



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



Linda Piotrowicz, Editor
 Wednesday, February 6, 2013

2013 HNE CONFERENCE FEB 27-28: MAKING “CENTS” IN TODAY’S MARKETPLACE

Marketing Unit, Connecticut Department of Agriculture



The fourth biennial Harvest New England Agricultural Marketing Conference and Trade Show, *Making “Cents” in Today’s Marketplace*, is fast approaching. It will be held February 27-28, 2013, at the Sturbridge Host Hotel in Sturbridge, Massachusetts. Early registration ends February 7, 2013.

One of the largest agricultural marketing conferences in New England, *Making “Cents” in Today’s Marketplace* will include 26 breakout sessions based on the conference theme. Five focused tracks (agritourism; marketing and media; financing; food hubs, safety, and sustainability; and value-added) feature farmers and other industry professionals from around New England, who will provide practical, easy-to-apply-techniques.

The 2011 conference was attended by more than 800 agricultural people, who gave it high praise. Ninety percent of respondents indicated on the conference evaluation that they felt the event was very good or excellent. Past participants have said it is one of best places to network and connect with peers. Other comments have included:

- *“Excellent seminars and trade show. Looking forward to the next one!”*
- *“I am leaving this conference energized to implement all I have learned. I am positive that my farm enterprise will grow and prosper. Thank you.”*

The 2013 conference will kick off with a general session address by Roberta MacDonald, senior vice president of marketing for Cabot Creamery Cooperative of Vermont. Ms. MacDonald has more than 30 years of marketing experience, including 20 at Cabot. While her position has allowed her to work with extensive budgets, she will share with attendees many low- and no-cost marketing techniques.

A special session will include a panel of the six New England state’s Department of Agriculture leaders, who will discuss the top

issues for New England agriculture, including food safety, the 2013 Farm Bill, right to farm ordinances, new farmer issues, and buying local, followed by a Q+A session. The panel is also expected to address:

- The biggest opportunities and threats facing New England agriculture;
- Potential and current regional efforts between agencies;
- The top characteristics of a viable and sustainable New England farm operation; and
- The most important marketing trends and opportunities.

The New England Farmers’ Market Managers Workshop will again take place at the conference this year, and will be held from 12:30-5:00 p.m. on February 27. Market managers from around New England will participate in sessions that will address common issues and topics all market managers face, such as:

- How to make a market shop-worthy;
- Ways to keep a market fresh so vendors and customers continually return; and
- Remembering to consider the details that help establish a successful market.

The workshop will end with a state and regional farmers’ market review, allowing attendees to network and discuss broader efforts that can add value to a market.

On the second day, Bob Burke, co-founder of the Natural Products Consulting Group, will speak during the morning general session. Mr. Burke, former vice president for marketing, sales, and corporate development for Stonyfield Farm Yogurt, will discuss current retail trends and resulting consumer expectations. Understanding these trends and how consumers respond can help attendees best relate to their customers.

(continued on Page 4)

**GREENHOUSE GROWN PRODUCE
U.S. AND INTERNATIONAL**

	Low	High
CUCMBR,Sdlss,12ct,MX	12.00	16.00
CUCMBR,Prsn,20lb,CN	20.00	24.00
EGGPLNT,5kg,SP	32.00	33.00
ENDIVE,8lb,CA	26.00	26.00
LEEKs,5kg,NT	19.00	19.00
MACHE,3lb,PA	12.00	12.00
PEPPER,Rd bell,11lb,DN	15.00	17.00
RHUBARB,6kg,NT	32.00	32.00

