



CT Department of Agriculture

February 2010

## Briefs

### 2011 FTC ANNUAL MEETING TO BE HELD 1/31/11

Wow, we are getting organized! The date for the 2011 Farm-to-Chef Annual Meeting already has been set. Mark your calendars to be at the Saybrook Point Inn and Spa on Monday **1/31/11** for more great presentations, discussion, networking, and, of course, CT Grown food.

### NEW FTC MINI-MEETINGS

FTC is in the process of planning new bimonthly mini-meetings. These 90-minute informal gatherings will be held every other month on the third Tuesday from 2:00 to 3:30 PM at locations around the state, and will allow for continued discussion, brainstorming, collaboration, and networking. Please join us at any or all of these sessions: **3/16/10**, **5/18/10**, **7/20/10**, **9/21/10**, and **11/15/10**. Locations will be announced soon.

### CSFA JUDGES STILL NEEDED

The CT Specialty Food Association still seeks chefs and media representatives to serve as judges for its 2/18/10 Product Awards Competition at the Aqua Turf in Plantsville. Product entries also are still being accepted. Deadline to enter or sign up to judge is 2/8/10. If interested, please contact Tricia at [tricia@ctfood.org](mailto:tricia@ctfood.org) or 860-677-8097.

### CSA SHARES AVAILABLE

FTC has received news from several CSAs that have shares available for the coming year. See Miscellaneous Announcements for details.

### CT GROWN AVAILABLE ALL YEAR

Who says there's a lack of CT Grown food in winter? Check out all the great stuff in this month's "Haves" section, and be sure to visit one or more of the many winter farmers' markets around the state. There's a [list of winter markets](#) posted on the Department of Agriculture's website.

### CT Grown in Season FEBRUARY

Apples Beans (dry) Beef  
Black Currant Juice Bok Choi  
Cabbage Carrots Cheese  
Cider Clams Collards  
Cream Eggs Fin Fish  
Garlic Greens Herbs  
Honey Ice Cream Kale  
Lamb Lettuce Lobster  
Maple Microgreens Milk  
Mushrooms Onions  
Oysters Pea Shoots Pears  
Potatoes Pork Radishes  
Rutabagas Scallops  
Specialty Foods Spinach  
Sprouts Sunflower Shoots  
Turnips Veal Wheatgrass  
Winter Squash Yogurt

*If you need help locating any of these items, please [contact us](#).*



### Contact Us

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## Farm-to-Chef 2010 Annual Meeting Recap

By Linda Piotrowicz

*The information in this article was taken from notes the author took during the meeting, and is subject to errors and/or omissions resulting from interruptions, distractions, poor hearing, and/or brain dysfunction suffered by the author during the event, and/or her inability to read her own handwriting after the event. Any exclusions or mistakes in the information herein are unintentional and the full responsibility of the author, who apologizes in advance for any such misstatements.*

### INTRODUCTION

The third annual meeting of the Farm-to-Chef (FTC) Program, held 1/25/10 at the Country Club of Farmington, was the largest and most successful to date. One hundred thirty-eight producers, distributors, commercial users, and others keenly interested in CT Grown products turned out for the event, despite torrential rain and localized flooding. (Those who remembered the ice storm that descended upon the program's first annual meeting in 2007 arrived joking about the weather.)

The day kicked off with a welcome by FTC Program Manager Linda Piotrowicz, who proposed a few new activities and events for the year ahead. An informal vote (show of hands) determined that attendees thought the additions would enhance the program.

These new activities include bimonthly "mini-meetings" at various locations around the state and "mini-tours" hosted by FTC members. An FTC Restaurant Week also is in the planning stages and will feature fixed-price menu offerings made with CT Grown ingredients by participating FTC member restaurants.

More information about these events will be included in upcoming FTC newsletters.

### FTC DOCUMENTARY

Sean Maloney, an employee at Max's Oyster Bar and a graduate journalism student at Quinnipiac University,

next addressed the audience. Sean introduced the 30-minute FTC video documentary he created and produced as a class project, explaining that the topic was a suggestion of the Oyster Bar's Executive Chef Scott Miller, who is an active member of the FTC Program.

Sean's video is broken into three segments. The first focuses on the history of the FTC Program, while the second examines some of FTC's member farms, and the third provides examples of FTC users who are implementing the program's concepts and using CT Grown products in their daily menus.

After some technical difficulties (don't believe the commercials that say Macs and PCs always play nice together), the group watched the documentary. All three segments are available for viewing on [Sean's YouTube channel](#).

### NEW PRODUCT ANNOUNCEMENTS

Attendees who indicated on their registration forms they had new products to announce were called upon to introduce those products and services. The group learned about a wide array of new offerings, including the Broad Brook Beef's line of beef products, Deerfield Farm's gelato, The Farmer's Cow ice cream, GeoRoots Solar Growth Farm's nutrient-dense superfoods, Griffin Farmstead's aged gouda and tome goat's cheeses, The Kitchen at Billings Forge's farm-to-table catering services, Sankow Beaver Brook's rack of lamb and raw milk feta cheese, Two Guys from Woodbridge's sunflower shoots and micro salad mix, and more.

### PANEL DISCUSSION

Winter Caplanson, one of The Coventry Farmers' Market organizers and managers, took the microphone next and began her role as moderator of the panel discussion sessions. She had the panelists introduce themselves, explained the format for the session.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Winter introduced the first topic, **Relationships between CT Grown Producers and CT Grown Users.**

Panelists were asked to explain what they believed were the most effective methods of communication between CT Grown producers and users.

