

Massachusetts Department of Food and Agriculture

Farm & Market Report

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Commissioner's Column

Stand Up and Be Counted

by Douglas P. Gillespie

USDA's National Agricultural Statistics Service reports that 2002 Census of Agriculture response rates are lagging behind previous censuses. I urge everyone who hasn't yet completed and returned their 2002 Census of Agriculture form to do it today. Massachusetts farmers should know that their voice still counts regardless of farm size or commodity raised.

The census of agriculture is the sole source of comprehensive, detailed agricultural facts for every county in the U.S., and is only conducted every five years. Previous census reports have

revealed important facts like Worcester County's rank as second among all counties in the U.S. for direct sales of farm products to consumers. Several other Massachusetts counties rank in the top 100 counties for direct sales.

Facts like that help local, state and federal agencies make informed agricultural policy decisions that affect our local farms. Data gathered from the census provide information for agricultural investment decisions and help the U.S. compete for its share of the global agriculture market. Information gathered is also key in emergency situations such as a natural disaster or possible homeland security threat, as response teams need easy access to data on local agriculture.

NASS is starting to intensify data collection efforts, which require more expensive methods such as telephone calls and personal visits, so producers can help keep down the cost of the census by returning their forms by mail. For more information, or for assistance in completing your census form, visit www.nass.usda.gov/census or call 1-888-4AG STAT.

On the local front, I am sorry to report that we have had to close our Lancaster field office due to the current tight fiscal situation in state government. This is a temporary cost-saving measure; we hope to have another regional office in the fall. For the time being, the Bureau of Land Use and Farm Viability Program staff are located in our Boston office. New phone numbers for these staff members can be found on our web site at www.mass.gov/dfa/about/whoweare.htm.

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LOCAL NEWS

Mmmm...March is Massachusetts Maple Month!



Dishes like butternut squash ravioli with a maple-sage butter and pheasant rillettes with a maple citrus sauce are on the menu at 18 restaurants that have teamed up with 13 Bay State maple sugar producers to celebrate Massachusetts Maple Month this March. The restaurants, from Boston to the Berkshires, are featuring special maple menus and events as part of the celebration coordinated by the Massachusetts Maple Producers Association and the Massachusetts Department of Food and Agriculture.

The month-long promotion was launched with a ceremonial tree tapping at the Hardwick Sugar Shack in Hardwick. Owners Joe and Megan Raskett were joined by state and local officials for the ceremony which was covered by area newspapers and television stations.

A list of participating restaurants and sugarhouses is available on the web at www.massmaple.org or by calling toll-free 1-877-MASSGROWN (1-877-627-7476). A brochure featuring maple recipes is also available.

"Massachusetts Maple Month not only highlights the fact that the Bay State has an active maple sugaring industry, but also that maple syrup can be an interesting ingredient in many types of cuisine," explains Douglas P. Gillespie, state Commissioner of Food and Agriculture.

"Professional and amateur cooks alike are learning that maple syrup is more than just a topping for pancakes and waffles."

March brings the Commonwealth's yearly agricultural awakening as the warm days and cold nights of late winter start the sap running and maple sugar makers take to the woods with buckets, taps and tubing.

Massachusetts' more than 200 maple farmers produce between 40,000 and 50,000 gallons of syrup annually at a value of \$1.6 million to \$2 million. Many sugarhouses welcome visitors. For more information on maple sugaring in Massachusetts, visit the Mass. Maple Producers Association web site at www.massmaple.org.

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Birds from Three Western States Banned in Mass.

In an effort to prevent the spread of Exotic Newcastle Disease in poultry, the Massachusetts Department of Food and Agriculture has issued a ban on the importation of birds originating or passing through California, Arizona and Nevada.

This deadly avian disease, which does not affect humans, was first diagnosed in backyard poultry in Los Angeles County and later spread to several California commercial egg-laying facilities. Exotic Newcastle Disease has now been confirmed in Arizona and Nevada as well.

The importation ban applies to all live poultry, game birds, hatching eggs, and birds customarily used for household pets from California, Arizona, and Nevada or that have transited through these states. It does not apply to poultry products for human consumption, such as chicken meat and eggs.