**WHOLESALE FRUITS & VEGETABLES
NEW ENGLAND GROWN**

	Low	High
APPLE,Brbrn,bu,no grd	23.00	23.00
APPLE,Empr,80ct,fcy	27.00	28.00
APPLE,Fuji,100ct ,fcy	24.00	24.00
APPLE,Fuji,12-3lb,fcy	22.00	22.00
APPLE,Gala,125ct,fcy	24.00	24.00
APPLE,Gld del,72ct,fcy	24.00	24.00
APPLE,Mac,80ct,fcy	28.00	28.00
APPLE,Rd del,100ct,fcy	24.00	24.00
APPLE,Rd del,12-3lb,fcy	18.00	21.00
BEAN SPRT,10lb	5.50	6.00
CIDER,4/1gal	23.00	23.00
CIDER,9/5gal	27.00	27.00
LETTUCE,Bostn,12ct,gh	14.50	16.00
PARSNIPS,25lb	21.00	21.00
POTATOES,10lb,szA	2.00	2.20
POTATOES,Chef,50lb	9.50	9.50
POTATOES,Rsst,90ct	10.50	11.00
POTATOES,Wht,10/5	9.00	10.00
POTATOES,Yllw,10/5lb	15.00	15.00
RUTABAGA,50lb	13.00	14.00
SQUASH,Bttrnt,1-1/9	11.00	12.00
TOMATOES,Chrry,5lb	16.00	16.00
TURNIPS,25lb,Prpl top	10.00	10.00

NEW HOLLAND, PA, HOG AUCTION

February 4, 2013

Sold by actual weights; prices quoted by hundred wt.

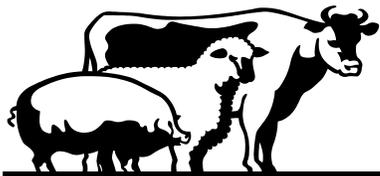
49-54	220-300 lbs	67.00-70.00
	300-400 lbs	65.00-69.50
45-49	220-300 lbs	62.00-66.00
	300-400 lbs	62.00-64.00
Sows: US 1-3	300-500 lbs	42.00-45.00
	500-700 lbs	46.00-49.00
Boars:	300-700lbs	19.00-22.00

MIDDLESEX LIVESTOCK AUCTION

Middlefield, February 4, 2013

Live animals brought the following ave. prices per cwt.

	Low	High
Bob Calves:		
45-60 lbs.	28.00	35.00
61-75 lbs.	58.00	65.00
76-90 lbs.	70.00	77.50
91-105 lbs.	80.00	85.00
106 lbs. & up	87.50	90.00
Farm Calves	92.50	105.00
Starter Calves	35.00	45.00
Veal Calves	90.00	140.00
Open Heifers	92.50	115.00
Beef Steers	85.00	105.00
Beef Heifers	70.00	113.00
Feeder Steers	81.00	120.00
Stock Bulls	92.50	100.00
Beef Bulls	87.00	105.00
Boars	n/a	n/a
Sows	one at	32.00
Butcher Hogs	25.00	90.00
Goats each	70.00	275.00
Kid Goats	20.00	145.00
Canners	Up to	74.50
Cutters	75.00	80.00
Utility Grade Cows	81.00	85.00
Replacement Heifers	n/a	n/a
Replacement Cows	n/a	n/a
Rabbits each	4.00	26.00
Chickens each	5.00	19.00
Ducks each	9.00	26.00
Feeder Pigs	20.00	40.00
Lambs	55.00	175.00
Sheep	50.00	105.00

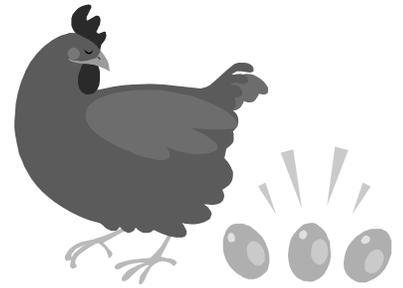


(Boston Terminal and wholesale grower prices)

NEW HOLLAND LIVESTOCK AUCTION

February 1, 2013

	Bulk/	High/	Low Dressing
SLAUGHTER COWS:			
Breakers	75-80% lean		
	77.00-80.00	81.00-83.50	72.00-75.00
Boners	80-85% lean		
	73.00-77.50	79.00-83.00	64.00-72.00
Lean	88-90% lean		
	72.00-76.50	77.50-82.00	61.00-71.00
CALVES: All prices per cwt.			
Graded Bull Calves			
	No.1	85-135lbs	135.00-150.00
	No.2	80-120lbs	120.00-135.00
	No.3-	90-115lbs	90.00-115.00
SLAUGHTER BULLS Yield Grade 1			
	950-1780lbs		93.00-98.00
HOLSTEIN HEIFERS			
	80-120lbs		100.00-120.00
SLAUGHTER LAMBS: Non-Trad. Markets			
Woolled & Shorn Choice and Prime 2-3			
	50-55lbs		182.00-185.00
	60-70lbs		168.00-185.00
	70-80lbs		180.00-182.00
	80-90lbs		162.00-185.00
	90-115lbs		160.00-162.00



