

# Farm & Market Report

Massachusetts Department of Food and Agriculture

Vol. 77, No. 7

July 2000

## Corn Festival Month and Tomato Contest Upcoming

The New England Vegetable and Berry Growers Association in cooperation with the Department of Food and Agriculture, Massachusetts Association of Roadside Stands and Federation of Massachusetts Farmers' Markets are once again sponsoring Corn Festival Month and the annual Tomato Contest in August.

First up is **Corn Festival Month** in August. A packet of information was mailed out recently describing how to hold a corn festival at your farm or farmers' market. Those holding corn festivals are encouraged to let us know so the information can be included in a news release to be sent to media across the state at the end of July. We hope to not only generate publicity for your farm, but also about this very important crop in Massachusetts.

This season's **Tomato Contest** for commercial growers will be held on Friday, August 25. New this year, the contest will be held in conjunction with the buyer's day at Massachusetts Marketplace at Elm Bank Reservation in Dover.

Once again food writers and supermarket buyers will be invited to judge the best tomatoes based on flavor, quality, color and shape. Categories will include slicing, cherry, heirloom and heaviest. Trophies will be awarded to the top contenders in each category. This is a friendly competition and always receives much publicity for Massachusetts farmers.

Information will be mailed out soon regarding the details and drop-off locations if you cannot make it to Dover. If you would like more information on either the Corn Festival Month or Tomato Contest contact David Webber at 617-626-1754 or email david.webber@state.ma.us. ■

## Dairy Options Pilot Program Takes Off in Franklin County

USDA will hold a training session on the Dairy Options Pilot Program (DOPP) on Thursday, July 27, 10:00 am to 3:00 pm at the Howard Johnsons in Greenfield. The DOPP allows qualified dairy farmers to use risk management strategies to limit "downside" price risk.

The DOPP will provide education, training and assistance to dairy producers to ascertain whether "put" options can provide reasonable protection from price risk. A put option is a contract traded on eligible markets that gives the buyer the right, but not the obligation, to sell the underlying futures contract at a price known as the "strike price" on or before an established expiration date.

The training session is open to all farmers, but only dairy farmers in Franklin County may participate in the program. For eligible farmers USDA will subsidize the cost of exploring the benefits of using options contracts to put a floor under their price. To qualify the farmer must produce milk in Franklin County and must have a documented production greater than 100,000 pounds over six consecutive months in the last 12 months.

The training session will be moderated by Dr. William Graves from the UMass Department of Veterinary Sciences. Dr. William Gillmeister from the Mass. Department of Food and Agriculture will present the basics of futures and options and specifically how put options can be used to limit the impact of sudden price drops. Personnel from USDA's Risk Management Agency will present a more detailed description of the DOPP.

The DOPP was initiated in the 1996 Farm Bill in response to the Congressional intention of moving from govern-

ment support programs to market oriented solutions. Milk price supports are at their lowest levels and were due to be eliminated this year. The price support program was extended for one more year.

For more information contact Dr. William Graves at 413-545-5577. ■

## Get Ready for Farmers' Market Week



This year's Massachusetts Farmers' Market Week will be held the week of August 20. Farmers' market managers have recently been sent information regarding holding special events at their market during the week. A special kick-off celebration will be held at the City Hall Plaza Farmers' Market in Boston on Monday, August 21.

Sponsored by the Massachusetts Department of Food and Agriculture and Federation of Massachusetts Farmers' Markets, the week is a chance to show how important farmers' markets are to the agricultural industry as well as to raise consumer awareness about the markets here in Massachusetts. For more information contact David Webber at 617-626-1754.

Some farmers' markets could still use additional grower for this season. If you would like more information on selling at farmers' markets, contact David Webber at the number listed above. ■



This publication is available in alternate formats upon request and on the World Wide Web at [www.massgrown.org](http://www.massgrown.org).



## Massachusetts Marketplace 2000 Moves to August

### Booth Space Still Available

The fifth annual Massachusetts Marketplace Festival will be held Friday, August 25th and Saturday, August 26 at Elm Bank Reservation, Dover. Previously held in June, the event is moving to August so that more local farm produce can be featured.

