



## Commissioner's Column

### Building a Better APR Program

by Jonathan L. Healy

Our Department is presently dealing with a whole range of issues pertaining to the Agricultural Preservation Restriction program. The good news is that many farmers continue to line up for funds to acquire APRs on their farms. In fact, in fiscal year 2001 (July 1, 2000 to June 30, 2001) our Department spent a record amount of over \$13 million to acquire the APRs. The bad news is that there are a whole series of growing pains in the APR program where we need to do a better job informing future APR farmers about what an APR really means. Part of the growing pains revolve around "estate" values and other unforeseen trends in the economy which have resulted in APR sales to non-farmers at levels so high that no farmer could ever afford to buy an APR after the sale as an "estate."

On the communication level, we hope the farm community likes communication in the form of the APR News newsletter, which should inform readers about some of the activities in our APR program. We are also working on an APR information sheet, provided to all parties who enter into APR agreements, which should go a long way to reduce the legalese in an APR to more easily understood terms. I'm also hopeful that we will soon have a "frequently asked questions" manual that should clarify the program to possible new APR applicants. Also, in efforts to prevent future misunderstandings, we will continually remind prospective applicants about how important it is to have an attorney represent the seller. These APRs are forever and it is very important that all parties really understand what the APR document means.

On another level, we are presently re-organizing our APR folks in Lancaster. We will have some staff devote their efforts only to acquisition activities. Others will focus upon the monitoring of existing APRs since we now have over 500 parcels in the program. A new position is also being created, a deputy chief of staff. This person will be based full-time in the Lancaster office and directly report to me as commissioner. I think many of the communication and administrative issues that have been raised will be addressed by this person.

Thanks for bearing with us as we work through 20 plus years of APR history in developing an even better APR program for the next millennium. And, if you would like to receive the APR News, please contact Debra Lucas of the APR staff at 508-792-7712, x11, Debra.Lucas@state.ma.us.▲

## Bay State Farmers are Making the Consumer Connection

For produce, the shortest distance between the field and the dinner table is a straight line between the farmer and the consumer.

A recent survey conducted by MDFA, USDA's New England Agricultural Statistics Service and the University of Massachusetts, Amherst, reveals just how important that farmer-consumer connection is to Bay State growers.

Direct to consumer sales are growing in Massachusetts. In 1997, direct sales represented just over six percent of total cash receipts on Massachusetts farms.

Two years later that percentage had risen to 15 percent. Farmers selling their products through roadside farmstands, pick-your-own operations and at farmers' markets harvested some \$20 million in sales in 1999.

"Massachusetts farmers have a tremendous advantage over farmers in larger states," explains Commissioner Jay Healy "Our

farmers have over six million potential customers within easy driving distance. Direct marketing is making sense for more and more local growers."



The survey, funded through a USDA Federal-State Marketing Improvement grant, asked local growers about the marketing channels they use. Farms that use direct marketing tend to be smaller than farms that only wholesale their products. Returns per acre are typically higher for farms that direct market, dramatically so for orchards which had an average

return per acre of \$2,090 for direct marketing versus \$1,517 for strictly wholesale operations.

Copies of the report, *Agricultural Marketing in Massachusetts*, are available from MDFA by calling Diane Baedeker Petit at 617-626-1752 or e-mail Diane.Baedeker@state.ma.us.▲

## AEEP Update: Second Round Of Water Quality Grants Available In September

The Agricultural Environmental Enhancement Program (AEEP) will open a second round of funding in September for farmers in Massachusetts who want to install best management practices to improve water quality. The first round of funding closed in May and awards were made in late July.

Farmers who applied to the program in 2001 will have their applications resubmitted to the second round of funding if they indicated so on the application. Farmers who did not apply in 2001 but would like to can download an applications from the DFA website ([www.massdfa.org](http://www.massdfa.org)). It should be posted by mid-September. Applications will also be available at the Lancaster DFA office as well as at the USDA field offices. Farmers can call Susan Phinney, Coordina-

tor, at 617-626-1772 to request one be sent to you.