"Even though these Western states seem far away, we must be vigilant to prevent the spread of the disease," said Dr. David Sherman, Chief of the department's Bureau of Animal Health. "We're asking for the cooperation of the poultry industry and the bird keeping community to help keep Exotic Newcastle Disease out of the commonwealth."

Exotic Newcastle Disease is a highly contagious virus that causes respiratory symptoms, paralysis, drop in egg production and death in birds. It is spread by contact with infected birds or materials contaminated with the virus. It can survive for several weeks in warm and humid environments and indefinitely in frozen material.

"Domestic poultry and hatching eggs enter the Commonwealth on a regular basis. The occurrence of Exotic Newcastle Disease in Massachusetts could create havoc in the

marketplace, here in New England and in other states," said Douglas P. Gillespie, Massachusetts Commissioner of Food and Agriculture.

All poultry and bird keepers are asked to report any signs of disease consistent with Exotic Newcastle Disease to the Bureau of Animal Health at 617-626-1795. More information on Exotic Newcastle Disease is available on-line at www.mass.gov/dfa.

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Agriculture Day at the State House, 2003

The annual Agriculture Day at the State House will be held Tuesday, April 1st at the Massachusetts State House in Boston. On this day farmers and other members of the agricultural community will visit with legislators to discuss the issues and concerns affecting the Massachusetts agricultural industry.

Farmer registration is from 9:00 am to 11:30 am outside the Great Hall located on the 2nd floor of the State House. There will be an informational meeting at 10:00 am in the Great Hall for those visiting their legislators. A brief speaking program will be held at the Grand Staircase at 11:30 am. Immediately following the speaking program, there will be a "Taste of Massachusetts" reception in the Great Hall, featuring Massachusetts products as well as exhibits by various agricultural organizations.

For more information, please contact Mary Jordan at 617-626-1750, Mary.Jordan@state.ma.us.

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Start Planning for the 2003 Farmers' Market Season!

Plans are already underway for new and existing farmers' markets across the Bay State. Call or e-mail the contacts below for specifics on each market. For general information on Massachusetts farmers' markets, contact David Webber, 617-626-1754, David.Webber@state.ma.us.

New Farmers' Market Planned for Hopkinton

Weston Nurseries is sponsoring a Farmers' Market to complement its involvement in the new People, Places and Plants television show that starts this spring. The Market is being planned for Friday afternoons and Saturday mornings, starting in late June or early July. Space is available for about six vegetable and fruit growers, and would also like to have dairy products, bakery products, cheeses, gourmet jams and spreads, honey products, fish and eggs. Space for vendors will be rented at \$25 per market day.

Hopkinton is located near the 495 and Mass Pike interchange. The nursery is located conveniently about 3 miles east of exit 21A on route 495. Parking for both trucks and customers is well placed. The nursery will provide publicity, signage, and grocery bags. For questions, expressions of interest, applications and market rules, please contact Tim Kiely, Garden Center

Manager, Weston Nurseries, 93 East Main Street, Hopkinton, MA, 01748, 508-293-8079,
TimK@WestonNurseries.com

Mass Turnpike Markets Continue for 2003 Season

The Massachusetts Turnpike Authority is once again making free space available to local farmers at all 11 of its service areas along the MassPike. Space will be made available on a first come, first serve basis for farmers to sell farm products and goods that are made in Massachusetts and that do not compete with MassPike service area vendors. Interested growers can contact David Fenton at 781-431-5192 or dave.fenton@mta.state.ma.us. The kickoff of this year's annual market will commence the week of May 11th and continue through the late fall.