Booth space is still available for Bay State companies that produce farm, food and horticultural products. The MDFA and the Mass.Horticultural Society sponsor the event.

The Mass.Marketplace is an outdoor exhibition of local food, agricultural and horticultural products. Friday offers a trade-only preview and reception. For the first time, the public will be invited to purchase tickets to Friday's exclusive preview reception. Non-industry guests will be welcomed between 3:00 pm and 5:30 pm. Tickets are \$25 and can be purchased by calling the Mass. Horticultural Society at 617-536-9280.

Saturday the Massachusetts Marketplace becomes a public festival. Admission on Saturday is \$4, \$3 for Mass. Horticultural Society members and free for children under 12.

For information on exhibiting as a vendor, or attending on Friday as a buyer, contact Bonita Oehlke at the Department of Food and Agriculture, 617-626-1753. ■

## Northeast Farmers Approve Supply Management Plan

The farmers in the Northeast Dairy Compact region voted by a nine-to-one margin to adopt a supply management program that will provide support for farmers who increase milk production by no more than 1 percent.

The program, which was approved by 91.8 percent of responding producers, will take a certain amount of money out of each monthly pool for a full year, creating an escrow fund of about \$4.5 million. At the end of the year farmers who increased production by one percent or less will share the escrow fund.

This plan, which was crafted by the Northeast Dairy Compact Commission after two years of work, five public hearings, six public meetings and reams of testimony, is in response to a condition imposed by Congress.

This supply management program does not change the basic premise of the Compact: that farmers, consumers, processors and all residents of New England will benefit when farmers are guaranteed a reasonable minimum price for their milk.

Qualified producers in the Northeast Dairy Compact will continue to receive Compact payments for every gallon of milk produced.

The final rule will be published in the federal register. After a 30-day waiting period, the supply management program will go into effect on July 1, 2000. ■

## EPA Announces Ban On Pesticide Dursban

The Environmental Protection Agency (EPA) has announced that the agency and the manufacturer of Dursban have agreed to eliminate the widely-used pesticide for most household uses and some agricultural uses. The Clinton Administration and EPA Administrator Carol Browner said the action was being taken to protect children and public health.

Specifically, EPA's action will halt production of the organophosphate pesticide Chlorpyrifos, which is also known by various product names such as Dursban, Lorsban, Equity, and Empire. Chlorpyrifos is in more than 800 registered products. About 50 percent is used around homes, gardens, and lawns to control a variety of insects. The remaining 50 percent is used on about 40 different agricultural crops.

EPA said in statement that it was taking the fastest action possible for removing the household products from the market.

In conjunction with EPA's announcement, the Consumers Union released an updated report titled "Pesticides in Children's Food."

Detailed information on EPA's decision can be found on the agency's website at [www.epa.gov/pesticides](http://www.epa.gov/pesticides). The Consumers Union report is available at [www.ecologic-ipm.com/PDP/update\\_childrens\\_food.pdf](http://www.ecologic-ipm.com/PDP/update_childrens_food.pdf). ■

## Mass. Marketplace West Returns for Second Year

Community Involved in Sustaining Agriculture (CISA), MDFA, and the Three County Fair invite you to attend the second annual Massachusetts Marketplace West, Saturday, September 2 on the fairgrounds in Northampton. Last year's event was a resounding success with significant media coverage.

MMW is a one-day festival of the finest products from Massachusetts fields, farms and kitchens. It provides an excellent opportunity to promote your products, test market new products, establish new contacts and leads; educate consumers about your products, network with others in your field and make sales.

CISA's "Be a Local Hero, Buy Locally Grown" marketing campaign has increased consumer awareness and desire to purchase locally grown farm products. MMW is a great way for consumers to meet you, learn about your products and make a connection with you and your farm or business.