### Farmers Awarded Agricultural Environmental Enhancement Grants

For the fourth year farmers are benefiting from funding to improve water quality made available from the Rivers Protection Act. This year 15 farmers will install best management practices which range from building a tail water recovery pond to constructing a compost pad to roofing a pesticide loading area. Farmers in Berkshire, Bristol, Franklin, Hampden, Plymouth and Worcester counties will divide the \$200,000.

For more information on this program you can go to the DFA website or call Susan Phinney, Coordinator at 617-626-1772.▲

## Farm-City Connections

### Specialty Foods Featured at Public Market Celebrations!

A great variety of Massachusetts specialty products complemented the fresh local produce and flowers at the City Hall Farmers' Market in Boston at public market celebrations on August 1st and 20th.

Among those exhibiting and selling their specialty products were Andrew's Spices of Life, Franklin; Echoes of Summer from Marlboro, producers of certified organic and kosher fruit spreads, chutney and fruit butters; and Essen Smart Soy Cookies, Sherborn.

Also Fastachi of Boston and Belmont, naturally roasted mixed nuts and dried fruits; Kettle Cuisine of Chelsea, sampling some of their 13 varieties of fresh soups; White Buffalo Herbs of Warwick, organic herbal teas and condiments, and Toscanini's Ice Cream, Cambridge.

The concept of an expanded producer presence at the two designated "public market days" is to demonstrate to shoppers the wide range of local products that would be available at an indoor year round Boston public market.

A public market and meeting hall such as the original Faneuil Hall, a gift to the city by Peter Faneuil in 1742, is still a model of what Friends of the Public Market envision. Local farmers and local food businesses would come together under one roof, and overseeing the operation would be a public-private partnership — not just one corporate entity. The concept is alive and well in many European cities, also in Vancouver, Seattle, Philadelphia and more recently Portland, Maine.

If you would like to learn more about the proposed public market, write to the Friends of the Boston Public Market, c/o this Department, or e-mail [janet.christensen@state.ma.us](mailto:janet.christensen@state.ma.us)

#### Educators' Workshops in the Works

Cooking, herbs and heirloom varieties of vegetables are some of the topics featured at the innovative workshops planned by Mass. Agriculture in the Classroom in August.

Wednesday, August 8th, Westport Rivers Vineyard & Winery: cooking with herbs and wine with Executive Chef Kerry Downey Romaniello; explore the vineyard in the afternoon and learn about winemaking from the Russell family who began planting the vineyard in 1982.

Wednesday, August 15th, Plimoth Plantation: heirloom vegetable varieties, herbs, flowers and endangered breeds of farm animals; learn about the role plants and animals played in the lives of Pilgrims and the Wampanoags.

For more information, phone Debi Hogan, 508-336-4426 or [dchogan@sprynet.com](mailto:dchogan@sprynet.com).▲

## Berkshire Grown Local Food Hunt Launched "Find Berkshires' Bounty" Brings Families onto the Farm

What involves 31 local farms, families with children under 12 in a county-wide adventure—a hunt for local food? Berkshire Grown's "Find Berkshires' Bounty" local food hunt game! The game is happening now through October 1st and will culminate in lots of fun prizes, and a wonderful adventure for both parents and their children.

The aim is to learn about the value of local food and farms first hand, as well as to develop current and future consumers for farm-fresh products, and to protect our farms and farmland through development of community support and sincere enjoyment of our unique farms.

Parents search for the farms, while children search for farm products and a special silver Berkshire Grown treasure bucket that contains stickers children place on the appropriate items. By locating a plant or animal, children understand what part of the plant or animal each farm product comes from. The game is also an opportunity for families to become familiar with the Berkshire Grown Logo.

"The game is just underway, but children who are playing it are having loads of fun," says Berkshire Grown coordinator Amy Cotler. The game was invented for Berkshire Grown by local teacher and "Massachusetts Agriculture in the Classroom" Teacher of the Year award winner, Erna Lampman. The game uses a widely distributed Berkshire Grown farm map.