More Markets Seeking Vendors

- **Arlington:** June 25 to October 22, Wednesdays, 2:00 pm - 6:30 pm. Contact: Oakes Plimpton/Pat Jones, 781-648-5117, plimag@rcn.com. Seeking Specialty Farm Produce
- **Attleboro:** Mid-July through the end of October, Saturdays, 8:00 am - 12:00 noon. Contact: Bob Peasley, 508-336-4779.
- **Barre:** May 10 to October, Saturdays, 9.30 am - 12.30 pm. Contact: Julie Rawson, 978-355-2853, Julie@mhof.net.
- **Boston/Franklin Park:** Sundays, 1:00 pm - 4:00 pm. Contact: Jamiese Martin, 617-880-7934. Seeking fruit grower.
- **Charlestown:** July 16 through the end of October, Wednesdays, 2:00 pm - 7:00 pm. Contact: Colleen Justice, 617-241-8866.
- **Cummington:** (Proposed) Contact: Marie Burkhart, 413-296-9900, x 17, Marieb@hilltowncdc.org.
- **Easthampton:** May 5 to October, Tuesdays, 2:30 pm - 6:30 pm, Contact: Jane Pepin, 413-527-5989. Seeking fruit growers.
- **Hingham:** May 17 to October 25, Saturdays, 10:00 am - 2:00 pm. Contact Ted Paquette, 781-749-3444, or Ted_Paquette@attbi.com. Seeking corn grower
- **Hopkinton:** (Proposed), July 4 to October 27, Fridays and Saturdays. Contact: Tim Kiely, 508-293-8079, timk@westonnurseries.com. Seeking fruit and vegetable growers.
- **MassPike:** various locations. Contact: David Fenton, 781-431-5192, or dave.fenton@mta.state.ma.us.
- **Melrose:** June 19 to mid-October, Thursdays, 10:00 am - 3:00 pm. Contact: Sally Frank, 781-324-9648, salyfrank@aol.com. Seeking produce, eggs, specialty products.
- **Natick:** May 17 to October 18, Saturdays, 9:00 am - 1:00 pm. Contact: Debra Sayre, 508-653-6596, debra@sayre.com. Seeking value added products.
- **New Bedford/Clasky Park:** (Proposed) Contact: John Calnan, 508-994-9625, x12, jcalnan@unitedwayofgnb.org.
- **North Easton:** May 13 to October 14, Tuesdays, 2:00 pm - 7:00 pm. Contact: Jean Crandell, 508-238-6049, x10, jdewatnart@aol.com. Seeking produce, baked goods, cheese.
- **Orleans:** May 17 to October 11, Saturdays, 8:00 am - noon. Contact: Gretel Norgeot, 508-255-8374, greteln@capecod.net. Seeking produce growers.
- **Plymouth:** (Proposed) Contact: Barbara Anglin, 508-732-9962.
- **Quincy:** July to October, Fridays, 11:00 am - 4:00 pm. Contact: Anneli Johnson, 617-479-1601, annelijohnson1@netzero.net. Seeking fruit and vegetable growers, cheeses, honey, eggs, meat, herbs.
- **Sterling:** (Proposed) May 9 to October 31, Fridays. Contact: Debi McNally, 978-422-8804, mcnally.debi@hotmail.com. Seeking fruit and vegetable growers, plant vendors, bakers, crafts, woodworkers, rug hookers.

- **Sturbridge:** June 12 to October 30, Thursdays, 11:00 am - 3:30 pm. Contact: Andrew O'Keefe, 508-753-7761. Seeking fruit and auxiliary growers.
- **Topsfield:** July 12 to September 27, Saturdays, 7:00 am - 12:00 noon. Contact: Jane Cook, 978-922-1648. Seeking vegetable and fruit vendors.
- **Williamstown:** June to October 12, Saturdays, 8:00 am - 12:00 noon. Contact: Anne Guzzi, 413-458-3365.
- **Worcester/Westside:** Mondays and Wednesdays, 9:30 am - 2:00 pm and Downtown, Fridays, 9:30 am - 2:00 pm, June to October. Contact: Andrew O'Keefe, 508-753-7761. Seeking fruit and auxiliary growers

For the following markets contact Jeff Cole at the Federation of Massachusetts Farmers' Markets, 781-893-8222, or thefmfm@speakeasy.net. Organic growers especially needed.

- **Boston City Hall Plaza,** Monday and Wednesday, 11:00 am - 6:00 pm
- **Cambridge/Central Square,** Mondays, 12:00 noon - 6:00 pm
- **Framingham/Rt. 9,** Thursday, 11:30 am - 5:00 pm
- **New Bedford/Brooklawn Park,** Saturdays, 9:00 am - 1:00 pm Norwood, Tuesdays, 1:00 pm - 6:00 pm

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Deadline Extended for SE Mass. Handbook

The Southeastern Massachusetts Agricultural Partnership is preparing for the release of its 2003 Harvest Handbook, A Shopping & Recreation Guide to the Bounty of Southeastern Massachusetts and Eastern Rhode Island. It's not too late to have your farm business or other business that features locally grown or raised products, such as a restaurant or retail market, listed in this premier publication.