An event brochure, vendor application and information sheet are available from CISA. For information on exhibiting at MMW, contact Mark Lattanzi, 413-559-5338. The vendor registration deadline is July 28. ■

### FarmNet of the Pioneer Valley

A free information, referral and consultation service for the farm community of Franklin, Hampshire and Hampden counties.

800-327-6002

413-549-1483 (Hampshire Co.)

### Farm & Market Report Monthly

Robert Durand  
Secretary of Environmental Affairs

Massachusetts Department of  
Food and Agriculture  
617-626-1700

Jonathan L. Healy  
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Richard Hubbard  
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Mary Jordan, *Director, Agricultural Development*  
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George Porter, *Chief, Bureau of Farm Products*  
Janet Christensen, *Director, Education and Outreach*

Diane Baedeker Petit  
Editor, *Farm & Market Report*

aginfo@state.ma.us  
DFA Online: [www.massdfa.org](http://www.massdfa.org)  
Mass. agriculture info: [www.massgrown.org](http://www.massgrown.org)

## Franklin Co. Bookstore Opens with Focus on Agriculture

Books & Ephemera, a new book store in Shelburne Falls, has an extensive section dealing with agriculture, beekeeping, ecology, and gardening. All of the books are used. The ephemera includes paper items such as old magazines, fair catalogs, postcards, brochures and advertising pieces.

Owner Nancy Dole explains that the shop operated for three years in Colrain on a part-time and seasonal basis. "It was time to grow," says Dole.

The store is located at 32 Bridge Street, second floor. Hours vary, so it's best to call a day in advance at 413-625-2210 to find out when the store will be open. Or write to Nancy Dole, Books & Ephemera, PO Box 74, Shelburne Falls, MA 01370. ■

## 1st "Berkshire Grown" Fresh Fax for the 2000 Season

Over 60 Berkshire chefs and retail stores have received Berkshire Grown's first "Fresh Fax" of the 2000 season. Berkshire Grown, a program of the Berkshire Regional Food and Land Council, supports local food and farms by connecting Berkshire chefs, farmers and consumers.

The "Fresh Fax" is an extensive listing of locally grown and produced foods such as vegetables, fruit, milk, cheese, poultry, flowers and specialty items. Early season faxes can be as short as two pages, with peak growing season faxes running six pages long and filled with Berkshire bounty.

The "Fresh Fax" is sent by fax or email to Berkshire Grown food buyer members, mostly restaurants, who pledge to support local farms by purchasing locally grown and produced food and flowers. They receive the fax on Mondays, June through October.

Last year, during Berkshire Grown's first year and its first season for the "Fresh Fax," sales of locally grown and produced food to "Berkshire Grown" restaurants and stores increased by 30 percent.

For more information, contact: Amy Cotler, Berkshire Grown Coordinator, 413 232 7174 or cotler@bcn.net. ■

### UMass Extension Update

## Board of Public Overseers approves Strategic Plans

UMass Extension's Board of Public Overseers has endorsed strategic plans for Extension's four main program areas - supporting all major elements of a blueprint designed to build Extension's research, education, and outreach capacity throughout the Commonwealth.

Meeting June 20 at the Greater Boston Food Bank, the board voted unanimously to accept the plans drafted by the Extension staff to guide the progress of programs in Agroecology, Nutrition Education, 4-H Youth and Family Development, and Natural Resources and Environmental Conservation.

It was the Board's first meeting since Stephen Demski, who has served on the Board as an appointee of UMass Chancellor David Scott, was named Extension Director to succeed John Gerber, who is returning to the faculty of the UMass Plant and Soil Sciences Dept. Demski described the reorganization as very good news, elevating the University Outreach function under former Dean of the College of Food and Natural Resources Robert Helgesen, who has been named Vice Chancellor of University Outreach.

The reorganization means that Scott will have to name a replacement for Demski on the Board of Public Overseers. As director, Demski will now become non-voting Secretary to the board, and he invited board members to voice their preferences on the appointment in the coming weeks.