**WEEKLY NEW ENGLAND
SHELL EGGS**

Prices paid per dozen. Grade A brown eggs in cartons, delivered store door. (Range)

XTRA LARGE	1.77-1.90
LARGE	1.65-1.79
MEDIUM	1.26-1.33

NORTHEAST EGG PRICES USDA

February 4, 2013

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

EXTRA LARGE	1.46-1.47
LARGE	1.41-1.45
MEDIUM	1.15-1.19

PENNSYLVANIA GRAIN SUMMARY

February 1, 2013

Eastern/Central Pennsylvania

Corn No 2 (per bu)	6.95-7.60
Wheat No 2 (per bu)	7.05-8.67
Oats No 2 (per bu)	2.95-4.50
Soybeans No 2 (per bu)	13.00-14.24
Ear Corn (per ton)	180.00-215.00



Woolled & Shorn Good & Choice 3-4

50-60lbs	237.00-245.00
60-70lbs	n/a
80-100lbs	n/a
SLAUGHTER EWES: Good 2-3: Med. Flesh	
90-120lbs	72.00-90.00
120-150lbs	64.00-70.00
180-225lbs	n/a
Utility 1-2: Thin Flesh	
100-160lbs	42.00-66.00
160-200lb	44.00-68.00
225-250lbs	62.00-67.00
Bucks	100-160lbs 60.00-86.00
	220-250lbs 50.00-56.00
SLAUGHTER GOATS: Sel.1, by the head, est. wt.	
40-45lbs	87.00-100.00
50-60lbs	130.00-140.00
70-80lbs	134.00-158.00
80-100lbs	148.00-156.00
Nannies/Does:	100-125lbs 144.00-155.00
	130-145lbs 155.00-177.00
Bucks/Billies:	110-140lbs 172.00-217.00
	150-200lbs 182.00-247.00
Sel. 2	100-145lbs 122.00-172.00
	150-155lbs 177.00-185.00

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.

8-R. Hay, first and second cut, square bales. \$6.00 pu. 860-537-1974.

9-R. 2 year old Polled Hereford bull for sale or possible lease. Low birth weight, all white face and great disposition. Available in late February. Reg # is P43233769. Asking \$3,200.00. My cell is 860-304-5299.

10-R. IH 574 with bucket loader. 3 pt hitch, 52 PTO hp, low hours, good condition. Asking \$6,500.00. My cell is 860-304-5299.

14-R. Reg. Angus heifers. Good pedigrees. Sell open ready to breed. 860-748-9336.

15-R. 1991 16' Sands gooseneck stock trailer. Needs floor. 860-559-3009.

16-R. Quality inoculated corn silage, fine chopped. Forage test available. Located Ellington/South Windsor area. Quantity pricing discounts. Delivery available. 860-559-3009.

18-R. Used concrete bunk line feeders. Large quantity available. (2) John Deere 3960 corn choppers. John Deere 4520 synco-shift. Fargo forage dump wagon. 860-559-3009.

WANTED

12-R. Used manure spreader in working condition. 860-677-0903.

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.

17-R. Heavy duty brush & small tree mowing services such as Farmland Restoration Program projects, overgrown fields, hedgerow removal, drainage ditch maintenance or any other out of control brush or overgrowth. Also, excavator & dozer work like stumping, root raking etc. Burke Ridge Construction. 860-875-0280 or 860-559-3009.

The Connecticut Week Agricultural Report offers affordable classified advertisements for your farm-related needs. See Page 4 for details and rates, or call Jane Slupecki at 860-713-258 for more information.

