

***Specialty Crop Block Grant Program  
2006 Specialty Crop Block Grant Program Final Report***

***Submitted by the  
Massachusetts Department of Agricultural Resources***



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***Summary***

*The Massachusetts Department of Agricultural Resources received \$107,596.35 , in program funds under the fiscal year 2006 Specialty Crops Block Grant Program to develop and implement the following project objectives that MDAR initiated along with the agricultural commodity partnerships to enhance the competitiveness of Massachusetts specialty crops. These objects strengthened opportunities for farmers and producers in Massachusetts by continuing to keep the agricultural industry viable and sustainable.*

**Massachusetts Department of Agricultural Resources ‘Culinary Tourism’ Initiative: \$62,096.35**

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## **I. Culinary Tourism in Massachusetts:**

In May 2008 the MDAR began to research and develop the concept of Culinary Tourism in Massachusetts. Culinary Tourism is not a completely new idea. It is a subset of agri-tourism that focuses specifically on the search for, and enjoyment of, prepared food and drink. Culinary Tourism promotes all *distinctive* and *memorable* gastronomic experiences. Some examples of culinary tourism “experiences” include farm cafés, farm festivals, farm based education, and farm wineries. Additionally, it includes restaurant chefs and food professionals who source and use locally grown products whenever possible. Massachusetts specialty crop growers are unique and if given an appropriate marketing platform could contribute to a culinary tourism program. Culinary Tourism is an important marketing niche that has potential to foster economic and community development for specialty crop growers, farm wineries, and hospitality and tourism markets alike.

The goals of this project were to research culinary tourism opportunities in other markets, recognize interested farm participants, investigate consumer audience demographics, provide training to interested growers and identify partnering agencies to ensure project sustainability. The outcome of these efforts would then result in the development of specific culinary tourism promotional materials as well as a comprehensive web based culinary tourism program. The MDAR is well positioned to develop and offer a culinary tourism program as part of their MassGrown and Fresher campaign which already includes a variety of agri-tourism resources for the consumer as well as technical assistance for the specialty crop grower. A formal and organized culinary tourism program would offer a complementary marketing component to MassGrown and Fresher for specialty crop growers.

## **II. Scope of Work:**

Research in culinary tourism as a travel niche has presented some compelling data. National and international tourism departments and councils recognize the benefit of promoting their region as a culinary destination. Research from the Travel Industry Association (TIA) indicates that dining is consistently among the top three favorite tourist activities, and that local cuisine is a motivating factor in choosing a destination. It is estimated that 27 million American leisure travelers engage in a culinary or wine-related activity while traveling in the past three years. Additionally, culinary travelers are younger, more affluent and better educated than non-culinary travelers. They are motivated by unique experiences, reinforcing the benefits of focusing on a destination’s individual environmental and cultural elements. On average, culinary travelers spend \$1,194 per trip, with over one-third (36% or \$425) of their travel budget going towards food-related activities. Those considered to be “deliberate” culinary travelers (culinary activities were the key reason for trip) tend to spend a significantly higher dollar amount of their overall travel budget on food-related activities (\$1,271 average trip cost; \$593 or 50% spent on food-related activities).

Similar research has been found by the International Culinary Tourism Association (ICTA) whose mission is to help food and beverage manufacturers and providers, as well as destinations and travel industry professionals, to package and promote their culinary treasures as marketable and sellable attractions. The ICTA and its related organizations accomplish their mission by facilitating partnerships between complementary organizations, assist with culinary tourism product

development and marketing, developing education, conducting and publishing research and promoting best practices in culinary tourism management.

Research on existing culinary tourism programs has produced a number of strong models to assist the MDAR in our efforts to develop our own program in Massachusetts. Many state Department of Agriculture, buy-local campaigns and agriculture related non-profits highlight and promote Agri-tourism opportunities, locally grown and produced food, and farmers' markets. The Northeast region represents a variety of marketing programs that promote and support the sale of agricultural products grown, and food products processed within their state. The MDAR promotes Massachusetts Grown... and fresher, and markets a host of fun ag-tivities to the consumer while Connecticut, New Hampshire, Vermont, Rhode Island and New York State coordinate farm-to-table programs such as the Farm-to-Chef program run by the CT Dept of Ag, The New Hampshire Farm to Restaurant Connection (NHFRFC), The Vermont Fresh Network (VFN), Rhode Island Farm Ways, and the Pride of New York program. Additionally, tourism councils and travel and tourism bureaus have begun to promote regional culinary tourism opportunities across the country. Culinary tourism opportunities exist seasonally and offer a variety of experiences for the culinary traveler ranging from the Chilton County Peach Festival Cook-Off in Alabama held in August to the Oyster Shucking Competition held at The Wellfleet Oyster Festival on Cape Cod in October. A variety of annual Wine and Food Festivals occur across the country and are well received by travelers near and far. Culinary Tourism experiences lure those whom locally grown food matters as well as those with an interest in regional cooking.

In 2007 The Canadian Tourism Commission (CTC) released *Experiences*, a 55 page toolkit for tourism partners big and small, from coast to coast to help advance and brand Canada as a global tourism destination. The CTC research indicates a number of compelling marketing strategies. Today's travelers are looking for experiences. Historically, many destinations marketed itself as a series of products or commodities (hotels, scenic views, and general activities); today we have the opportunity to focus on promoting the overall travel experience, most importantly what will be remembered. Therefore the culinary traveler is also a cultural traveler. Tourism campaigns and brands are now designed to make an emotional connection with travelers. Travel for many is seen as a genuine way to truly experience life and the world. Culinary Tourism experiences specifically speak to all five senses and it is defined by geography, culture and personal exploration. Culinary Tourism opportunities in Massachusetts can deliver a unique sense of place, leaving the visitor with a feeling that they could not have the same experience anywhere else. The culinary traveler prefers spontaneous events and unique discoveries. They are not intimidated by unfamiliar locations or situations and are willing to endure uncomfortable transportation and limited amenities. They are more interested in deep, meaningful experiences than seeing all of the "must see" attractions. A good example of a genuine experience can be found at [www.lighthousepicnics.ca](http://www.lighthousepicnics.ca). Lighthouse Picnics serve up a feast of food, history and culture in picturesque Newfoundland. Distinctive picnic lunches are prepared using local and organic ingredients then paired with an interpretive tour or cultural event at Ferryland Lighthouse. Guests enjoy a combination of food, history, culture and a breathtaking view.