The Overseers also approved a letter of dissatisfaction to Chancellor Scott regarding the fiscal 2001 Extension budget, and called once again for \$5 million in increased Extension funding over the next five years.

The budget discussion remains complicated by a requirement under which Extension must pay for employee fringe benefits with program money that it receives directly from the state and federal government, rather than through the University. DFA Commissioner Jay Healy called the arrangement an obstacle to DFA funding of Extension projects, since it effectively reduces the value of state contracts by about one-third.

The Board will meet next on October 27 at the Cranberry Experiment Station, East Wareham, at 9:00 am. ■

### CLASSIFIEDS

Corn silage for sale. 413-772-0790.

Black lambs from closed Corriedale/Coopworth colored flock. Good size; excellent hand-spinning fleeces. All twins/triplets. \$75 a piece or 2/\$125. Dover, MA, 508-785-1570.

For sale: Vermeer M30, with TS30 tree spade, and loader only \$5400. 413-528-0050.

For sale: 1995 Ford van (cargo). Low mileage, great condition. If you are looking for a great vehicle for farmers' markets, this is it! Call Enzo DellaMonaca, 978-534-3445 or work 978-772-6060 (Linda).

Need help with your farm? We'll help you with a free help-wanted ad. Contact The Caretaker Gazette, PO Box 5887, Carefree AZ 85377, 480-488-1970, caretaker@uswest.net, www.caretaker.org.

Wanted-Case VAH or VAC tractor for parts. Rotondo Farm, Methuen MA, 978-686-9647

Wanted Sheep Shearer. 2 small farms in Bristol County looking for someone to shear sheep call 508-822-6635

For sale: 20 frame honey extractor, wax press, cappings spinner, 80 gallon bottling tank, storage mixing tank w/paddles...all stainless steel. 413-786-1533.

Wanted: red cedar fence post, 6' unsharpened, will pick up. Will pay \$1-\$2 ea. depending on size. Please call Brian @ 802-722-4217

Program to help disadvantaged persons become new entry farmers needfree or low-cost SMALL tractor and any parts, attachments, implements. Contact Hugh Joseph at 617-627-5442.

LABELS. Lowest prices, custom printed. Any size, shape, & quantity. Your product will sell faster w/the perfect label on it. Call Michael Langley 508-634-2040 at Kokua Printing/Packaging.

Injection molded flats. Half flats - lg & med. size, all types of carriers available. Wielock Plastics, Dudley, MA, 508-943-5366.

Providing business & family financial planning for privately-held food & ag. operations in NE. Woody Pratt, Sherwood Consultants 617-232-8818 or spratt@quik.com.

**DEADLINE** for the next issue of the *Farm & Market Report* will be July 26.

### How to Place a Classified Ad

Classified ads are accepted free-of-charge on a first-come basis only. Limit: 25 words. Be sure to include a phone number. No display ads will be accepted. Only one listing per issue unless space permits. Ads may run in consecutive issues, space permitting, providing we are notified before the deadline for each issue.

Ads must be of interest to Massachusetts farmers. The Mass. Dept. of Food and Agriculture reserves the right to refuse any listing it deems inappropriate for publication.

Send typewritten or neatly printed copy to: Farm & Market Report, Mass. Dept. of Food and Agriculture, 251 Causeway St., Suite 500, Boston, MA 02114, fax: 617-626-1850, dbaedeker@state.ma.us or call 617-626-1752.

### Last Call for Century Farms!

Some 60 applications have been received for the 2000 Massachusetts Century Farms program. Century Farms are active farms that have been operated by the same family for 100 years or more. Although the application deadline was June 15, anyone who would like to apply and has not yet done so, may contact Diane Baedeker Petit, MDFA, 617-626-1752, dbaedeker@state.ma.us.

## Flower Growers Field Day Planned

The Flower Growers' Summer Field Day will be held on Tuesday, August 1st 10:00 am - 4:00 pm at Elm Bank Reservation, Route 16, Dover MA.