Mike Kandefer of Urban Oaks Organic Farm explained that he emails or faxes a weekly price list to chefs and then follows up with a personal phone call.

Kim Abell from Ladies of Levita Road agreed that email is a good practice because it provides a written/printed copy.

Marshall Epstein from Rosedale Farms and Vineyards emphasized that he must call chefs every day to reinforce the relationships and to provide information about day to day availability of seasonal crops.

Scott Miller concurred with the advantages of talking by phone daily as well as having an email copy of products and prices. He added that the best time to call chefs is between 2:00 and 4:00 PM.

Pauline Lord from White Gate Farm mentioned that she gives all the chefs she works with her personal cell phone number to make reaching her easier.

Winter then asked the panelist to share their thoughts on pricing of CT Grown products.

Scott Wishart of Gulf Shrimp Company said that CT Grown seafood pricing has been very competitive and at times less expensive than product shipped in.

Scott Miller expressed the need for the group to figure out a CT Grown pricing structure for commercial users that is different from what is charged at farmers' markets. Putting the farm name on the menu has value to the producer and should be reflected in the price.

Robert Landophi of UConn Dining Services explained that the prices he charges are set for the semester. This can be challenging if a producer changes prices based on their own costs or fluctuations in the market. He also lists farm names on the menu and invites farmers to come on campus and talk to students about their work.

Becky Clark from Griffin Farmstead concurred with Scott about the value of having her farm name listed on menus and explained that even though her farm is on a back road off the beaten path, customers who have had her cheese at a restaurant have hunted her down and come to the farm to buy more. She offers commercial users a discount on product in exchange for listing her on their menus.

John Zito from Alchemy Café and the Growing Green Wellness Center vocalized his feelings about the importance of putting and name and face on one's food.

Wayne Hansen from Wayne's Organic Garden praised the state of Vermont for their organized system of recognizing participating farms in restaurants that buy from them.

Winter asked panelists to describe payment terms that work for both CT Grown producers and users.

Jonathan Eddy from New Boston Beef cited a system used by a small café that buys from him and processes a check each week when they do payroll. This procedure results in timely payment for him and is relatively easy for the café.

Mike Kandefer said he used to offer 30-day credit but has cut it back to 14 days.

Tim Huchthausen from Dove and Boar Farm asked if chefs would be interested in participating in a CSA model that works well for general consumers.

Peter Gorman from The Unquowa School responded that he has business shares with two local CSAs.

Stuart London from Nini's Bistro remarked that he keeps a company credit card on file to pay small producers right away. This process produces a paper trail, an added benefit.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Annalisa Russell-Smith from Sustainable Food Systems asked if most chefs pay on short turn-around.

Peter Gorman replied he pays immediately.

Scott Miller shared that he starts new relationships with local producers by purchasing small quantities on a cash basis, using petty cash. As trust builds and the relationship grows stronger, he places larger orders and is extended credit.

Robert Landolphi described the challenges of having no petty cash system and being required to make all purchases from approved vendors with a formal purchase order, which takes about 30 days. This makes it difficult or impossible to work with small producers that must be paid right away.

Bob Burns of Aiki Farms recollected a time when he made friends with his customers and strongly discouraged others from making his mistake, which resulted in unpaid bills. He recommended exercising discipline to keep business separate from friendships and getting payment terms in writing.

Carol Byer-Alcorace from New Morning Natural and Organic discussed her tenuous relationship resulting from having responsibility for placing the orders but not for processing the payment. She explained how she talks honestly and openly with everyone involved in the transaction in an effort to have each producer paid on a schedule that meets his or her specific needs.

Leo Bushey from The Simsbury Inn emphasized the importance of his relationship with producers and said he works with his business office to ensure the small farmers get paid before other vendors.

Becky Clark iterated her concern as a farmer about rising input costs and wondered if chefs understood that production costs were not fixed and sometimes farmers have to adjust their prices accordingly.

Carol Byer-Alcorace responded by explaining that when a farmer raises their prices, her team has a discussion about whether to continue purchasing from them, even if it means passing along the increase to

their customers. She said that eight out of 10 customers understand and are supportive of the local farmers' challenges.

Winter Caplanson, who is a soap producer in addition to her farmers' market duties, shared her approach of giving customers as much advanced notice as possible when price increases are inevitable. This provides an opportunity for the customer to stock up on one order if they choose before the price goes up on the next order.

Marshall Epstein emphasized the value of understanding customers' individual needs regarding pricing.

Susan O'Keefe from UConn Dining Services reiterated the challenges of buying in large volume and being unable to pass along increases to students who pre-pay for the entire semester. She said that creativity is a must in dealing with price fluctuations.

The next topic was **Efficient Distribution of CT Grown Products**. Winter asked producers on the panelists what delivery options they offer.

Jonathan Eddy responded that all of his commercial customers are nearby, so he delivers to them personally for free. In exchange they list his farm name on the menu. If, however, he expands his business to customers farther away, he will need to employ someone to deliver.

Kim Abell said she personally delivers to her customers also, because presently she is a small-scale, new producer and one-person operation.