A concise model of a culinary tourism program is the recent effort made by the Carbondale Convention & Tourism Bureau in Southern Illinois. Food Fun & Folks is a collaborative effort between the Bureau and the Southern Illinois University Carbondale's Hospitality and Tourism

Administration Program. The Illinois Bureau of Tourism awarded the partners a \$100,000 two-year grant to draw culinary tourists to the region. Their efforts began with a survey to growers, restaurants, winery operators and other likely culinary purveyors in the region's 22 counties. Survey results indicated that they first need to build awareness of what culinary tourism is all about. Responses also indicated that there is a need for training in areas of customer service, food safety, marketing and public relations. Results have led to a preliminary plan that includes a website, [www.foodfunfolks.org](http://www.foodfunfolks.org) and a newsletter. Website content includes information for the culinary traveler that ranges from farmers' markets, specialty farms, wineries, restaurants, lodging, events and recipes. A second survey is being developed to target 2,000 households full of potential tourists from surrounding area in St. Louis, Indiana, Kentucky and Arkansas. The second survey will help identify existing culinary draws and hopefully also suggest new ones thus giving them the fundamentals for developing a marketing plan.

Another strong model can be found in the neighboring state of Indiana. The Indiana Foodways Alliance has begun to promote many one-of-a-kind "foodie" experiences to be found in the Hoosier state, notably Indiana's own Tenderloin Trail. The Alliance is a non-profit, statewide membership based organization dedicated to the identification, promotion and preservation of the local food culture of Indiana. Their trademark is Real Food, Real Indiana and although not known as a tourism hotspot, Indiana does attract nearly 60 million leisure visitors who spend almost \$7 billion a year there. The Alliance sees an opportunity to leverage an existing strength, known for its corn, soybean, and meat production; Indiana also offers farm-fresh produce, signature foods, fine dining restaurants, wineries, and micro-breweries. Member benefits include a listing on [www.indianafoodways.com](http://www.indianafoodways.com) where the culinary traveler will find a variety of culinary trails, feasts & festivals, food facts, a food blog, regional recipes, copies of *Relish* newsletter, and relevant food news.

The Travel Alberta Network developed *CHOMP Around Alberta*, an innovative culinary tourism approach that connects area growers, food producers, and restaurants with a community of food lovers. A collaborative effort that includes the Alberta Farmers' Market Association, Dine Alberta, and Alberta Farm Fresh Producers Association, this web based resource ([www.chomparoundalberta.com](http://www.chomparoundalberta.com)) is a stimulating way to showcase local agriculture products, family owned farms, and value added products. CHOMP Around Alberta incorporates producers, processors, distributors, restaurants, chefs, media, and most importantly, the consumers. Food finds include "Off the Eaten Path" drive-it-yourself tours that include stops at farms, farm markets, festivals and restaurants as well as links to farm fresh producers, farmers' markets, participating Dine Alberta restaurants, cooking schools, caterers and B & B.

Culinary tourism program research assisted the MDAR in the development of two surveys; a survey to growers and a survey to food producers. Survey questions to growers asked if they were interested in attracting culinary travelers to their farm, to describe the culinary tourism "experience" they currently offer, and whether or not they were interested in selling their product to restaurants in their area. The survey was mailed to over 900 Massachusetts growers once in June 2008; and again in December 2008. Additionally, an electronic version of the survey was emailed through the MDAR Farm and Market newsletter to approximately 2,500 growers. Approximately 300 surveys were also distributed at several farm organization events including the Massachusetts Maple

Producers Association Annual Meeting, NOFA/Mass Winter Conference and the Massachusetts Agricultural Commission Conference. The survey is also available online.

To date we received approximately 150 completed surveys. Survey results indicated that there is a need to further explain and identify what culinary tourism is to specialty crop growers. We learned that some growers across the state are currently engaging in culinary tourism activities. Several reported unique culinary tourism opportunities that include annual farm festivals, farm cafés, on-the farm culinary education, behind-the-scenes farm tours and farm stands/store selling regional food products. Survey results also identified approximately 30 area growers who are interested in expanding their market to include selling to restaurants.

In January 2009, an additional survey was developed (see attachment 2) to learn from food producers of additional culinary tourism activities that are taking place across the state. Non-growers included approximately 20 craft breweries as well as ethnic market tour operators, food factories, culinary festival organizers, culinary schools and buy-local organizations. We have received approximately 35 surveys from a variety of off-the-farm culinary tourism opportunities, including brewery tours, local food factory tours, ethnic market tours, hands-on culinary classes, and annual festivals that celebrate native crops like cranberries, strawberries, garlic, apples, oysters, scallops, local wine and popcorn.

Survey results indicated that the concept of Culinary Tourism needed to be addressed in an arena that fosters innovative marketing concepts. The MDAR decided to hold two culinary tourism workshops as part of Harvest New England Agricultural Marketing Conference & Trade Show (HNE), a cooperative marketing program of New England's five state departments of agriculture. This conference located in Central Massachusetts was originally created in 1992 to support the sale of New England grown products through supermarket channels; the program now includes all New England food and agricultural products. Attendees are growers from across the region who gathers for several days to gain necessary and notable agricultural marketing resources.

This year's HNE conference and trade show took place from February 24 – 26, 2009 (see attachment 5). This year's conference attendees were approximately 800. Conference participants had the opportunity to attend two pre-conference workshops - one on regional Agritourism, a full trade show featuring specialty food producers showcasing unique local products, optional half day farm tours, over 20 breakout sessions with topics such as group tour agritourism, the locavore movement, culinary tourism and farm-to-table purchasing programs.

Two culinary tourism breakout sessions were coordinated under the Expanding Your Business conference track; *Culinary Tourism: Attracting Visitors to Your Farm - One Taste at a Time* and *Taking Advantage of Farm to Institution Purchasing Programs*. 71 conference participants attended the *Culinary Tourism* breakout session which included a panel of local growers, chefs and food purchasers who offered several marketing opportunities that use food and the farm as the draw to attract visitors, support local food production and create a memorable, unique culinary experience. Examples of successful farm cafés, regional specialty food production, on-the-farm dinners and special culinary events were presented to interested growers from across the New England region. 38 conference participants attended *the Farm to Institution* breakout session to learn from a variety of food service operations and chefs who are purchasing directly

from local growers, designing in-house marketing campaigns and establishing agreements to help sustain the buy-local movement.

### III. Project Achievements:

Survey results have allowed the MDAR to develop website content on [www.mass.gov/massgrown](http://www.mass.gov/massgrown) specifically related to culinary tourism opportunities in Massachusetts (see attachment 3). The MDAR marketing team has agreed to brand the initiative using the logo *Savor Massachusetts: One Taste at a Time*. Further branding, logo design and trade marking of *Savor Massachusetts* has been developed as part of Phase II of the Specialty Crop Grant allocation. A state approved graphic design and marketing contractor has been hired to design and brand the *Savor Massachusetts* logo.

