offers cost-share funding to approved farmers through a USDA Specialty Crop Block Grant, which will cover up to 50% of the cost of sign design and installation. (Cost-share will be available until funding is exhausted.)

Connecticut Grown grant funding is currently available for projects that increase the visibility and promotion of Connecticut Grown farm products through the use of the Connecticut Grown logo. The [Joint Venture Program](#) is a cost-share grant available to commodity associations, agricultural non-profits, and municipalities (including agricultural commissions and farmers' markets) that provides a 50% match of up to \$2,995 in reimbursement for approved projects. [Applications](#) will be accepted until May 13, 2013. For more information, please visit www.CTGrown.gov/grants.

The Farm-to-School Program, referenced in CGS [Section 22-38d](#), provides a wholesale outlet to Connecticut farmers while providing Connecticut Grown fresh fruits and vegetables in school cafeteria meals and snacks. The program's goals are to develop new markets for local farms and to offer fresher, local produce for school lunch programs.

Getting Connecticut Grown products into school cafeterias is a win-win situation for farmers, schools, and students. It can help meet the newest guidelines to improve student health and nutrition

while increasing marketing opportunities and income for Connecticut farmers.

DoAg offers colorful Farm to School [point-of-sale signage](#) for participating schools, which helps children connect what they are eating with the farm it came from. Eating healthier lunches and snacks at school is one way to improve the diets of young people--and helps to preserve farms while stabilizing the local food supply.

Marketing is an important part of every business. DoAg's Connecticut Grown marketing program was developed "to promote the marketing of farm products grown and produced in Connecticut for the purpose of encouraging the development of agriculture in the state."

Effectively marketing a large variety of farm products is a challenge; the agency meets it through a diverse assortment of programs. DoAg recognizes advances in marketing, media, and technologies, and looks for new and innovative ways of promoting Connecticut Grown farm products.

The Connecticut Grown marketing program will continue to promote the usage of Connecticut's open space to create food and jobs and be a valuable component of the local economy. The success of the agricultural sector has a direct impact on everyone that lives and works in Connecticut. Through easy accessibility and personal service, DoAg provides something for all agricultural producers in the state.

Questions related to any of the programs mentioned in this article can be directed to DoAg's Marketing Unit at 860-713-2503 or DoAg.Marketing@ct.gov.



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 | 860-713-2503 |
| Regional Market | 860-566-3699 |
| State Veterinarian | Dr. Mary J. Lis 860-713-2505 |
| 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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