Take a tour of the bedding plant trial gardens. ♦ Learn about new varieties. ♦ Check out what's new under the trade show tent. ♦ Network with flower growers and suppliers. ♦ Learn where you can buy new and different plant material grown right here in Massachusetts. ♦ Participate in the "Grower to Grower" workshop where growers share their ideas on production, technology, labor management and marketing. ♦ Learn from the experts at D.S. Cole Growers and Pleasant View Gardens. ♦ Hear about new vegetatively propagated plants for spring and fall. ♦ Learn about properly using growth regulators on your greenhouse crops. ♦ Treat yourself to the summer-time buffet at beautiful Elm Bank Reservation.



To pre-register, contact Tina Smith, 413-545-5306 or Paul Lopes 508-295-2212 ext. 24 from the University of Massachusetts or Bob Luczaj, Massachusetts Flower Growers' Association at 978-952-0116.

Summer Field Day is co-sponsored by Massachusetts Flower Growers' Association and University of Massachusetts Extension. Pesticide re-certification credit will be offered in all private categories for those that attend the pesticide training session. ■

## Calendar

- ◆ July 26 **Massachusetts Nursery and Landscape Association's Summer Meeting & Trade Show**, Boylston, MA. Call Rena Sumner, 413-369-4731.
- ◆ August 11-13 **Northeast Organic Farming Assoc. 26th Annual Summer Conference**, Hampshire College, Amherst, MA. Call Elaine Peterson, 978-928-4707, hhollow@banet.net, or Julie Rawson or Jack Kittredge at 978-355-2853, jackkitt@aol.com.
- ◆ August 25-26 **5th Annual Massachusetts Marketplace** at Elm Bank Reservation, Dover. Sponsored by MDFA and the Mass. Horticultural Society. Call Bonita Oehlke, MDFA, 617-626-1753 for info. on exhibiting.
- ◆ September 2 **2nd Annual Massachusetts Marketplace West** at the Three County Fair, Northampton. Call Mark Lattanzi, 413-559-5338 for details.
- ◆ September 5 **Heritage Tomato Tour**, 4:30 pm at Equinox Farm, Housatonic. Over 90 varieties of organically grown, heirloom and open pollinated tomatoes. Call 413-229-8316 or e-mail NatSeeds@aol.com.
- ◆ Sept. 15 - Oct. 1 **Eastern States Exposition**, West Springfield. Call 413-737-2443, e-mail info@thebig.com or visit www.thebig.com. Come see a newly renovated Mass. Building.
- ◆ September 16-17 **9th Annual Soule Homestead Harvest Fair** and Joe Davies Folk Festival, 46 Soule St., Middleboro, MA. Call 508-947-6744, e-mail soule@tmlp.com or visit www.soulehomestead.org.
- ◆ September 23 **2nd Annual North Quabbin Garlic & Arts Festival**, 10:00 am - 5:00 pm, at Foster Farm, 60 Chestnut Hill Rd., Orange. Rain date September 24.
- ◆ September 23-24 **3rd Annual Exhibition & Sale of Heritage Breed Livestock** at Hancock Shaker Village, Hancock. Call 413-698-2044 or visit www.nehbc.org.

## USDA to Measure Agricultural Labor Costs

Beginning the third week of July, the New England Agricultural Statistics Service will contact some 450 farmers to ask for help in a quarterly nationwide effort to measure the agricultural labor force. The information collected is used to generate statistics about the number of workers, hours worked and wage rates for Northeast farm laborers and in all other regions of the country.

"The cooperation of area farmers is essential in order to ensure that agri-

culture in New England is properly represented," said Aubrey Davis, Director of the NEASS.

The national survey results will be available in the FArm Labor report from Washington DC on August 18 at 3:00 pm. All reports are available on the Internet at [www.usda.gov/nass](http://www.usda.gov/nass) within a few minutes of the scheduled release time. Northeast and U.S. statistics are reprinted in the August issue of the Ag Review monthly newsletter. ■

7/00

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FARM & MARKET REPORT  
 Massachusetts Department of Food and Agriculture  
 251 Causeway Street, Suite 500  
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