Website content speaks to three different audiences: The Culinary Traveler, The Specialty Crop Grower and The Chef. Resources for the culinary traveler include links to a number of MassGrown and Fresher agri-tourism opportunities including a list of maple sugarhouse restaurants, farm stands, farmers' markets, and Pick-Your-Own farms. Moreover, the data collected from all of the surveys helped develop **new** resources of culinary tourism "experiences" including on and off-the-farm culinary education, a monthly calendar of farm festivals & culinary events, a monthly seasonal recipe, brewery tours, food production and ethnic market tours, farms with restaurants/café's, behind-the-scenes farm tours, and the Massachusetts Wine & Cheese Trails Guide. Resources for the specialty crop grower include an online version of the farm-to-table survey, contact information at the Massachusetts Office of Travel & Tourism (MOTT) for those interested in hosting a group farm tour, links to eight Massachusetts buy-local groups and a link to the International Culinary Tourism Association (ICTA) as well as an opportunity to submit farm festivals and culinary events for the calendar and a featured recipe of the month. Resources for the chef include the results provided from the Farm-to-Table survey identifying approximately 30 growers from across the state who have products they have available to sell to restaurants in their region.

In September 2008, The Executive Office of Energy and Environmental Affairs sent out a press release (see attachment 4) announcing the development of the MDAR culinary tourism initiative and the exciting start of the fall festival season. With only a minimal amount of promotion, web site analytics indicates 22,000 visitors accessing information on Pick-Your-Own apple orchards, 2,135 visitors accessing information regarding Massachusetts Agritourism farms and 1,284 visitors accessing the **new** September calendar of culinary and farm events. Our expected outcome of a 10% growth to the new website content dedicated to culinary tourism cannot be measure at this time as we just officially launched *Savor Massachusetts* on July 8, 2009. We anticipate these numbers will significantly increase as the MDAR continues to market, promote and brand, *Savor Massachusetts: One Taste at a Time* and we will be able to report more specific web analytics in our FY08 performance report.

As content for the *Savor Massachusetts* section of [www.mass.gov/massgrown](http://www.mass.gov/massgrown) developed much time and attention was directed to the design of *Savor Massachusetts* promotional materials including logo and brand development, print collaterals including 20,000 standard tri-fold brochures

(see attachment 7) and 2,000 rack card (see attachment 8). These materials will be used as a marketing tool to help draw the culinary traveler to the website to take advantage of the various culinary tourism opportunities Massachusetts as well as increase interest and participation among specialty crop grower. Brochures and rack cards will be disseminated at area farmers' markets, at farm stands, at agricultural fairs, specialty food shops, through tourism channels including national trade shows, and other appropriate culinary related events.

Much of the enthusiasm around culinary tourism opportunities in Massachusetts and the recognition of its economic potential have led to several farm dinner series coordinated by specialty crop growers, chefs and community organizations (no SCBGP funds are being used). These special farm dinners are scheduled to take place across Massachusetts during the summer and early fall of 2009. Three North of Boston farms will host farm dinners in collaboration with a local chef ([www.good-tastes.com](http://www.good-tastes.com)). These dinners will feature local food, wine, beer and entertainment and will also raise money to support a local agricultural initiative. South of Boston will also host several farm dinners in collaboration with *Outstanding in the Fields* ([www.outstandinginthefield.com](http://www.outstandinginthefield.com)), a farm dinner series organized across the country that highlights that best local fresh food of the season and serves it right in the field in which it was produced. CLASH, the annual Cape Land and Sea Harvest Festival will host its first Farm to Table event in September 2009 with Cape Cod Organic Farm, a seated formal dinner right from the fields and prepared by several local chefs. These events will be listed free of charge on the new *Savor Massachusetts* calendar of farm and culinary events (see attachment 3).

#### **IV. Project Sustainability:**

A goal of this project was to carefully identify collaborators that shared a similar vision and commitment to supporting and promoting the Massachusetts agricultural community. Careful consideration was spent to identify organizations that had the capacity and marketing resources already in place to support a culinary tourism program. Simply stated, the MDAR did not want to spend money and energy duplicating services. This project meets a present need to offer specialty crops growers an avenue to promote their businesses. Many agencies and organizations exist in Massachusetts that are invested in the economic well-being of farm business, however some are better suited to provide a long term commitment to ensure the continued viability of a culinary tourism program in Massachusetts.

The Massachusetts Office of Travel and Tourism (MOTT), Regional Tourism Councils (RTC), the Massachusetts Farm-Winery & Growers Association, as well as several buy-local groups including CISA (Franklin, Hampshire & Hampden County), Berkshire Grown (Berkshire County) and SEMAP (Southeastern Massachusetts) are interested and enthusiastic about collaborative culinary tourism opportunities with the MDAR. Additionally, the Edible Communities publications including Edible Boston, Edible Cape Cod, Edible South Shore and Edible Pioneer Valley, as well as the Chefs Collaborative, [Bostonchefs.com](http://Bostonchefs.com), and [Capecodchefs.com](http://Capecodchefs.com) are interested in potential becoming involved with the initiative.

The strongest and most viable collaboration has been established with MOTT. Both the MDAR and MOTT are in agreement that the economic future of Massachusetts can be positively

improved by promoting Massachusetts farms and culinary tourism opportunities. Over the past 15 months MOTT marketing managers have worked closely with the MDAR to educate, outreach, and collaborated with specialty crop growers, farm wineries, and hospitality and tourism professionals on how to package and promote Massachusetts as a top culinary destination.

MOTT with the help of the MDAR designed and implemented several Tourism University (Tourism U) Culinary Tourism Roundtables that took place in the fall of 2008 (see attachment 6). Roundtables were presented to a diverse group of tourism professionals in Central, MA, Cape Cod and Southeastern, MA. Roundtable participants ranged from group tour operators, hospitality sales managers, directors of marketing and communications, food and beverage managers, restaurant chefs, growers, and RTC members. Each roundtable was tailored to speak about the regional culinary tourism opportunities as well as appropriate tourism and agricultural resources available within each region. Feedback in general from over 100 participants was very positive. Participants were interested in learning more from the agricultural community on how to best include them in tourism promotions.

Additionally, the MDAR was invited to present at two RTC events, one with the Greater Springfield Convention & Visitors Bureau and one with the North of Boston Convention & Visitors Bureau. Similar to Tourism U these roundtables helped define culinary tourism, discussed the profile of the “culinary traveler”, examined the potential economic benefits of culinary tourism, provided a brief overview of what is happening in culinary tourism across the state, and identified resources to help those interested in developing a culinary tourism collaboration. Moreover, a collaborative agreement to have reciprocal links from [www.massvacation.com](http://www.massvacation.com) to [www.mass.gov/massgrown](http://www.mass.gov/massgrown) has been established and is in use.