The detailed list of simple game rules and participating farms can be found at the Berkshire Grown website on a link on the homepage: [www.berkshiregrown.com](http://www.berkshiregrown.com). All information can also be picked up at any of the participating farms.▲

## Sustainability Grants for Agricultural Researchers and Educators in the Northeast

The Northeast Region Sustainable Agriculture Research and Education program (SARE) will once again offer competitive grants to educators and researchers who are exploring how to move agricultural practices toward greater sustainability. Agricultural sustainability is defined as farming that is environmentally sound, economically viable, and socially supportive of both rural and urban communities.

There are two types of SARE grants for researchers and educators--Research and Education grants focus on projects that lead directly to improved farm practices, profitability, or quality of life, often by combining research with farmer implementation and evaluation. Professional Development grants help Cooperative Extension and other agricultural professionals working with farmers gain the knowledge they need to help farmers move toward greater sustainability. Both grant programs are designed to support complex multi-year efforts. Anyone with interest and experience in sustainable agriculture techniques and education may apply.

Last year, Northeast SARE committed \$1,570,128 for 14 Research and Education projects--grants ranged for \$4,320 to enhance farmers' marketing and business skills to \$167,660 to help develop a farmer-run research organization.

To encourage strong applications and explain SARE's funding priorities, a series of workshops will be held in Albany, New York (September 6), Manchester, New Hampshire (September 12), and Baltimore, Maryland (September 13). These workshops are free, but space may be limited; send e-mail to [nesare@zoo.uvm.edu](mailto:nesare@zoo.uvm.edu) or call 802/656-0471 to register.

Application deadlines are November 6 for Professional Development grants, November 9 for Research and Education grants. Please call or e-mail to request application materials, or download an application from the SARE web site at [www.uvm.edu/~nesare](http://www.uvm.edu/~nesare).▲

### Farmers' Market Opportunities

The Hyde Park Farmers' Market is seeking additional vendors for this season. The market is held Saturdays, from 10:00 am - 2:00 pm. Contact Tom or Karen at 617-361-6964.

The Massachusetts Turnpike Authority is seeking additional growers for various locations at rest areas along the Turnpike. For more information, contact Donna Hill, 781-431-5097. There is no fee for farmers to set up at these locations.

The Norwood Farmers' Market is seeking additional growers for the remainder of the season. The market is held on Tuesdays, from 1:00 pm - 6:00 pm. Contact the Federation of Farmers' Markets for more information, 781-893-8222.p

# Nominations Sought For National Organic Board

WASHINGTON, DC - The U.S. Department of Agriculture is requesting nominations to fill upcoming vacancies on the National Organic Standards Board (NOSB). Those appointed by the Secretary of Agriculture will serve 5-year terms beginning in January 2002.

The NOSB is a 15 member board that is responsible for developing and recommending to the Secretary a proposed National List of Approved and Prohibited substances. The NOSB also advises the Secretary on all other aspects of the National Organic Program.

Nominations are being sought for the positions of organic producer, organic handler, consumer/public interest, environmentalist, and scientist (in the fields of toxicology, ecology, or biochemistry). A nominee must be either an owner or operator of an organic production operation; an owner or operator of an organic handling operation; a person who represents public or consumer interest groups; an individual with expertise in areas of environmental protection and resource conservation; or someone with expertise in the fields of toxicology, ecology, or biochemistry.

Appointees will be selected on the basis of demonstrated experience and interest in organic production and handling, diverse commodity and geographic representation, support of consumer and public interest organizations, demonstrated experience with environmental matters, and factors related to the specific positions. USDA will follow equal opportunity practices in all appointments to the NOSB.