The deadline has been extended until March 15th. If you were listed last season, please return your form as soon as possible. If you have not received the information, but would like to be included in our 4th edition, contact: Tracy Horner-Cullen, 508-548-9419 or tracy_horner@hotmail.com.

The Southeastern Mass. Ag Partnership is a partnership of organizations formed to help agricultural enterprises achieve economic success. The Harvest Handbook is just one way SEMAP can help farmers increase their business. Last year, 250,000 copies of the Handbook were distributed through many daily and weekly newspapers. Look for this season's edition in June!

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Enter the Mass. Agriculture Calendar Photo Contest

The deadline is quickly approaching for the 2003 Massachusetts Agriculture Photo Contest, sponsored by Massachusetts Agriculture in the Classroom, Inc. in collaboration with the

Massachusetts Department of Food and Agriculture. Winning photos will be featured in a new 18 month 2003/2004 Massachusetts Agriculture School Year Calendar.

Amateur photographers are invited to submit photographs of Massachusetts farms and agricultural products. Eighteen photos will be selected, one for each month. Photos will be selected that depict the diversity of agriculture and horticulture in the state throughout the year.

Winning photographers will be credited in the calendar, will be invited to attend a winner's ceremony at the Eastern States Exposition (The Big E) in Springfield in September, and will receive a basket of Massachusetts products.

The Massachusetts Agriculture School Year Calendar will also feature facts and figures about Bay State agriculture and horticulture and other useful resources for students and teachers. The calendar will be distributed to schools across the commonwealth and will be available at selected public events next fall.

Deadline for submissions is **April 1, 2003**. For details and an entry form, contact Rick LeBlanc at 413-545-2353, e-mail Richard.LeBlanc@state.ma.us or visit www.mass.gov/dfa.

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Environmental Briefs

Agro-Tech Update

The Request for Proposals (RFR) closed for the Agro-Environmental Technology Program funding for Fiscal Years 2003 and 2004 (July 1, 2002 to June 30, 2004). Fourteen proposals were received requesting \$324,347.75 in funding. All applicants will receive notification about the program's allocations in April, 2003.

For further information contact the Coordinator, Susan Phinney at 617-626-1772, susan.phinney@state.ma.us.

Water Quality Improvement Funding Closed

The 2003 Agricultural Environmental Enhancement Program (AEEP) application period closed on February 3, 2003. Twenty-five applications were received from 10 Counties. DFA has \$200,000 in funding available. Applicants will receive notification about allocation decisions by March 15, 2003.

For further information contact the Coordinator, Susan Phinney at 617-626-1772, susan.phinney@state.ma.us.

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Local Greenhouses Host Plant Preview Days

Looking for sources of spring plants? Take a peak at this season's spectacular crop of flowers on Plant Preview Days at participating family owned, wholesale greenhouses in Massachusetts. Fourteen participating wholesale greenhouses throughout Massachusetts will open their greenhouses for viewing on Tuesday April 8, 15 and 22nd, 8:30 am to 4:00 pm.

Garden center operators, farm stands, landscapers, chain store buyers, plant brokers/salesman, municipalities, sellers of plants for fund-raisers and other industry buyers are invited to visit participating family owned, wholesale greenhouses on Tuesdays in April.

The following greenhouses will host Preview Days:

Atypical Farm, Norton; D&D Farms, Inc., Stow; FAF Growers, Northfield; Fairview Farms, Inc., Whately; J. Gilson Greenhouses, Inc., Groton; J.P. Bartlett Co., Inc., Sudbury; King Farm, Inc., Townsend; Kunan's Greenhouses, Inc., Holbrook; Mahoney's Growing Division, Woburn; Oak Hill Greenhouses, Spencer; Pioneer Gardens Inc., Deerfield; R.F. Morse Greenhouse & Nursery, West Wareham; Sposato Wholesale Greenhouse, Inc., Worcester; and The Flower Hutch, Townsend.