## **V. Conclusion:**

A great deal of interest has been generated within the agricultural community and tourism sector regarding a culinary tourism program in Massachusetts. It is estimated that Massachusetts has up to 400 agri-tourism farms filled with a variety of activities including [farm bed & breakfast accommodations](#), hiking, cross country skiing, hayrides, fee hunting and fishing, to name just a few. A formal and organized culinary tourism program makes for a natural and complementary addition to these exciting recreational opportunities. Research also supports that Massachusetts is in a position to market itself as a culinary destination. With an estimated 20 million domestic travelers (defined by MOTT as anyone who travels at least 50 mile one way or stays over night) and 1.7 million international travelers in 2008 who together spend \$14.21 billion on goods and services, with roughly \$6 million being spent on food related travel expenditures. The economic impact of tourism to Massachusetts is competitive.

Two valuable lessons learned from this project is that many specialty crop growers are offering culinary tourism opportunities and are in need of additional promotional outlets, consequently culinary travelers want to visit farms and support a local food system, and they are in need of a comprehensive resource of culinary tourism opportunities. Culinary Tourism in Massachusetts presents an economic opportunity to build on the current agriculture assets many growers already have in place. Phase I of the Specialty Block Grant has built innovative collaborations among farmers, chefs, consumers and tourism professionals and has begun to

strengthen Massachusetts agriculture and make it a top culinary destination. The valuable resources developed for the MDAR website as well as the printed materials are expected to generate interest and make known to the consumer all of the unique and memorable culinary “experiences: Massachusetts farm communities have to offer, while ultimately generating a steady flow of business to specialty crop growers. A special kick-off of the *Savor Massachusetts* Culinary Tourism Program is slated to take place on July 8, 2009 at which time selected press, House and Senate representatives, industry participants, and hospitality professionals will be invited to learn about the program and potentially help promote this one of a kind culinary tourism program.

## **VI. Attachments:**

1. Survey to Growers
2. Survey to Food Producers
3. *Savor Massachusetts* Web Content
4. The Executive Office of Energy and Environmental Affairs Press Release
5. Harvest New England Agricultural Marketing Conference & Trade Show
6. Massachusetts Office of Travel & Tourism – Culinary Tourism Presentation
7. *Savor Massachusetts* Brochure
8. *Savor Massachusetts* Rack Card

**Cape Cod Cranberry Growers Association (CCCGA) Healthy Benefits Initiative: \$20,500.**

**Overall Objective:**

*To develop and implement multi-media materials that document the health benefits of cranberries, explain their daily intake to obtain those benefits, and provide recipes. This initiative is an Integral part of a regional effort with restaurateurs, growers and retailers to promote cranberries. Survey data from the national Cranberry Marketing Committee show that the more consumers learn about the health benefits of cranberries, the more cranberries they eat.*

The specific goals of the project:

- A. The creation and distribution of recipe brochures and a CD. These materials were distributed directly to growers and restaurants as well as be made available at marketing events.
- B. The creation of a cranberry cooking video to be displayed repeatedly in 30 communities. Distribution is ongoing.
- C. The construction of an interactive portal on the website to provide more detailed information to interested consumers.
- D. The development of display material to be used at a minimum of six consumer trade events in the past two years.

**Contact Information:** Dawn Gates-Allen, Communications Manager on behalf of Jeffrey LaFleur, Executive Director.

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508-759-1041 x 12

**Recipe Brochure & CD's** – As a means of education and outreach for the cranberry, we have discovered that by distributing recipes, that included health benefits, create a paper version and a cd which would contain 25 new recipes, would be a vehicle that would offer the following: Health Benefits, actual recipes for various types of usage, recipes that could be incorporated into the diet during a 12 month period. The recipes are also located on our web site and label as “new”. This link will take you to the website: <http://www.cranberries.org/cranberries/recipes.html>

**Issues:** To identify recipes that would satisfy various types of nutritional considerations for example: Low sugar, fat and calorie recipes. Twenty five recipes were created to which could be incorporated into various meals and drinks. Many people are extremely careful of their sugar intake, and we discovered that offering a variety of new recipes would create new interest for consumption of the beneficial cranberry which is dry and tart.

**Goals:** By incorporating in our public speaking engagements recipes and cd's we have found that many people have taken a reevaluation of how they can incorporate cranberries into their diet. Based on our website statistic for recipes we have found that 41% of our questions are related to utilizing cranberries from the recipe distribution.

**Results:** In collaboration of the use of “Ask the Expert” via emails; we have found that the majority of our new questions are related to utilization of cranberries and where to buy them.

Approximately 17% of our “Ask the Expert” questions are regarding where to purchase and 41% utilization for recipes were most frequently asked, as of a 12 month cycle.

**Website Resources:** [www.cranberries.org](http://www.cranberries.org), <http://www.cranberries.org/cranberries/recipes.html>  
[http://www.cranberries.org/faq/faq\\_ask.cgi](http://www.cranberries.org/faq/faq_ask.cgi)

**Purchase Software:** Interactive software was purchased during September 2008, which allowed visitors of our website to interact with a “real time cranberry grower”. Established was a website that had many question and answers that were cumulated over several years. Questions have been asked in the following topics: Utilization of the cranberry in different states, How to incorporate the cranberry in various recipes, Health Benefits, Where to purchase and Cultural Growing of cranberries. The software created a platform as a method of education and outreach, which compliments ongoing efforts for public speaking presentation, harvest celebrations and various workshops.

**Issues:** Immediately we identified that we would need to insure a response time for the questions that flowed into “Ask the Expert”. We have found that our turn around time for response is typically immediately during our normal hours of operation. If a question comes through our portal during hours we are closed, then immediately upon returning to the office, our responses are issued.

**Goals:** Our goals are very satisfactory for the response time, what we will continue to do is measure the ongoing statistics, to justify the monthly expense of the software maintenance. Statistics to date are very pleasing during the true harvest season, which is during September, October, and November. Respectively the statistics are as of an 11.5 month cycle to be 47% during the fall, 17% during the winter months, 35% during the actual growing season of the cranberries which is April through August. Total questions through the “Ask the Expert” is 21%.

**Summary Conclusion:** Our response back to each electronic question is by introducing the Communications Manager as a 4<sup>th</sup> generation cranberry grower, which has helped established a direct dialogue and level of sincere credibility, when difficult questions arise for example regarding growing or cultural practices, the questions have been easily satisfied with the ability to have grower assist with answering questions.