Written nominations, accompanied by resumes, must be postmarked on or before Oct. 11. Nominations should be sent to Toni Strother, National Organic Program, USDA-AMS-TMP-NOP, 1400 Independence Avenue, SW., Room 2510-So., Ag Stop 0268, Washington, D.C. 20250. For more information, contact Toni Strother at (202) 720-3252; e-mail: [toni.strother2@usda.gov](mailto:toni.strother2@usda.gov); or fax: (202) 205-7808.▲

## Publick House Plans Farmers' Market

The Publick House Historic Inn, located in Sturbridge, Mass., is inviting farmers to participate in the farmers market that will be held during the Annual Harvest Festival weekend Saturday, October 20th 10:00 am – 5:00 pm and Sunday, October 21st 10:00 am – 4:00 pm.

The Festival consists of a scarecrow contest, pumpkin festival, farmers market & petting zoo. The fall is one of the busiest seasons and we expect a great deal of spectators

Free publicity and table to display goods will be provided. All tables will be under a tent. Deadline to register is September 15, 2001. For more information please call 508-347-3313 Marie Forest ext. 282 or Kerrie Mason ext. 283

### Pumpkin Growing Contest

Growers are also invited to enter the Publick House's Pumpkin Growing Contest to be held Saturday, October 20st 10:00 am – 5:00 pm.

Categories for entry are: 1. Heaviest - 16 years & over / - 15 years & under, 2.. Horticultural Perfection – size, shape, color & stem perfection, and 3.. Uniqueness – most unique & unusual pumpkin. All pumpkins are eligible for each category. Prizes will be awarded to the top three entries in each category. Every contest participant will receive a certificate of participation. Deadline to register is October 1, 2001.▲

### DFA Welcomes a New Citizen

Huong Vo, Assistant Pesticide Registration Specialist in DFA's Pesticide Bureau, was sworn in as a US Citizen on July 19. Huong came to this country in 1995 from Vietnam. Congratulations Huong!▲

### In Memoriam: Henry Easterbrooks

The Department was saddened to learn that I. Henry Easterbrooks, 81, owner of Evergreen Farm in Dudley, died on Thursday, August 2 after a long illness.

His wife of 51 years, Virginia (Dostal) Easterbrooks, died in 1993. He leaves two daughters, a brother, and two grandchildren. He was born in Webster, and he graduated from Bartlett High School in 1934 and attended Pennsylvania State University.

Henry and Virginia raised sheep and manufactured wool clothing on their farm. He was a member of the Massachusetts Wool Board, the New England Sheep and Wool Growers Association, and the Massachusetts Board of Agriculture. He was a former member of the Grass Root Tours. He was active with the 4-H Club and was a long-time exhibitor in the Massachusetts Building at the Big E, West Springfield.

Memorial donations may be made to Pioneer Valley Sheep Breeders Association, c/o Becky Peterson, 41 Bell Road, Leyden, MA 01337.

### How to Place a Classified Ad

Classified ads are accepted free-of charge on a first-come basis. Limit: 25 words. Be sure to include a phone number. No display ads will be accepted. Only one ad per business/individual per issue, unless space permits. Ads may run in consecutive issues, space permitting.

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 Street, Suite 500, Boston, MA 02114  
617-626-1752 fax: 617-626-1850  
e-mail: [Diane.Baedeker@state.ma.us](mailto:Diane.Baedeker@state.ma.us)

## CLASSIFIED

Straw wanted. Large round bales for Strawberry mulch. Tougas Farm, 508-393-9724.

For sale, approx 600 10# white plastic containers and approx 600 matching lids. Packaged in unopened cases of 100, \$175 or Best Offer call Rich at 413-739-3033 West Springfield.

Nonfarming landowners who own once-working farms in eastern Massachusetts can preserve their investment's rural character by hiring a farmer to manage. 781-259-1736.

WANTED-Old/New Pickle Cocks any size. Please call 508-624-9719.

Sherwood Consultants now can provide technical expertise in the use of herbicides and fertilizers in addition to its usual business and financial farm services. Call: Woody Pratt at 617-232-8818 or E-mail to [sherconsl@aol.com](mailto:sherconsl@aol.com).

Power King yard tractor, model 2414 with 48" mower deck, \$1200. 508-473-2519 (evenings).