Gregg Wershoven from Mountaintop Mushroom delivers himself as well. He enjoys the personal connection this provides to the chefs who use his product. As he grows, however, he will need to hire someone to deliver. He is considering offering a discount to those who pick up.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Marshall Epstein also delivers. While he usually has an employee do the deliveries, sometimes he goes himself, because, like Gregg, he enjoys the personal connection with his customers.

Dave Finn from Eagle Wood Farm said his many of customers pre-order and pick up at the various farmers' markets he attends.

Mike Kandefer offers delivery for an added charge. Some customers opt to pick up instead.

Scott Wishart has trucks on the road in a regular route throughout the Greater Hartford area. This service is provided to customers at no charge. For those outside the Greater Hartford area, delivery is offered for an extra fee.

Leo Bushey interjected that he enjoys getting out the kitchen on occasion and visiting the farm to pick up product.

Pauline Lord explained her customers may pick up at the farm or can order through distributor CT Farm Fresh Express.

Paul Trubey of Beltane Farm said he uses a variety of distributors including CT Farm Fresh Express, Artisan Made Northeast, FreshPoint CT, and also has a regular delivery route. In addition, he ships his cheese via UPS next day ground service in insulated packages.

Scott Miller mentioned that many chefs purchase produce from a popular OH farm via overnight UPS or Fed-Ex service, but the shipping costs are high and he would prefer to be able to get the same product locally.

Kathy Smith from the Farmer's Cow explained her company needs to use a distributor due to the large volume of product sold, but this arrangement does not allow for the personal, one-on-one service she would like to provide. They are considering starting a local delivery route for commercial foodservice customers.

Winter then turned the question around to the chefs on the panel, and asked how much local product they pick up vs. how much is delivered.

Peter Gorman pointed out that when gas prices spiked the year before last, every vendor other than local farmers tacked on delivery surcharges. He added that his vendors offer a discount if he picks up at the farm.

The next question asked panelists if they would use a farmers' market as a drop off/pick up point if available.

Scott Miller reflected that there are two farmers' markets within 100 feet of his restaurant, yet none of the participating farmers have ever offered to drop off to him on market days. He urged farmers to call chefs the day before if they will be coming to a market nearby.

Rita Decker-Parry from the Billings Forge Farmers' Market articulated that she runs a market year round and works hard to reach out to area chefs, encouraging them to pre-order from the farmers at her market. Sometimes she even delivers the product herself, figuring it helps her farmers sell more product, which in turn helps her retain the best vendors at her market.

Nancy Freeborn from the Chester Village Farmers' Market explained that she visits producers who would like to participate in her market but cannot for whatever reason, and picks up product, which she sells for them at the market table.

Bob Burns encouraged producers to be persistent and consistent in contacting chefs who have shown interest in their product.

Yousef Ghalaini from Bespoke said he is new to the area and looking for local product but it seems that only the big produce distributors stop by and deliver. He currently is picking up from farms but would like to see more local producers come to his restaurant.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Leo Bushey agreed he likes to have farmers come to the restaurant but added that they should not come during lunch or dinner and it is preferable if they call ahead of time. Afternoons between 2:00 and 5:00 PM, Tuesday through Friday, are the best time to visit chefs.

Peter Gorman reinforced that farmers should not call or visit during mealtimes. He added that it also is important for chefs to go out to the farm to observe production practices first. Other issues can be worked out after a chef is satisfied with the way the farmer raises the food.

Laura Hodge from CT Farm Fresh Express explained that they cannot get to all parts of the state, so it is essential to meet some producers at specified midpoints to pick up product for deliveries.

The third topic discussed was **CT Grown Crops/Products Desired but Not Readily Available**. Winter asked the panel what types of local products they would like to use but cannot readily find.

Peter Gorman said that volume of products needs to be increased, making more CT Grown products available to those who want them.

Scott Miller agreed with Peter and said this point especially pertains to the colder months. He currently sources 85 to 90 percent of his produce locally during the summer and fall but cannot get enough CT Grown product in winter. He also expressed a strong desire to find locally made butter, explaining he uses The Farmer's Cow dairy products now, but cannot get local butter (pointing out that his restaurant uses a lot of butter). He has sampled some locally made gelatos and ice creams and is eager to try the Farmer's Cow new ice cream line. Scott mentioned that he attended last year's CT Specialty Food Association's buyer show and was impressed by the quality of products there. In particular, he found a granola that he has since started buying.

Robert Landolphi explained that they do not serve tomatoes during the winter in their sustainable dining halls because the students are aware of produce sea-

sonality, but students in other dining halls want tomatoes year round, so they must serve shipped-in produce.

Ian Pocock from Yale said he is looking for opportunities to purchase local produce when it is abundant and then process into forms that can be used during other seasons.

Hunter Morton from Max Downtown, who also attended the CSFA buyer show, pointed out that many CT made products are not using CT Grown ingredients.

Phyllis Haynes from Southern Relishes said she would prefer to use CT Grown ingredients but cannot find a consistent source of local green tomatoes year round.

Tess Foley from the CT Agricultural Experiment Station told the group about the New Crops Research Project, through which station scientist develop growing recommendations for lesser-known vegetables that might be of interest to chefs.

The fourth topic was **Less-Utilized CT Grown and CT Made Products**. Producers on the panel were asked if there were CT Grown products they felt were overlooked by chefs.

Wayne Hansen raised the issue of crops that store well and can be used during the winter, such as celeryiac, kohlrabi, turnips, and rutabagas, and suggested that perhaps growers and users should revisit this once-popular tradition and work on improving storage techniques and equipment.