**Creation of Cooking Demonstration DVD:** A 53 minute DVD was created for the various new recipes that were created by the students at Johnson and Wales University, School of Culinary Arts. The demonstration was filmed during the 5<sup>th</sup> Annual Cranberry Harvest Celebration, where approximately 12,000 guests attended. Through-out the day there were several hundreds of festival guests that came into the Cooking Demonstration tent to observe a start to finish cooking demonstration for cooking with cranberries. The students were well prepared, spoke well and had incorporated a sound system. The demonstration was filmed outside under a tent. Filming was during 10am to 2pm on October 10, 2009.

**Issues:** Distribution of the 53 minute DVD has been a challenge based on the local cable access televisions timelines and seasons. The Cooking Demonstration for the cranberry has been regarded as a fall crop, and during the winter, spring and summer most local cable networks, were not

interested in viewing for public television during the first three quarters of the year this DVD. After communications we edited to 30 minutes of air time.

**Issues continued:**

We can offer a shorter version of the cooking demonstration lasting 30 minutes or a 53 minute version. The goal was to distribute the DVD to 30 networks, which we are working on currently with copying the DVD's for distribution. Complete distribution statistic will be available Mid January 2010. Each local cable access channel we have requested that the DVD be played at least 3-4 times throughout the month. This would equate to 600 hours during the October, November and December 2009. We will request that each local cable access channel provide us with a viewing schedule that will validate actual viewing hours. Final reportable outcomes will be mid January, more follow up to be documented.

**Design and Produce Exhibit Material:** As part of the ongoing efforts to educate and be available to cranberry presentation, recipes/new brochures and display screens needed to be updated. During the FY07-08 CCCGA engaged in over 25 speaking engagements, without having display screen and proper material for speaking presentations. We designed a real life image of the cranberry harvest during 2008, by utilizing the image we divided the picture into thirds, and devised a 3 screen pull up system. Guests can enjoy a speaking presentation; observe the cranberry crimson harvest pictures, while displaying our website that has driven guests to our website.

**Issues:** The picture selection for the pull up display screens captures many of the activities that happen on the cranberry bog. During speaking engagements there are many items of reference in the pictures, which allow CCCGA to educate the public of the bog activities. Items that are of extreme importance to production and cultivation of cranberries are depicted in the screens: Solar panels for renewable energy which correlate to automated irrigation systems, large piles of sand utilized for bog sanding to reduce weeds, insects and diseases, maple trees which are very invasive and damaging to cranberry bogs, marking flags and water. By captivating the real-time images, discussions can take place during speaking engagements; in turn create a platform for questions and answers.

Measurable Progress: The goal of the Specialty Crop Grant was to educate the various ways of consuming cranberries through recipe distribution, to offer health benefits, nutritional information and offer our website as a means to offer more detail and knowledge about the cranberry. We have included our website address on all materials printed and distributed and statistical information in certain areas has exceeded our goals. A breakdown of website statistics are as follows on Attachment A.

# Cape Cod Cranberry Growers Association

## Website - Statistical Information September 2007 through August 2009



<b>General Recipes</b>	<b>Number of Hits</b>
9/1/2008 to 8/25/09	26726
9/1/2007 to 8/25/08	25814
increase ↑	<b>3.53%</b>

<b>Sweet Dried</b>	
9/1/2008 to 8/25/09	6847
9/1/2007 to 8/25/08	5476
increase ↑	<b>25.04%</b>

<b>Whole Cranberries</b>	
9/1/2008 to 8/25/09	5434
9/1/2007 to 8/25/08	4117
increase ↑	<b>31.99%</b>

<b>Where To Buy</b>	
9/1/2008 to 8/25/09	6333
9/1/2007 to 8/25/08	5507
increase ↑	<b>15%</b>

<b>Cranberry Health</b>	
9/1/2008 to 8/25/09	5393
9/1/2007 to 8/25/08	4600
increase ↑	<b>17.24</b>

<b>Festival Events</b>	
9/1/2008 to 8/25/09	19116
9/1/2007 to	18728

8/25/08

increase

↑

**2.07%**

**Overall Dept  
Visit**

9/1/2008 to

8/25/09

57601

9/1/2007 to

8/25/08

47720

# Cranberry-Apple Chutney

## Ingredients

1 cup whole fresh or frozen cranberries  
2 ½ cup tart apples, peeled, cored and cubed  
½ cup apple cider vinegar  
½ cup sugar  
1 tablespoon fresh ginger, peeled, sliced  
¼ teaspoon salt  
½ cup sweetened dried cranberries  
½ cup walnuts, chopped  
¼ cup golden raisins  
½ chili pepper, seeded and chopped

1. Gather all ingredients.
2. Wash cranberries, remove stems.
3. In 5 quart heavy saucepan combine cubed apples, vinegar, sugar, ginger, salt, sweetened dried cranberries.
4. Bring to boil over high heat, stirring to dissolve sugar.
5. Reduce heat. Simmer, uncovered 5 minutes or just until apples are tender but still hold their shape.
6. Add nuts and whole cranberries. Simmer 2 minutes.
7. Remove from heat.
8. Put in tight sealing container. Store in refrigerator.



**CRANBERRY FACT:** Emerging research suggests that compounds in cranberries may prove to be a potent cancer fighter.

[www.cranberries.org](http://www.cranberries.org)

# Cranberry Jalapeno Relish

## Ingredients

12 ounces cranberries, whole fresh or frozen  
1 lime  
½ cup sugar  
2 jalapeno peppers, seeded and minced  
¼ cup cilantro, chopped fresh

1. Place cranberries in food processor; process until coarsely chopped and transfer to a mixing bowl.
2. Cut lime with peel into small chunks.
3. Add lime, sugar, and jalapenos to cranberries and mix.
4. Mix in chopped fresh cilantro.
5. Refrigerate relish for 2 or more hours to allow flavors to blend.
6. Serve chilled as a side dish to meat or poultry.