Antique oak platform cart 2'x4', w/ iron wheels, \$75. Box fan, 24", 1 HP \$50. Generator, PTO on trailer, 25,000 watts, 110V and 220V, like new, \$1,800. 978-851-5939.

Alpacas: excellent investment, cuddly, friendly, low maintenance for small acreage. For sale: pets or breeding quality. Many colors. Acorn Alpaca Ranch, Millis, MA. 508-376-4575, [www.acornalpacaranch.com](http://www.acornalpacaranch.com).

For sale: quality feed. Early cut silage bales. \$35 and down. Appx 200 ton corn silage \$32, your truck. Ground ear corn. Stephen Bashista, 413-527-4104.

1978 Leyland 262 synchro tractor. 65 HP safety cab, remotes, pick up hitch, good paint and tires. \$5000. Located in Westford. 603-242-6417.

Wanted: single or double bottom trailer plow. Must have good point, working coulter disc and trip mechanism. Lv msg for Doug at 508-947-0741.

For sale: handset circle sawmill 230 HP Cummins, log deck, conveyors, double edger, lumber chain, with single phase electric. Great farm mill. \$30M. Call wayne @ 413-634-2290.

For sale: 2 honey bee hives including deep and shallow supers, smoker, veils, hive tool, 10 gal. honey container, 2 cokes 8 oz. glass jars (24 ea.) \$200. 617-484-9591.

Organic vegetable farm for lease in Norfolk Co. Fully equipped, greenhouses, blueberry plantation, lots of water for irrigation. 508-759-7060.

For sale: Blodgett gas convection oven \$1500. Traulsen stainless refrigerator, 7 shelves 16x16, \$500. Vulcan therm air electric convection oven, \$975. Steam hot dog machine (like new), \$225. Hot chocolate machine, \$50. 413-436-7688.

For sale: retail display racks, sign, counters, all sizes of containers -- 2 door glass front freezer, \$800, bakery rack & trays \$150, scales, F.B. Pease 4 head apple peeler and slicing table, \$3500. 413-436-7688.

C50 Chev. truck 1969, 350 motor, with 16' van body, 2 speed trans. Excellent condition & tires, \$1000. Hibbards, Hadley, 413-549-5684.

Navajo Churro and Icelandic sheep, also Moorit Shetland ram lamb, 4-horned Jacob ram lamb and 2 ewe lambs. 413-625-6448 before 9 pm.

Highly successful fish-based fertilizer now available. Approved for organic farming by ORMI. Particularly suitable for vegetables and small fruits. Bio-Stimulates, Inc. Jay Tripp, 1-508-789-4145, [Jay11745@aol.com](mailto:Jay11745@aol.com).

## Farm & Market Report monthly

Commonwealth of Massachusetts  
Executive Office of Environmental Affairs  
Department of Food and Agriculture



251 Causeway Street, Suite 500  
Boston, MA 02114  
617-626-1700  
www.massdfa.org

Jane Swift, Governor  
Bob Durand, Secretary of Environmental Affairs  
Jonathan L. Healy, Commissioner

Richard Hubbard, Assistant Commissioner  
Mary Jordan, Director, Agricultural Development  
Steven Quinn, Chief, Bureau of Fairs  
James Hines, Director, Dairy Services & Animal Health  
Brad Mitchell, Director, Regulatory Services  
George Porter, Chief, Bureau of Farm Products  
Janet Christensen, Director, Education and Outreach

Diane Baedeker Petit, Editor, Farm & Market Report

This publication is available in alternate formats upon request.

## “The Festival That Stinks”

The 3rd Annual North Quabbin Garlic and Arts Festival will be held Saturday, Sept. 22nd, 2001, 10:00 am- 5:00 pm (rain date- Sunday, Sept. 23rd) at the Forster Farm, 60 Chestnut Hill Rd. Orange, Mass.