The goal of this effort, co-sponsored by UMass Extension and the Mass. Flower Growers' Association, is to connect plant buyers with wholesale plant growers in Massachusetts to help keep agriculture viable in the commonwealth. Participating wholesale growers specialize in a wide assortment of products for spring, including annuals in packs and pots, perennials, hanging baskets, patio planters, herbs, ornamental grasses, geraniums and more.

For more information and to receive directions to participating greenhouses, contact: Tina Smith 413-545-5306 or Paul Lopes 508-295-2212 x 24.

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UMass Dartmouth Hosts Ag Courses & Seminars

UMass Dartmouth is offering the following agricultural courses and seminars this spring at their Professional and Continuing Education Center in Fall River. To Register call 508-678-3636 or 508-999-9129

Farm Stands and Roadside Markets (PRD 273-92) March 19, Wednesday 6:00 -9:00 pm, \$30. Facilities for direct marketing of farm products need to fit the location, market potential and type of products sold. This program will cover considerations, parking, permits required, layout, construction techniques, greenhouses, storage, utilities and refrigeration. Resources such as publications, building plans and equipment suppliers will be discussed.

Quickbooks Pro for Agricultural Businesses (PRD 190-92) March 18 & 20 and April 1 & 3, Tuesday and Thursday, 5:00-9:00 pm, \$179. This course will provide you with a financial organizer for business. It will cover the fundamentals of Quickbooks Pro, accounts receivable, accounts payable, inventory, sales tax, payroll, taxes, year-end, and further use of reports.

Success at a Farmer's Market (PRD 267-92) April 1, Tuesday, 6:00-9:00 pm, \$50. The presentation is called "Be a Dynamic Market Seller: Sales Skills and Merchandising Techniques that Get Results." This one night session prepares participants to utilize a farmers' market in their agricultural businesses.

Developing Your Business Vision: Equestrian Business Law (PRD 278-91) March 20, Thursday, 1:00-4:00 pm, \$30. Whether you own a horse for pleasure or run a full-scale boarding and training facility, you need to know the law as it applies to horse and business ownership. This workshop covers the buying and selling of horses, contracts such as leases and boarding agreements, and liability issues including releases and proper compliance with the provisions of MGL Chapter 128 s. 2D (the "inherent risk" statute).

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NEWS FROM USDA

Mass. Farmers Eligible for Livestock Compensation Program

Massachusetts farmers are now eligible for USDA's Livestock Compensation Program (LCP), implemented to assist livestock farmers affected by last year's drought. LCP payments will be based on losses per head or number of eligible livestock.

LCP sign-up will begin on April 1 and is scheduled to end early June, 2003. The Act expands LCP by including additional counties that were approved under a Secretarial disaster designation or Presidential disaster declaration for damages and losses due to any natural disaster.

Previously under LCP, a county must have been named as a primary county under a Secretarial disaster designation between Jan. 1, 2001, and Sept. 19, 2002, only for drought. The Act expands LCP to make eligible any counties that were requested as primary disaster areas under a Presidential or Secretarial declaration by Feb. 20, 2003, and that were subsequently approved.

To be eligible for LCP assistance, a producer's livestock operation headquarters must be physically located in a county with a qualifying disaster designation. Eligible livestock are cattle, sheep, goats, and buffalo. Counties named as contiguous counties are not eligible for the program.

To sign up for LCP assistance, eligible producers should visit their local FSA offices on April 1. USDA has also launched a website, located at <http://disaster.fsa.usda.gov/>, that provides producers one location for details on disaster programs, questions and answers, allows for comments and suggestions on program implementation, as well as other information on USDA agriculture assistance.

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RMA Announces Up To \$18 Million In Financial Assistance To 15 Targeted States

USDA's Risk Management Agency (RMA) has made available up to \$18 million to reduce the cost of crop insurance programs in 15 historically underserved states including Massachusetts. RMA will provide financial assistance to producers under the Agricultural Management Assistance (AMA) program, authorized by the Federal Crop Insurance Act (FCIA).

"Crop insurance is a vital part of risk management in American agriculture," said Risk Management Agency Administrator Ross J. Davidson, Jr. "This financial assistance will assist and encourage producers in these underserved states to use crop insurance products to manage their price and production risks."