Eleanor Provencal of We Wanna Feed U Farm asked if chefs had an interest in heritage breed poultry.

Peter Gorman commented on the limited availability of CT Grown poultry and explained that although 100 percent of the beef he uses comes from local farms, only 20 percent of the poultry he buys is CT Grown.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Scott Miller said only 15 percent of his poultry is from local farms.

Donna Lesczczynski from Soeltl Farm pointed out that health regulations stipulate foodservice institutions can use only USDA inspected meat and poultry.

Jonathan Rapp from River Tavern cited exemptions for small poultry producers, but Diane Wright Hirsch from UConn Cooperative Extension said these exemptions were not applicable to this situation and that foodservice institutions must use USDA inspected poultry and meat.

Winter asked if there was a market for subprime and seconds from local producers.

Eloise Marinos from GeoRoots Solar Growth Farm asked if chefs would be interested in purchasing a discount product left at the end of a farmers' market.

Scott Miller quickly instructed her to bring them right over to his restaurant, bringing grins and nods of agreement from many of the other chefs.

Larry Williams of Jessey D. Shellfish explained that there is a high demand for littleneck clams, while other desirable sizes such as topnecks are ignored, and suggested that chefs could help educate their customers to appreciate these underutilized sizes by offering them on their menus.

Leigh Mabee of Jones Family Farms and Winery expressed disappointment in the fact that very few restaurants serve local wines.

Leo Bushey replied that he loves wine and would like to sample and feature more local product and even possibly do a CT wine dinner. He suggested Leigh call and make an appointment with him.

Yousef Ghalaini suggested that two or three chefs could go in on whole animals more often.

Bryan Woods from Eagle Wood Farms said that organ meats, shanks, and lard are a hot commodity at farm-

ers' markets but wondered if chefs were interested in buying them.

Robert Landolphi pointed out that the dieticians who are involved in student meal planning would be reluctant to use such products but perhaps chefs did not face these same restrictions.

Nancy Domyan of MetroCrops wondered if school and community fundraisers could take advantage of healthful, locally produced items instead of candy bars and the common fundraising fare.

Peter Gorman said he frequently puts on cocktail parties and dinners to raise money and sources product from within a 50-mile radius for these events. They have become so popular that he regularly receives requests to do more of them.

Bob Burns discussed hosting workshops on his farm to educate other producers about growing spouts, shoots, and other crops that would help farmers diversify and increase profitability.

Several members of the group cited online resources aimed at matching supply and demand, including the Farm-to-Chef newsletter "Haves and Wants" section, [www.BuyCTGrown.com](http://www.BuyCTGrown.com), the Growing Green Coop website, and a proposed new Shared Harvest website.

### LUNCH

After the moderated panel discussion, Scott Miller gave a quick introduction to the lunch that he and Kevin Cottle from The Country Club of Farmington had prepared using CT Grown ingredients.

Offerings included salads of Star Light Gardens greens and Two Guys from Woodbridge shoots, winter root vegetables, stew featuring Sankow's Beaver Brook Farm lamb, Gulf Shrimp topneck clams, The Farmer's Cow cider and dairy products, and Wave Hill Bread in the impressive buffet.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Scott mentioned that Eagle Wood Farms had donated veal for the meal, but that they had been unable to get the product in time, so it had gone to good use at FTC member Firebox Restaurant.

As attendees enjoyed lunch, they made new contacts, caught up with old ones, and visited the display tables situated throughout the dining area. These displays included company and product information from The Farmer's Cow, FreshPoint CT, Two Guys from Woodbridge, Four Mile River Farm, Sankow's Beaver Brook Farm, and Gulf Shrimp Company. The fee each company paid for their display table helped defray the cost of providing lunch free of charge to all attendees.

### PRICING PRESENTATION

When the group reconvened, Kevin Cottle gave a presentation on pricing CT Grown menus. Kevin began by explaining that costing out menus is a basic and essential skill that all professional cooks and chefs must have. He told the producers in the audience that all chefs know how to cost out and the farmers' part of the equation is to provide high-quality products on a consistent basis.

It is up to the farmer, he emphasized, to reach out to the chef to let them know what is available. Farmers should call and bring samples to the restaurant. When a chef decides to order, it is the farmer's responsibility to get the product to the restaurant, whether by delivering personally, using a third-party distributor, or via shipping service such as Fed-Ex or UPS.

Kevin stressed that chefs want quality local product and are willing to pay for it. He expounded that private clubs typically have higher food budgets, and advised producers to "beat down the doors of private clubs, who have more money to spend."

When asked for an example of inconsistency in local product, Kevin cited greens he had been purchasing from a local farm, and explained that at first they were of superior quality, but as time went on, quality declined (even as the price increased), and eventually he began receiving orders with slimy leaves mixed in. In the unfortunate situation that a chef is dissatisfied with

the quality of a product, Kevin believes the farmer should credit that order.

Kevin went on to discuss sharing different cuts of meat and parts of the animal to colleagues and friends in order to help the farmer move the entire animal, and proposed that the farmer, in return, should be willing to arrange delivery to multiple locations.

Asked if he made arrangements with farmers in advance to contract grow any crops, Kevin replied that he currently did not do so with any CT Grown producers but would be willing to discuss the possibility with growers who were interested.