HACCP COURSE FOR MEAT AND POULTRY PROCESSORS MAR 13, 14, 15

There will be an International HACCP Alliance approved course for meat and poultry processors on March 13, 14, and 15, 2013, in Room 146 of the University of Connecticut's Bishop Center, 1 Bishop Circle, Storrs. Pre-registration is required by March 6, 2013, and costs \$350 per person. Fee includes lunch on Wednesday and Thursday, continental breakfast on Thursday and Friday and breaks.

This course is sponsored by The University of Connecticut College of Agriculture and Natural Resources Cooperative Extension System in cooperation with the University of Rhode Island Cooperative Extension System. For additional program and registration information, contact Diane Wright Hirsch at 203-407-3163 or diane.hirsch@uconn.edu.

NASDA REPORTS ON IMMIGRATION PROPOSAL

The National Association of State Departments of Agriculture (NASDA) has reported a bipartisan group of eight senators announced January 28, 2013, that they had reached an agreement on a proposed immigration reform.

According to NASDA's report, the proposal, entitled Admitting New Workers and Protecting Workers' Rights, addresses the need to secure the nation's border, modernize the current legal immigration system and create a tough but fair legalization program for undocumented immigrants who are currently in the United States. The proposal highlights four basic legislative pillars: an improved process for admitting future workers, an effective employment verification system, a stringent path to citizenship for unauthorized immigrants, and an improved legal immigration system.

To read the full article, please visit NASDA's Agricultural Labor issue page, <http://www.nasda.org/Policy/6460/9879/6087.aspx>.

FARM FAMILY DYNAMICS WEBINAR FEB 15

Farm Credit East is offering a free webinar, Managing Family Dynamics in Agricultural Businesses (or "How to stop fighting at the dinner table!") from 10:00 a.m. to noon, Friday, February 15, 2013.

Most farms in the Northeast are family businesses and face many of the same challenges. Working with family can be tremendously rewarding, adding great competitive advantage, or continuously irritating, reducing prosperity, satisfaction, and any desire to show up for work. For the lucky few, doing it right comes easy, but for most, family business success takes structure, conscientiousness, right priorities, and intentions. In short, it takes hard work to make it successful and to keep everyone's goals in alignment.

Join Ira Bryck of the University of Massachusetts Family Business Center and Farm Credit East Consultant Jon Jaffe for this informational online session. Time will be provided for Q&A following the presentation.

To register, visit www.farmcrediteast.com.

BASIC MEAT CUTTING WORKSHOP MAR 9

UConn Extension and Department of Animal Science will offer a basic meat-cutting workshop from 9:30 a.m. to 1:00 p.m., Saturday, March 9, 2013, at the University of Connecticut's Ratcliffe Hicks Building, Room 201, 1380 Storrs Road, Storrs.

Topics include names and locations of common beef cuts, grading, understanding what makes meat tender or tough, packaging, and an overview of regulations for direct retail versus freezer trade. In-classroom and hands-on training provided by Dr. Richard Mancini, UConn Animal Science educator and researcher in meat science, and UConn Extension Educators Joyce Meader (dairy/livestock) and Diane Wright Hirsch (food safety).

Register by February 22, 2013, by mailing a \$50 check (per person) payable to University of Connecticut to Litchfield County Extension Center, 843 University Drive, Torrington, CT 06790-2635. Include registrant names, phone numbers, and emails; a note indicating "Meat Cutting Class"; and number where you can be reached in the event of cancellation.

BLUE RIBBON SHEEP FORUM FEB 23

The 2013 Connecticut Sheep Breeders Association's Blue Ribbon Forum will be presented from 8:30 a.m. to 12:30 p.m. on Saturday, February 23, 2013, at the University of Connecticut, Storrs. The Blue Ribbon Forum is presented by the Connecticut Sheep Breeders Association, and is offered at no charge to members. A limited number of seats are available to non-members for \$10.00 per person.

Please go to www.ctsheep.com for more information.