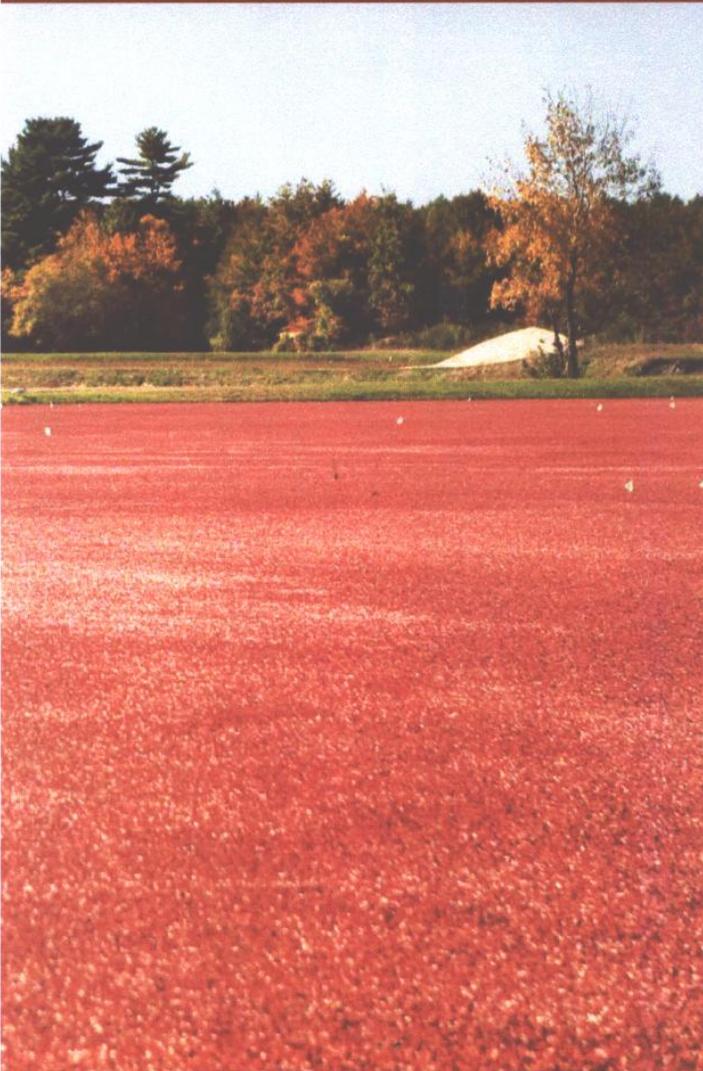


**CRANBERRY FACTS:** Emerging research suggests that the anti-stick properties found in cranberries may prevent *H. pylori* from sticking to stomach cells and causing ulcers.

[www.cranberries.org](http://www.cranberries.org)



[www.cranberries.org](http://www.cranberries.org)



Rob Barrett  
robbarrettphotography.com





# Cape Cod Cranberry Growers' Association

[www.cranberries.org](http://www.cranberries.org)



Rob Bennett  
rob@robennettphotography.com





[www.cranberries.org](http://www.cranberries.org)

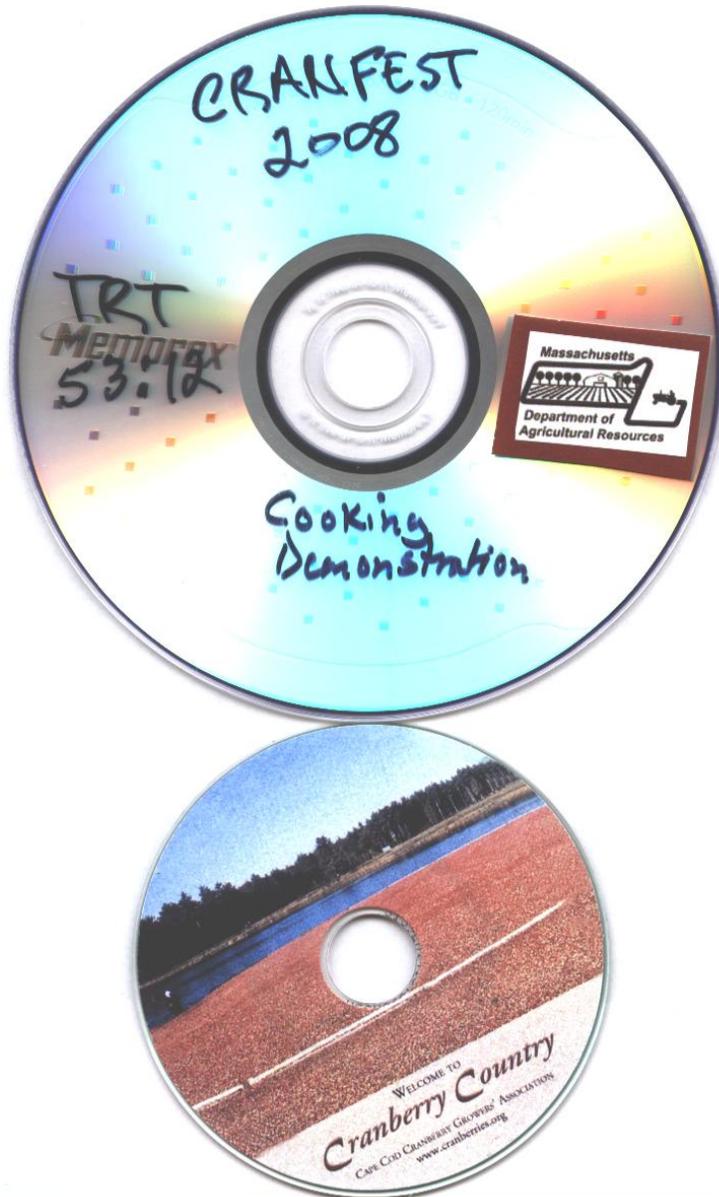


Bob Bennett  
[bobbenettphotography.com](http://bobbenettphotography.com)



Recipe cd – Contains 25 recipes, with nutritional facts, 20,000 paper copies printed  
Distributed at conferences, Mass AG Day,  
Cranberry Harvest Celebrations, 18 Speaking Engagements

Cran-fest DVD – 30 copies being prepared for distribution, DVD contains footage of  
Johnson & Wales Students preparing recipes from the above CD.  
Filming contains aerial shots of water harvest in Massachusetts.



# Get The Scoop What's Happening on the Cranberry Bog?

[www.cranberries.org](http://www.cranberries.org)

**Stages of Development**

**Winter**  
Cranberry bogs are flooded from late December through mid-March, to protect the vines and buds from winter injury. Winter floods will be removed if the oxygen and sunlight levels are not adequate for vine survival. A layer of sand is applied to the cranberry bog every few years to stimulate growth, improve drainage and control weeds, insects and fungi.

**Spring**  
Winter floods are removed; the warm sun stimulates the cranberry vines to awaken them from winter dormancy. The red coloration of the vines slowly turns green in pigmentation. Cranberry growers prepare their irrigation. Late spring migratory honey bees are introduced for pollination.

**Frost Protection**  
Water is applied through the irrigation system to protect the cranberry bud in the spring and the fruit in the fall. This can occur anytime the temperature drops below damaging levels, usually between late evening and early morning hours.

**Flags**  
Flags are used to mark disease/pest/weed management areas. For safety during water harvesting, flags locate ditches and advise the direction of vine growth which must be followed by the "egg beaters".

**Summer**  
The old rule-of-thumb is that cranberries require up to one inch of water per week during the growing season. If rainfall is inadequate, water is applied through the irrigation system. Weeds may appear on a cranberry bog during the summer. Workers hand pull weeds or wipe them with a manual or mechanical herbicide applicator.