### MARKETING PRESENTATION

Moderator Winter Caplanson gave the second presentation, putting on her Coventry Farmers' Market Master hat to talk about creative marketing ideas. Winter began by giving some history about the Coventry Farmers' Market, which is in its sixth season, and described it as a very "unlikely success." She cited several factors that would, at first glance, seem to work against the market, including its remote location, both in relation to the state and population concentrations, and within the town of Coventry itself.

Yet the market has, in its relatively short lifespan, grown to be one of the largest and best-attended markets in the state. Even when it moved the season before last to the Nathan Hale Homestead, which is on a back road and can be difficult to find, 5,000 people turned out on opening day.

Winter provided examples of some of the marketing tools employed by the farmers' market to help make a destination that brings families from all over CT as well as neighboring states. Good signage is key, she said, and the market invested in quality signs bearing the market's colorful logo, and placed them on main roads to help direct traffic to the market site.

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## Farm-to-Chef 2010 Annual Meeting Recap (continued)

Each week, the market has a different theme, such as the Frugal Frolic, Picklepalooza, Fiber Twist, or Dog Days. These changing themes create a reason for marketgoers to return each week and make for a festival-like occasion every Sunday.

A website and weekly newsletter filled with useful information about what customers can expect to find at the market that week is an inexpensive, useful tool. The market has a Facebook fan page, which helps inform fans of what is happening from week to week, and displays photos of vendors, products, and entertainers. Community access cable television, local newspapers, online event boards, and press releases are other effective and free methods of getting the word out.

One of the market's most successful marketing programs to date has been its Friends of the Market Program, which allows customer to purchase a button that provides them with weekly discounts or give-aways at every market vendor for the entire season.

Buttons also can be purchased by exchanging volunteer work, which has worked beautifully to provide the market with parking personnel, greeters, graphic designers, and professional photographers, to name a few. These services are invaluable to a market on a tight budget.

In conclusion, Winter encouraged audience member to focus on whatever they can be not just good at in the business, but really great at, and then to create a place that customers love and want to keep coming back to. This advice is applicable to not only farmers' markets, but farm stands and restaurants as well.

### WRAP-UP

Linda Piotrowicz addressed the audience briefly for a final wrap-up. She emphasized the importance and value of participation by Farm-to-Chef Program members, and asked them to spread the word to like-minded colleagues if they felt the program was worthwhile. More members will generate a stronger voice, be able to overcome more challenges, and have the collective brainpower to solve more problems.

After the meeting concluded, attendees were asked to fill out a survey and provide feedback about the event. In exchange for a completed survey, attendees were given an eye-catching, lime-green t-shirt featuring the Farm-to-Chef logo on the front and the CT Grown logo and Department of Agriculture website address on the back.

Photos taken at the 2010 Annual Meeting by FTC member Alan Budney can be viewed on Budney Photography's [online gallery](#). An [automated slide show](#) also is available.

Planning for the 2011 Annual Meeting already has begun. Please mark your calendars for Monday, 1/31/11 and plan to join us at the Saybrook Point Inn and Spa for another big day of speakers, presentations, discussion, displays, networking, brainstorming, and fabulous CT Grown food.



## CT Grown “Haves” and “Wants”

### DISCLAIMER!!!

The CT Grown “haves” and “wants” listed below were submitted by members. Farm-to-Chef Program reminds all members that questions regarding what can or cannot be sold in a foodservice establishment should be answered by your local department of health (DPH). Your [local DPH](#), and, by extension, the [state DPH](#), are the entities that regulate the sources of foods and the documentation of the sources of foods that can be purchased and served in a food service establishment. There is no guarantee that products listed below will be approved by your local health department.

**Check with them directly.**

### CT GROWN “HAVES” IN FEBRUARY

#### Coventry Regional Farmers' Market

Coventry  
Roberta Wilmot  
860-742-1419

[marketmasters@coventryfarmersmarket.com](mailto:marketmasters@coventryfarmersmarket.com)

The Coventry Farmers' Market may offer delivery to your restaurant, Sundays, June-Oct. We offer certified organic and heirloom variety produce, award-winning cheeses, herbs, milk, yogurt, eggs, pastured meats, seafood, maple syrup, honey, pesto, salsa, bread, French and Italian pastry, and locally-roasted coffee. If interested in this potential new service, please contact us!

#### Cream Hill Veal

Cornwall  
Allyson Kennedy  
860-672-0000

[creamhillveal@yahoo.com](mailto:creamhillveal@yahoo.com)

Natural milk-raised veal from grass-fed beef. USDA processed and wrapped.

#### Eagle Wood Farms

Barkhamsted  
Bryan Woods  
860-402-4953

[bryanwoods@eaglewoodfarms.com](mailto:bryanwoods@eaglewoodfarms.com)

Frozen retail portions of beef, pork, veal, lamb, pig roasters, suckling pigs. We grow our own animals.

Ready-to-eat, smoked items include Beef Sticks, Hotdogs, Andouille Sausage, Bratwurst, Pepperoni, Kielbasa, Liverwurst, and Knockwurst.

#### Farmers' Market at Billings Forge

Hartford  
Rita Decker-Parry  
860-597-7513

[rdeckerparry@hartfordfarmersmarket.org](mailto:rdeckerparry@hartfordfarmersmarket.org)

Great vendors and farmers are at the Billings Forge Farmers Market every Thursday 3:30 to 6; chefs encouraged to come check out products and selection.