2013 HNE CONFERENCE FEB 27-28*(continued from Page 1)*

The educational conference will again be complemented by an industry trade show. Nearly 100 vendors will exhibit and provide information on the latest agricultural products and services. There will be ample opportunity to visit the trade show between conference sessions. A reception featuring New England food, oysters, beer, and wine will be held from 5:00 -7:00 p.m. in the trade show on the first day.

Early registration is open until February 7, 2013. After February 7, the registration fee increases from \$90 to \$125 for the first person from each business, and from \$75 to \$110 for each additional person from the same business. One-day registration is also available for \$50 by February 7 (\$85 for late or walk-in registrations).

Registration information, a complete conference schedule, and session details are available online at www.harvestnewengland.org or www.regonline.com/2013HNEConference. Overnight rooms are available from the Sturbridge Host Hotel at the group rate (starting at \$96 plus applicable taxes) and must be booked by February 14, 2013.

Harvest New England Association is a cooperative marketing program created by New England's six state Departments of Agriculture in 1992. It has sponsored this regional conference since 2007. For more information about the Harvest New England conference, organization, or logo, please contact Mrs. Jaime Smith, jaime.smith@ct.gov or 860-713-2559.

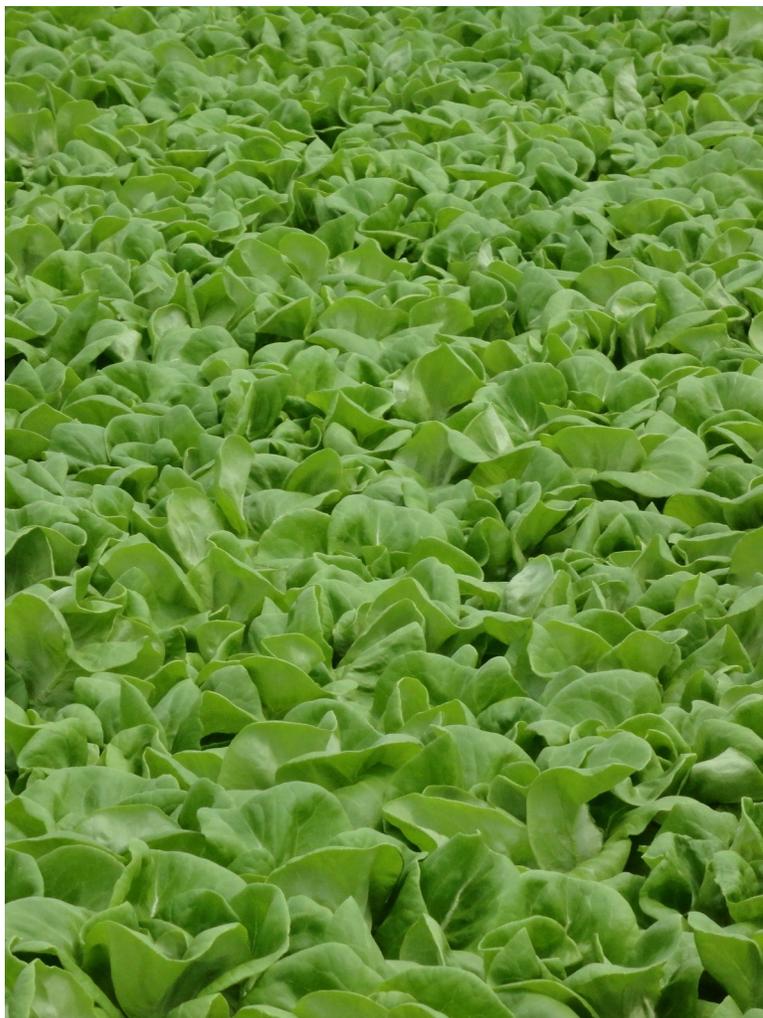
We look forward to seeing you in Sturbridge!

Making "Cents" in Today's Marketplace
 The Harvest New England Agricultural Marketing Conference & Trade Show
February 27-28, 2013
 Sturbridge Host Hotel, Sturbridge, MA

Featuring Keynote Speakers:

Roberta MacDonald
 Senior Vice President of Marketing, Cabot Creamery

Bob Burke
 Co-Founder, The Natural Products Consulting Institute



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

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