**Fall**  
The cranberry harvest takes place once a year from mid-September through early November. There are two methods of harvesting cranberries.

**Technology**  
Irrigation Technology helps conserve energy, water and labor resources. Automated irrigation controls, some powered by solar energy, monitor temperatures and moisture levels at the cranberry bog. Electronic temperature sensors feed back information to the control box, which cranberry growers monitor from their pump house, laptop or home computer.

**Dry Harvesting**  
Walk-behind machines rake berries off the vines into boxes or bags. Berries are removed from the bogs by either bog vehicles or helicopters. Fresh fruit is delivered to a receiving station where it is graded and processed based on color and ability to bounce (soft berries will not bounce).

**Wet Harvesting**  
Water reels, nicknamed "egg-beaters" are used to stir up the water in the bogs, which dislodges the cranberries from the vines. The berries float to the surface of the water and are then corralled by wooden or plastic "booms". Berries are lifted by conveyors or pumped into a truck which takes them to a receiving station for cleaning.

**Post Management**  
Integrated Pest Management (IPM) is an ecological approach to pest control, using biological, cultural, or chemical control methods. Throughout the spring and summer, IPM scouts use insect nets and sticky traps to monitor pest activity.

Cranberry Fruit

Weed

Black-headed Flea

Grant Funded by Massachusetts Office of Travel & Tourism

<http://www.cranberries.org/faq>

Ask the Expert - FAQs - Windows Internet Explorer

http://www.cranberries.org/faq

Google Search

Ask the Expert - FAQs

**Cape Cod Cranberry Growers' Association**

About Us Cranberries Grower Services News & Events Harvest Celebration Contact Us Resources Site Map

Contentment - Ask the Expert

**Ask the Expert - Frequently Asked Questions (FAQs)**

Search FAQs:

Keywords:

Search

Top FAQs:

1. [What is the process for wet harvesting a cranberry bog?](#)
2. [How does the cranberry wetland system function?](#)
3. [I like to stock up with cranberries in the freezer to last me through much of the year, but year to year I never know when they'll disappear from the supermarket, is there a way to find out in advance? Last year they were gone before Christmas. Thanks.](#)
4. [Some of the cranberries are very watery inside instead of firm and solid. Does that mean they are past ripe and generally not eaten?](#)
5. [Why do you use helicopters?](#)

Newest FAQs:

- [Are cranberries Monocot or Dicot? Are they Angiosperm or gymnosperm? Is the cranberry a leaf, stem, root, flower or fruit? Botanically speaking like a potato is really a stem. Are the leaves coated or waxy? Fresh Fruit? A Drupe or Aposperm?](#)
- [Some of the cranberries are very watery inside instead of firm and solid. Does that mean they are past ripe and generally not eaten?](#)
- [I like to stock up with cranberries in the freezer to last me through much of the year, but year to year I never know when they'll disappear from the supermarket, is there a way to find out in advance? Last year they were gone before Christmas. Thanks.](#)
- [How does the cranberry wetland system function?](#)

Financial support for the development of the "Ask the Expert" feature was provided in part through the Massachusetts Department of Agriculture Resources' Specialty Crop Program.



Internet 100%

start | Grand Education & Re... | Renew Membership List | F&B - Microsoft Out... | Contact List of Media... | Ask the Expert - FAQ... | Document1 - Microsof...

**New England Apple Association “E-Commerce for Massachusetts Apple Growers”: \$20,000.**

*This program is intended to benefit all Massachusetts and New England orchards by providing them with Internet exposure at a nominal cost. The project has developed links on the major Internet search engines, including Google and Yahoo, for anyone seeking information about Massachusetts and/ or New England apples.*

Activities performed, targets, and/or performance goals achieved during grant period for each project.

Project Coordinator:

Russell Powell, Executive Director

New England Apple Association

Phone: 413-247-9966

Email: [nstar@comcast.net](mailto:nstar@comcast.net)

Website: [www.newenglandapples.org](http://www.newenglandapples.org)

Website Enhancements:

The Association contracted with Right Angle to make improvements to the apple website in time to promote the 2008 fresh harvest. The site needed to be totally reconfigured from its previous iteration to improve its appearance and navigation and allow orchards to update their listings from remote locations. The new and improved New England Apple Association Internet website was launched at the beginning of September. Features of the new site include:

- A slide show of images of apples and apple-growing from throughout the year on the site’s home page.
- A user-friendly, state-by-state listing of orchards replaced a single, scroll-down list. From the home page, visitors can now select “Find an orchard,” which brings them to a landing page with a map of New England. From there, a click on the state of their choosing brings them to a listing of orchards by region.
- Customized orchard listings. Member orchards are provided with a user name and password enabling them to enter current information about conditions, activities and availability of individual varieties and other fruits. Listings can be updated as often as desired.
- A pop-up Google map and directions are included for each orchard.
- A section for photography of many of New England’s apple varieties, available for download by students, educators, the media, orchards and other seeking illustrations.
- A PDF version of the Association’s newsletter, “McIntosh News,” for download by interested parties.
- A wide range of analytical tools which will guide the association’s efforts to improve the site in the future by allowing it to track the number and source of visitors, among other information.

Reciprocal Links:

The Association hired PK Associates to conduct this work last February. The project to expand the network of interconnected websites relating to tourism, agriculture, health and food is a long-term, low-cost means of building traffic to and from their respective sites. The association’s initial goal was to add 15 new sites to link to and/or who would be linked with the association.

A list of 43 potential websites suitable for recognized links was identified, and people from those organizations were contacted by letter, email and telephone. As a result of those contacts, 33 of

these sites were links page on the association website. A dozen of these organizations have added the apple association website as a link on their websites.

#### Promotions:

Two major promotions of the website were implemented: the site was listed on the Community Calendar of WBZ-TV's website and the apple website was promoted prominently on the Massachusetts Office of Travel & Tourism's website.

Index-sized recipe cards were produced for distribution of the Eastern States Exposition held in Springfield. The 17-day fair attracts more than one million visitors each year. The New England Apple Association operates an apple booth in the Massachusetts Building at the fair. The association's belief is that these recipe cards will end up in recipe boxes and be a good resource when consumers are looking for ideas on apples and where to find Massachusetts apples.

The association will continue to track the growth of the website going forward and will refine outreach accordingly. Improvements to the website have been made since completion of the original project, including adding a pull-down menu from the "Find an orchard" link on the homepage that lets visitors go directly to the state of their choice rather than to the New England map, should they desire. Visitors can now also search for orchards by zip code from the home page, and additional search opportunities are being developed by apple variety and product or commodity sold at farm stands. These new features will be in place by August 1, 2009, in time to promote the 2009 fresh harvest.