### CT GROWN “HAVES” IN FEBRUARY

#### First Bloom Farm LLC

Collinsville  
Maggie Saska  
860-693-9380  
Maggie@firstbloomfarm.com

Sustainably grown winter-blooming pussy willow and other decorative cut stems available. Willows are a modern, elegant, pollen-free way to bring seasonal beauty to any setting and announce “Spring is Coming!”. Locally grown flowers are the perfect complement to restaurant/caterer offering of a locally produced menu selection.

#### Four Mile River Farm

Old Lyme  
Amanda Bourne  
860-575-3090  
amanda@fourmileriverfarm.com

Roasts, ground beef. All beef, nitrate-free, nitrite-free hot dogs, kielbasa, skirt steaks, hanger steaks, and more.

#### FreshPoint

Hartford  
Daniel Batchelder  
800-824-0448; 860-244-0419  
Daniel.Batchelder@FreshPoint.com

Apples (assorted varieties), cider, currant juice, eggs, milk, goat cheese (assorted varieties), wheat grass, alfalfa sprouts, tofu, seitan.

#### Griffin Farmstead LLC

East Granby  
Becky Clark  
860-716-3639  
gfarmstead@hotmail.com

Goat cheese including fresh chevre, garlic/dill, herb, cranberry or plain, aged tome, and gouda

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**Check with them directly.**

### CT GROWN “HAVES” IN FEBRUARY

#### Gulf Shrimp Company

Plantsville

Chad Simoneaux or Scott Wishart

860-628-8399 or 860-538-5575

Chad@Gulfshrimpc.com

We have local top neck clams, cherrystone clams.

#### Rowland Farm

Oxford

Charlie Rowland

203-888-1599 or 203-577-3184 (cell)

[charles\\_rowland@sbcglobal.net](mailto:charles_rowland@sbcglobal.net)

Certified Berkshire pork products. Split carcasses, primal cuts, or cut and wrapped for retail sale.

#### Sankow’s Beaver Brook Farm

Lyme

Tim McLaughlin

860-662-0053

ssankow@aol.com

Rack of lamb, raw cow’s milk Feta cheese, raw cow’s milk Pleasant Cow cheese.

#### Sepe Farm

Sandy Hook

Pete Sepe

203-470-4084 or 203-270-9507

[pasepe@juno.com](mailto:pasepe@juno.com)

Lamb (whole and half). Delivered.

### CT GROWN “WANTS” IN FEBRUARY

#### Good News Cafe

Woodbury

Carole Peck

203-266-4045

[carole@good-news-cafe.com](mailto:carole@good-news-cafe.com)

Seeking CT Grown greens and beef.

### JOBS OPENINGS AND POSITIONS WANTED

#### Sankow’s Beaver Brook Farm

Lyme

Tim McLaughlin

860-662-0053

[ssankow@aol.com](mailto:ssankow@aol.com)

Kitchen help, days, 30-40 hours per week.

#### The Unquowa School

Fairfield

Peter Gorman

860-874-6931

[pgorman@unquowa.org](mailto:pgorman@unquowa.org)

Internship available in the Unquowa School’s Farm to Fork program. Chef Peter Gorman, Sous Chef Dan Lawrence, and a utility person make up the kitchen. Our vision is “To provide a nutritionally balanced, good tasting, environmentally and fiscally responsible menu that utilizes local, sustainably produced and quality ingredients.” Internship requirements include a background check and desire for better school food. Send a personal statement on why you want the experience from this kitchen, along with name, address, email, phone.

## Miscellaneous Announcements

Yale University is looking to start a working group for institutional food buyers who are trying to do more local food sourcing and who face a different set of limitations and concerns from restaurants and individual consumers. If interested, contact Ian Pocock at 203-464-4457 or [ian.pocock@yale.edu](mailto:ian.pocock@yale.edu).

CT NOFA invites member farms, community farms, and businesses that support CT NOFA farms to be listed this year's *Farm & Food Guide*. Last year 12,000 copies were distributed to consumers looking for organic, sustainable and local produce, products and services. Advertising opportunities also are available. Deadline is 2/15/10. See online [application form](#) or call 203-888-5146 for more info.

Renaissance Farm in Burlington is considering offering CSA shares this year. Shares would provide weekly vegetables and add-on programs of frozen pies, canned goods and weekly fresh flower bouquets. Some produce would be sourced from other local farms to provide subscribers with the best the area has to offer while supporting agriculture throughout the local community. If interested, contact Linda at [linda.renaissancefarm@gmail.com](mailto:linda.renaissancefarm@gmail.com).

[Urban Oaks Farm](#) in New Britain is accepting new members for their Summer CSA, which runs 7/30/10 to 10/16/10. Call Alexa at 860-223-6200 for more info.

[Four Fields Farm](#) in Bloomfield and Hartford is starting a new Community Supported Market (CSM) program. A CSM share allows subscribers to use their pre-season payment at the Hartford West End Farmers Market stand much like a tab. Benefits of membership include a discount at the farm stand and monthly email with updates on share balance and other useful news. Contact Shannon Raider at 860-318-6813 or Hannah Gant at 860-214-4053 for more info or to sign up.