Sample 12 varieties of garlic and learn how to grow your own. Wander among woodworkers, blacksmiths, and sculptors. Chat with staff from agriculture, environmental and community organizations. Enjoy the folk, blues and bluegrass musicians while kids pet a goat or take a horse-drawn hayride. Indulge in garlic ice cream, garlic goat milk fudge, arugula pesto or roasted garlic baked beans. Enjoy the garlic and egg toss and garlic limbo, or try to beat last year's record of 16 cloves at the raw garlic eating contest.

From Route 2, follow signs from Exit 14 (Lake Mattawa exit). Admission is \$3 for adults and includes parking. Kids are free. Visit [www.seedsofsolidarity.org](http://www.seedsofsolidarity.org) or call 978-544-7564.

The Festival is organized by community volunteers and supported in part by the MDFA Agricultural Marketing Grant Program and the Massachusetts Cultural Council.▲

# calendar 2001

**August 24-25** – Massachusetts Marketplace Festival at Elm Bank Reservation, Dover, Mass. Sponsored by MDFA and the Mass. Horticultural Society. Contact Mary Jordan, MDFA, 617-626-1750, [Mary.Jordan@state.ma.us](mailto:Mary.Jordan@state.ma.us).

**September 4** – Heritage Tomato Tour by Eastern Native Seed Conservancy at Taft Farms. Tuesday, 3pm. \$5 (free to farmers). Lawrence Davis-Hollander: 413-229-8316.

**September 8** – Taste of the Berkshires at Great Barrington bandstand. Look for High Lawn Farm milk, calves and buttermaking. (Fundraiser for Community Services.) Saturday, 11:00 am-4:00 pm. Mary Harrington: 413-528-1947.

**September 14-30** – Eastern States Exposition (The Big E), West Springfield. 24 hour Information: 413-787-0271, e-mail [info@thebige.com](mailto:info@thebige.com), or visit [www.thebige.com](http://www.thebige.com).

**September 29-October 8** – Topsfield Fair, Topsfield. Call 978-887-5000 or visit [www.topsfieldfair.org](http://www.topsfieldfair.org).

**October 5** – Annual Stockbridge School Field Day at UMass Amherst to acquaint prospective students with Stockbridge programs. Contact the Stockbridge School office at 413-545-2222, e-mail [stocky@fnr.umass.edu](mailto:stocky@fnr.umass.edu), or visit [www.umass.edu/stockbridge](http://www.umass.edu/stockbridge)

**November 18-20** – The Soul of Agriculture: New Movement in New England Food and Farming at the New England Center, University of New Hampshire, Durham, NH. Contact the Office of Sustainability Programs, University of New Hampshire, 603-862-2640 or [Elhafiz@aol.com](mailto:Elhafiz@aol.com).

## Field Grown Cut Flower Video Conference Planned

A Field Grown Cut Flowers video teleconference, sponsored by the University of Massachusetts Extension Floriculture Program, will be held on Wednesday September 26, 9:30 am - 3:30 pm at the Moakley Center, Bridgewater State College, Bridgewater, Mass. John Dole, North Carolina State University will be featured via video teleconference. In addition, UMass. has compiled a dynamic program of local speakers on cultural information.

9:30-10:30 Cultivar Selection (Mitch Rand, Ball Seed Co.)

10:30-12:00 Cultural Practices for Season-Long Harvesting (John Dole, North Carolina State University via Teleconference)

12:00-1:00 Lunch on your own

1:15-2:15 Weed Management (Rich Bonanno, UMass) (1 pesticide recertification credit)

2:15-3:00 Preparing the Field for Planting and Fertilizing Cut Flowers (Douglas Cox, UMass)

3:00-3:30 Mechanics of Using a Fertilizer Injector to Fertilize Cut Flowers (John Howell, UMass)

The registration fee is \$30. To pre-register, contact UMass Extension Floriculture Program, Tina Smith at 413-545-5306 or Paul Lopes at 508-295-2212 ext. 24▲

8/01

PRESPORT STANDARD  
US POSTAGE  
PAID  
BOSTON, MA  
PERMIT NO. 53425

Farm & Market Report  
Massachusetts Department of Food and Agriculture  
251 Causeway Street, Suite 500  
Boston, MA 02114  
Address service requested