The Targeted States Crop Insurance Financial Assistance Program is available to producers purchasing policies after February 20, 2003, and acreage reporting dates prior to September 30, 2003.

Working with RMA, MDFA is coordinating a joint effort to bring better information on crop insurance to Massachusetts farms. Current partners include the University of Massachusetts Extension and New England Small Farm Institute. MDFA is also joining with Pennsylvania and a number of New England states to help adapt Adjusted Gross Revenue Insurance (AGR) for the particular needs of the Northeast through an approach dubbed "AGR-Lite".

Information on these local efforts will be shared through mailings and grower meetings. Next steps in Massachusetts involve identifying and training service providers and association staff in the ins and outs of crop insurance. Once we have a group of credible third parties in our state who can effectively answer and refer grower questions, we expect to more effectively influence the types of insurance products available to our diverse agricultural enterprises."

Interested producers should contact their agent regarding program eligibility and availability. A list of crop insurance agents is available at local Farm Service Agency offices or by using RMA's Agent Locator at: <http://www3.rma.usda.gov/tools/agents/>.

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New Commodity Program Provides Dairy Farmers Additional Revenue

Current and future projected milk prices have producers looking at their books and assessing their financial situation. This evaluation process should include a decision about future participation in the Direct and Counter-Cyclical Program (DCP) offered by the USDA Farm Service Agency (FSA).

The benefit of participating in DCP is twofold. First, direct payments are issued each year regardless of market prices to producers who have established crop bases and payment yields with their local FSA office. Counter-cyclical payments will also be issued when crop prices are less than the target prices set in the 2002 Farm Bill. Second, with the exception of fruits and vegetables, farmers have the flexibility to grow as many acres of corn, barley, oats, wheat, and soybeans as they want.

A major feature of the new law allows producers the option of updating their historical bases and yields. These bases and yields will be used to determine program benefits. Best of all, advance payments can be issued once the farmer completes the required paperwork.

Most Massachusetts farmers will fall into one of two categories based on previous program enrollment. Farmers signed-up in the 7-year Production Flexibility Contract (PFC) program can use that program's bases and yields or they have the option to recalculate their bases by

averaging their planted crop acres from 1998-2001. Farmers that did not participate in PFC only have the opportunity of creating a farm base by using their 1998-2001 crop plantings.

April 1 is the deadline for all farmers to update bases and yields. This date is particularly important to those farmers that were not enrolled in PFC. They have to finalize their base and yield selection by April 1 in order to participate in DCP. If those farmers fail to act by the deadline, they will be shut out of DCP for the next five years.

This is a one-time chance to update crop base and yields. FSA urges every producer to take full advantage of this opportunity in order that growers are better protected against adverse market fluctuations. Contact your local FSA office for details.

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Farmers Are Encouraged to Sign Up for New EQIP Program

The Natural Resources Conservation Service (NRCS) is now accepting applications for the Environmental Quality Incentives Program (EQIP)-a popular conservation cost-share program that has been revised for 2003, aiming to be more farmer-friendly. Applications can be submitted throughout the year, but farmers are reminded that the lion's share of EQIP funding is usually allocated in the spring.

"We're expecting a significant increase in funding for the EQIP program this year; which means more farmers will be able to participate, more projects can be funded and more conservation projects will get completed," State Conservationist Cecil B. Currin said.

EQIP provides technical assistance with conservation planning and awards cost-share dollars directly to farmers to offset the cost of conservation projects. The purpose of EQIP in 2003 is to promote agricultural production while optimizing benefits to the environment.

Farmers can use EQIP funding for ag waste management systems, livestock grazing systems, crop management systems, nutrient management, pest management, forest improvement and erosion control.

EQIP was revised in the 2002 Farm Bill and NRCS says the changes are going to benefit local farmers, including:

- Make all areas of the state eligible for EQIP
- Raise the maximum contract limit from \$50,000 to \$450,000 so more projects will qualify
- Streamline the ranking process for EQIP applications, - And require a comprehensive nutrient management plan if the contract includes a manure waste system.