FTC member Suzanne Thompson, host of the weekly [CT Outdoors](#) radio show on WLIS 1420 AM in Old Saybrook and WMRD 1150 AM in Middletown, has created a sponsorship package for FTC member farmers, farmers markets, and restaurants in the stations' [listening areas](#). The package includes a mix of commercials throughout the week, morning phone chats during peak drive time, sponsorship announcements, and a guest appearance on CT Outdoors. For more information, call Suzanne at 860-434-5754.

The Farmer's Cow has announced its new ice cream line to be made right here in CT with cream and milk from Farmer's Cow member farms. In addition, The Farmer's Cow is holding a new contest to name the 10 flavors. The contest runs through 2/14/10 and one lucky entrant will win a summer's supply of ice cream. Go to [www.thefarmerscow.com/icecream](http://www.thefarmerscow.com/icecream) for complete details and online entry form.

RestaurantsCT.com has launched the new [CT Food Mall](#). The site offers discounted gift cards to a variety of CT food businesses.

*Tractor Mac – Farmers' Market*, written by Billy Steers to benefit Plow to Plate's® award-winning Youth Chef Advocacy Program, is now available at the New Milford Hospital gift shop, the Book Nook in New Milford, Nordica Toys in New Milford, and The Smithy in New Preston.

Red Tomato, based in Canton, MA, is looking for a Director of Development, Trade Team Leader, and Account/Product Manager. Red Tomato coordinates the sales, marketing and distribution of 40 regional fruit and vegetable farms into supermarkets. Full job descriptions are available on the company's [website](#). Applications will be accepted through 2/28/10.

USDA has announced [this new pilot project](#) for farmers to establish high tunnels to increase the availability of locally grown produce in a conservation-friendly way. Financial assistance through the Natural Resource Conservation Service (NCRS) will fund one high tunnel per farm. Connecticut is among the participating states. NCRS also has a variety of other programs and funding available for farmers. Check the CT office's [website](#) for descriptions and eligibility requirements.

USDA's Food Safety and Inspection Service (FSIS) has opened a new help desk for operators of small meat, poultry and egg processing plants. Specialists will be on hand to answer producers' questions about agency requirements. The new service supports USDA's "Know Your Farmer, Know Your Food" initiative by helping small processors save time and money. To speak to a staff specialist, call 877-374-7435 or email at [Info-Source@fsis.usda.gov](mailto:Info-Source@fsis.usda.gov).

## In the News

FTC Member Jamie Jones of Jones Family Farm and Winery was runner up in the American Farm Bureau's 2010 Young Farmers and Ranchers Achievement Awards, which recognize knowledge of and achievement in agriculture, as well as commitment to promoting the agriculture industry. Congratulations, Jamie! Read the [Farm Bureau's article](#) and this [2/3/10 Valley Independent Sentinel piece](#) about the award.

Local food advocate and author Michael Pollan appeared on the Daily Show with Jon Stewart 1/4/10. Read this [1/5/10 Huffington Post story](#) about the interview, which also contains a video clip from the show. Time Magazine asks Mr. Pollan 10 questions posed by readers in this [2/1/10 piece](#), and his new book Food Rules is lauded in this [2/1/10 New York Times article](#).

FTCers Emily Brook and Linda Piotrowicz talk about healthy CT Grown eating patterns on the [1/7/10 episode](#), the [1/14/10 episode](#), and the [1/28/10 episode](#) of WNPR's Colin McEnroe Show, while Colin blogs about the topic and shares photos in this [1/10/10 post](#) and in this [WNPR blog](#).

FTC member Gregg Wershoven of Mountaintop Mushroom is a guest on this fungi-filled [1/11/10 episode](#) of WNPR's Colin McEnroe Show.

Firebox Restaurant, the Kitchen at Billings Forge, the Farmers' Market at Billings Forge, and Four Mile River Farm are highlighted in this [1/22/10 New York Times](#) profile about the Melville Charitable Trust.

Farmer Joel Salatin, who featured prominently in Michael Pollan's book *The Omnivore's Dilemma* and films *Food Inc.* and *Fresh The Movie*, is the subject of this [1/31/10 Guardian interview](#).

This [2/2/10 Mercury News article](#) about bacteria found in 16 different brands of package leafy greens provides yet one more argument for purchasing at a CT Grown farm or farmers' market. This [2/3/10 NBC New York story](#) and this [2/3/10 WebMD post](#) have more about the same investigation.

FTC member Craig Floyd and his Footsteps Farm are the subject of this [2/3/10 New London Day article](#), which also mentions FTC member CT Farm Fresh Express.



## Happenings

Urban Oaks Organic Farm in New Britain will host FTC member Rob Lucheme of Tschudin Chocolates on 2/6/10 at noon for a demonstration of chocolate making techniques. Rob uses CT Grown herbs and produce to flavor some of his chocolates. See [website](#) or call 860-223-6200 for details and directions.

The Farmer's Cow member Cushman Farms in North Franklin opens its doors for a winter farm tour on 2/15/10. Visitors can see how The Farmer's Cow milk is produced, visit the cows in their comfy winter home, learn about farming, watch the cows get milked on a "merry-go-round," and experience all that local agriculture is about. This family-friendly event is free and open to the public. Visit [www.TheFarmersCow.com](http://www.TheFarmersCow.com) or call (866) 355-COWS for details and directions.

The [CT Farm Risk Management Team](#) is offering one-on-one consultation services for agricultural producers on 2/16/10 in Litchfield, 2/18/10 in West Suffield, 2/15/10 in Norwich, and 4/20/10 in Woodbury. A variety of agricultural professionals will be on hand to offer their expertise free of charge. Registration is required. For more information or to sign up, contact Norman Bender, 860-887-1608.