For more information, locate your local NRCS office in the phone book under United States Department of Agriculture, visit www.ma.nrcs.usda.gov/map.htm or call 413-253-4351 for a referral.

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USDA Publishes Agricultural Internet Marketing Guide

The U.S. Department of Agriculture has announced the release of a new publication designed to assist agricultural producers in marketing their products via the Internet. "How To Direct Market Farm Products on the Internet" provides basic information to farm direct marketers who are interested in selling their products online or using a Web site to publicize their farm or products.

The number of Internet users shopping online has skyrocketed in recent years. Of the estimated 168 million Internet users 16 years of age and older in the United States, approximately half say they shop online. Because of this rapidly growing trend, many farm direct marketers are turning to online marketing to increase their customer base.

The publication addresses issues to be considered before adopting the web as a marketing tool, as well as tips on how to research the Internet market, set up a web site, and market products on the web. References, largely from the Internet itself, are cited to enable producers to undertake additional research.

"How To Direct Market Farm Products on the Internet" is available in print and on the Internet at www.ams.usda.gov/tmd/MSB/msb.htm. For more information or to obtain a copy of the publication, contact Errol Bragg, USDA AMS TMP MSB, Room 2646 S, Stop 0269, 1400 Independence Ave., SW, Washington, DC 20250; 202-720 8317; fax: 202-690 0031; or Errol.Bragg@usda.gov.

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CLASSIFIED ADS

- Irrigation equipment, used 3yrs. Case/IH 60hp Diesel; Monarch 450gpm pump; Netafim sand filters, controller. 147,000ft Netafim RAM636 dripperline, flow meter, valves, fittings. P. Bosshart, 207-369-2007
- Help wanted: Gardener - reports to: Director of Sales and Marketing. Work with Garden Center staff, plan and construct areas for information and viewing of the television filming area. Build, plant, and maintain raised bed garden plots for the set of the television show. Part time seasonal job: 20-30 hours/week, March through September. Good knowledge of woody and herbaceous plant material and vegetables and good skills in landscape design, planting combinations, and container arrangements preferred. Send resume to Peter Mezitt, Director of Sales and Marketing, Weston Nurseries, PO Box 186, Hopkinton, MA 01748, 508-435-3414.
- Royer Shredder - For soil, sand, mulch. Rugged commercial model, not a toy. Model 112 5 HP B/S pneumatic tires. Will separate-out rocks and debris and shred up to 12 cu. yds. per hour. Instruction manual. \$1200. 978-352-2332.
- Farmall Cub Tractor - 1950 4 cyl. gas front and rear cultivator arms, drawbar PTO pulley, new pan seat. \$2100. 978-352-2332.
- Mowers for sale: 4 complete Roof mowers, 26" wheels, 8 HP engines; extras: 1 drive unit, 2 30" decks, wheels and other parts \$2000.00 takes all. 413-528-0050 or treefarm@bcn.net.

- Sickle bar mower walk behind 30" B.C.S. bar tread tires excellent condition. 413-528-0050 or treefarm@bcn.net.
- For Sale: 1995 Ford 5640 PowerStar SL tractor, 2 WD, 65 hp, Cab w/heat & AC, 15.5x38 rears, 12x12 trans. 2 remotes, front wts, 2660 hrs., excellent cond. \$16,500. 508-951-0901.
- For sale: 4 overwintered bee colonies. Carniolan strain. Good equipment. Cypress hive bodies and stands. \$75 each. Good deal. Tootsie So Sweet Apiaries, 192 Concord Road, Chelmsford, MA 01824, 978-256-6232.
- Seasonings, spices, home fries seasoning, garlic pepper, lemon pepper, roast pork seasoning, etc. Free catalog. H. McIntosh, 1081 Cascade St., Pittsfield, MA 01201.
- For sale: 1984 tractor, White, 2-65 4WD, with loader, 4100 hrs. \$7500. Contact John, 413-387-6254.
- 1990 Ford L8000 tandem cab & chassis, diesel, Allison automatic 54,000 GVW, 125,000 miles. \$10,000 or b/o. 413-528-6002.
- For sale: 302 New Holland Sperry spreader. Good condition. Asking \$2,200 or b/o. 508-883-2754.
- 10 acre farm with 30x30 barn, pond and pastures. 508-285-4496.
- Alpine kid dairy goats, happy, healthy females, \$50, males, \$35. Hard-aged goat cheese \$25 minimum order plus shipping. Hillman Farm, Colrain. 413-624-3646.
- Apple orchard, 120+ trees. Offer crop in exchange for maintenance. 978-343-0913.
- Farmstand packaging, strawberry pick your own trays, pulp containers, strawberry and blueberry shipping flats. Empire Packaging Company. Your packaging resource. 508-426-7813 or 800-562-5520.
- Subscribe to the New England Farm Bulletin. \$17/year includes 2 free farm classifieds or \$17 in free information booklets, monthly publication, annual almanac, New England fairs and farmers' market directory, monthly farm classifieds and features, access to rare farm topics and more! NEFB, Dept. MA, PO Box 67, Taunton, MA 02780.

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.

E-mail, fax or mail ads 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

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CALENDAR

- March 12-13 - **3rd annual New England Farmers' Direct Marketing Conference & Trade Show**, Holiday Inn Boxborough Woods, Boxborough, Mass. Contact: Charlie Touchette, 413-529-9100, info@massfarmstands.com.
- March 12 - **Transferring The Farm Workshop**, 9:00 am to 3:30 pm, at the Clarion Hotel and Conference Center, Northampton. Sponsored by UMass Extension through a grant from the Northeast Center for Risk Management Education. The workshop will help

- farmers navigate the farm transfer process. \$15 per person if registered before March 5 (includes registration, a workshop packet and lunch). \$20 per person after March 5. Contact Debra Heleba at 802-656-0233 or debra.heleba@uvm.edu.
- **March 15-23 - New England Spring Flower Show** at the Bayside Expo Center, Boston. Sponsored by the Massachusetts Horticultural Society. Come see MDFA's exhibit on invasive species! For show information, visit www.massshort.org.
 - **March 16 - Following the Food Chain: The Politics & Ecology of Eating**, a lecture by Michael Pollan, Science Journalist & Best-Selling Author. 2:00 pm at St. James Church, 352 Main Street, Great Barrington. Sponsored by Berkshire Grown. Tickets \$10. Contact Billie Best at 413-644-8971 or billie@billiebest.com
 - **March 18 - 3rd Massachusetts Organics Recycling Summit: Mapping the Future**, 8:30am to 3:00pm, Boxborough Holiday Inn. Sponsored by the Mass. Dept. of Environmental Protection. This year's summit provides highlights of success stories for managing organics diversion from restaurants and grocery stores, tools and resources to achieve results, and updates on trends. For a registration form visit www.mass.gov/dep/recycle/compost.htm. Register by March 12 to ensure lunch. The cost of the event ranges from \$15 to \$30; \$5 discount for early registration.
 - **April 1 - Agriculture Day at the Statehouse**. Farmer visits with legislators, speaking program and Taste of Massachusetts reception. Contact Mary Jordan, 617-626-1750, Mary.Jordan@state.ma.us.
 - **April 5 - Community Shearing Day**, 8:00 am - 3:00 pm at Norfolk County Agricultural High School, Walpole. Sponsored by the Norfolk County Agricultural High School Animal Science Club. Professional sheep shearer will electrically shear sheep for \$9 per head. Hoof trimming will also be available. Skirting tables available for those wishing to skirt fleeces. Rain or shine. Reservations required. Contact Suzanne Green 508-668-0268 ext 339.
 - **April 8, 15, 22 - Plant Preview Days** at greenhouses throughout Massachusetts. Coordinated by the UMass Extension Floriculture Program. (See item in this newsletter for more info.) Contact: Tina Smith 413-545-5306 or Paul Lopes 508-295-2212 ext. 24
 - **May 14 - The 2003 Institute of Food Technologists Annual Food Expo** at Worcester's Centrum Centre. The lead topic will be "Bioterrorism and Food." Other speakers will be covering the replacement of artificial colors with natural, and creating foods with soy...without the soy taste! Supplier exhibit session. Admission to both the seminars and exhibits is Free. For details and on-line registration visit www.eventswithattitude.com. Contact: Shirley Barber at 207-839-3064.

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About the *Farm & Market Report*

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