The next student-run Wesleyan Farmers' Market will take place on 2/17/10 from 11 to 2 inside Beckham Hall in the Fayerweather Building on the Wesleyan Campus in Middletown. For more info or directions, contact [wesleyanfarmersmarket@gmail.com](mailto:wesleyanfarmersmarket@gmail.com)

Lyman Orchards in Middlefield hosts its 38th annual Winterfest and Food Expo on 2/19/10, 2/20/10, and 2/21/10. This family-friendly event is free and open to the public. For more information call Lyman 860-349-1793, ext 6000 or visit [www.lymanorchards.com](http://www.lymanorchards.com).

Alchemy and the Growing Green Wellness Center host Dan Kittredge on 2/24/10 for a workshop on growing nutrient-dense, high-brix foods. They also offer a hands-on class covering simple fermentation techniques on 2/25/10. Their popular Raw Food Potlucks are ongoing in conjunction with their free Friday night films, focused on health and wellness. Find out about these and their other events on the Growing Green Coop's [calendar page](#) or email [Imani@thegreenvibration.com](mailto:Imani@thegreenvibration.com).

A conference on agritourism will be presented 3/3/10 at Gouveia Vineyards in Wallingford. This event is suitable for businesses looking into agritourism as a new venture or for established agritourism destinations seeking to expand or improve their offerings. Get event details on the New England FarmWays [website](#).

Temple Grandin, leading animal behaviorist and expert on the humane treatment of animals, will speak at UConn on 3/3/10. Contact Sheila Andrew at [sheila.andrew@uconn.edu](mailto:sheila.andrew@uconn.edu) or 860-486-0803 for more information.

CT NOFA will hold its 28<sup>th</sup> Annual Winter Conference on 3/6/10 at Manchester Community College. This year's theme is "Sustaining Connecticut: Growing Local, Eating Healthier, Living Smarter." For more info or to register, visit [www.ctnofa.org](http://www.ctnofa.org) or call 203-888-5146.

The CT Women's Agricultural Network (WAgN) is hosting "Farm to Kitchen to Market" on 3/10/10 in Cromwell. This workshop will cover value-added product development, production, and marketing. See [website](#) for more info.

Connecticut Agriculture Day at the Capitol will be held on 3/18/10 in the North Lobby of the State Capitol in Hartford from 10:00AM to 1:00PM. FTC members are invited to attend the festivities and take this opportunity to meet and talk with Connecticut legislators about the importance of agriculture to the local foodservice industry and the state as a whole. This event is free and open to the public.

Food Export Northeast offers a variety of upcoming workshops, webinars, and other resources for producers interested in exporting their products. Many are free or low-cost programs. Please see [website](#) for more info..

## Funding Opportunities

Applications are due to CT DoAG 3/1/10 for the next round of funding through the USDA Specialty Crop Block Grant Program. Awards up to \$75,000 are available for projects that solely enhance the competitiveness of CT's specialty crop industry. Specialty crops include fruits, vegetables, dried fruit, tree nuts, maple syrup, honey, horticulture, and nursery crops including floriculture. Projects must impact and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution, or individual. Read the [news release](#) about the last round of funding to see what types of projects received funding.

Applications are due to CT DoAG 4/30/10 for the next round of funding through the CT Farm Reinvestment Grant Program. Matching funds of up to \$40,000 may be available to CT agricultural producers for long-term capital projects. See [website](#) for more information.

The National Sustainable Agriculture Information Service maintains an [online listing](#) of a wide variety of funding opportunities for producers and other agriculture-related entities.

*The Farm-to-Chef Program lists news and events of potential interest to members as space allows. Send to [Linda Piotrowicz](#). The editor reserves the right to edit or exclude listings at her discretion. Submissions should be short, to the point, and related to the Farm-to-Chef Program and/or of direct benefit to its members. The FTC newsletter typically goes out the first week of each month, but sometimes is delayed until later in the month; be sure to allow adequate lead time when submitting listings.*

### IMPORTANT NOTICE FROM THE BUREAU OF INSPECTION AND REGULATION

Questions regarding what can or cannot be sold in a foodservice establishment should be answered by your local department of health (DPH). Your [local DPH](#), and, by extension, the [state DPH](#), are the entities that regulate the sources of foods and the documentation of the sources of foods that can be purchased and served in a food service establishment.



- CT Department of Agriculture
- Marketing Bureau
- 165 Capitol Avenue, Room 129
- Hartford, CT 06106
- 860-713-2503 phone
- 860-713-2516 fax
- [Linda.Piotrowicz@ct.gov](mailto:Linda.Piotrowicz@ct.gov)
- [www.CTGrown.gov](http://www.CTGrown.gov)

**Farm-to-Chef** is a free program that helps connect local culinary professionals with producers and distributors of CT Grown products. Informational newsletters, workshops, networking, promotions and other opportunities are provided to members as part of the program.

The program also helps the public locate restaurants and other dining facilities that serve CT Grown foods.

Farmers, wholesalers, chefs, and other food service professionals are encouraged to join. Please contact Linda at the [CT Department of Agriculture](#), [Linda.Piotrowicz@ct.gov](mailto:Linda.Piotrowicz@ct.gov) or 860-713-2558, for more information.