The New England Apple Association's new website includes a number of analytical tools to gauge the volume, source and patterns of visitors. This will prove to be especially helpful for evaluation purposes going forward, particularly after the first 12 months, when direct comparisons can be made to the year before.

Data from the first 11 months of the new site show nearly half a million hits and more than 29,000 visitors to the site. The heaviest months for hits were September (124,126) and October (128,858), in the midst of the 2008 fresh harvest. Traffic picked up in later winter and has remained strong since with the exception of June, when the previous year's crop is nearly sold and the 2009 crop is still several months away. July, however, saw the strongest number of visitors to date by far (5,920), and early traffic in August has remained strong.

With new search features and video added by September and an aggressive marketing campaign, we anticipate monthly visitors at 10,000 or more during the 2009 fresh harvest season.

The results of how the funding was appropriated has produced very significant results. Work performed by PK Associates included the work of the sponsored links as well as the other work listed below, including training member orchards on how to use the website's interactive features. The work performed by the Right Angle included innovative technology that has been greatly accepted by the apple growers as well as the media. The new technology has given the apple growers the opportunity to make their own changes on their individual sites (through a log-in system) and there has been great confidence from the media that the information provided on the New England Apple Growers website is accurate and up to date.

No direct income was realized from the project. The enhanced website became one of the benefits of membership in the New England Apple Association, and it has become a key tool to provide value to current members and attract new ones. The analytical tools added as part of the project will help the association quantify the website's impact for growers going forward by showing such data as the number and source of visitors, and the number of pages they visit. The association members have expressed their appreciation for all the work done to implement the project.

New England Apple Association  
 Internet website ([www.newenglandapples.org](http://www.newenglandapples.org)) traffic report

	# of visits	# of hits
September 2008	3,302	124,126
October 2008	3,784	128,858
November 2008	1,531	22,385
December 2008	1,358	18,730
January 2009	1,362	16,225
February 2009	3,075	27,732
March 2009	3,389	34,771
April 2009	2,025	25,785
May 2009	2,243	27,333
June 2009	1,342	17,177
July 2009	5,920	53,024
<b>11-month totals</b>	<b>29,331</b>	<b>496,146</b>



- Home Page
- Photo gallery
- Orchards by State
- Search by Zip Code
- Browse apple recipes
- For Stores
- Nutrition
- For teachers and schools
- Members

## THE TASTE OF NEW ENGLAND

### *Nothing is fresher or more delicious than a New England apple*

The best apples you'll ever taste are grown on New England's rocky soils. Their unique blend of sweet and tart flavors are a product of the region's long, hot summers and crisp fall days. New England apples have outstanding flavor, size and freshness. About 40 varieties of apples are commonly grown in New England. The New England apple industry is still largely family-owned. Orchards are an important community resource, adding to our quality of life and preserving open space. Explore this website, and make your next apple one that's grown in New England.



Photography by Andrea Burns and Russell Powell

### FEATURED APPLE VARIETY



#### Ginger Gold

- [Learn about this variety](#)
- [Delicious recipes](#)



[Nutritional information](#)



[From flower to fruit: the science of apples](#)



[Apples and the New England family farm](#)

[Printer Friendly](#)

**New England Departments of Agriculture Harvest New England Initiative \$5,000 Revised Final Report, February 5, 2010.**

Project Coordinator:

Mary Jordan, Director of Agricultural Development Division

Phone: (617) 626-1750, email: [mary.jordan@state.ma.us](mailto:mary.jordan@state.ma.us)

The Massachusetts Department of Agricultural Resources provided funds, along with the other New England Departments of Agriculture to support and promote “Harvest New England” an ongoing project that encourages the purchase and the use of New England Agricultural products by both retailers and consumers.

The Specialty Crops Block Grant project activities focused on the promotion of specialty crop growers participating in the Harvest New England Program. The majority of the promotion was implemented at the Eastern States Exposition (ESE) held in September in West Springfield, Massachusetts. Annual attendance is approximately 1.5 million visitors for the 17 day fair. The Harvest New England Promotion (funded through Specialty Crops) was part of the Harvest New England Kitchen Theater Pavillion located in one section (approx. 110’ x 100’) in the New England Center Building. The potential impact of visitors to this exhibit is approximately 66 % of the annual attendance to the Fair. The ESE sponsors the Harvest New England Kitchen Theater along with support from the Big Y Supermarket Chain with headquarters in West Springfield. The Harvest New England promotion display was located within the Kitchen Theater area. The State Departments of Agriculture assisted the ESE staff in coordinating regional/ nationally recognized chefs who performed cooking demonstrations highlighting New England grown/ produced products for the entire 17 days. A listing of chefs from the New England region as well as attendance seated in the Kitchen Theater is attached. These chefs were selected not only for their culinary recognition but most importantly for the use of local/ New England products in their culinary presentations. The Harvest New England promotion consisted of distributing an informational brochure highlighting the Harvest New England program (brochure previously funded – not with Specialty Crop funds) including the products represented. Three large cabinet style hutches were constructed and filled with products produced from the six New England States (property of Maine Dept. of Agriculture – no Specialty Crop funds used). Banners with the Harvest New England logo and wording adorned the walls behind the hutches and balanced the presentation of the Kitchen Theater. Responses from visitors on the Harvest New England product display ranged from great interest in learning about the diverse product line of products produced in New England to inquiring what markets offered these products. Questions as well as inquiries were referred to the Harvest New England website.

In promoting the “Harvest New England” marketing program - the Harvest New England Website has been crucial in providing information that are both informative to farmers as well as consumers on sourcing New England products. The website serves as a tool for farmers in providing marketing resource information. To the consumers, the website further explains the focus of the Harvest New England campaign. During the term of this Specialty Crop Block Grant, we assume the website experienced an increase in hits especially during ESE Fair Season, the Harvest Season and through retail messaging (see attached) However, no data on the amount of website hits have been documented.

The Harvest New England campaign has been supported by many of the large retailers located not just in the New England area but in the mid-Atlantic states as well. Retailers have included: Stop & Shop Supermarkets, Roche Brothers Supermarkets and the Big Y Supermarket chain. In the mid-atlantic States, the A & P Supermarkets through C & S Distributors of Deerfield Massachusetts have promoted the Harvest New England campaign. Several retailers have used the Harvest New England concept by featuring New England Grown. Throughout the harvest season, the Big Y Supermarket Chain utilize the Harvest New England logo in their weekly circular ads on produce from a New England State. Also, the Big Y e-newsletters have referenced the support of New England products including the Harvest New England Campaign (see attachment).

The New England Departments of Agriculture have promoted the opportunity to farmers throughout New England to use the Harvest New England logo. Specialty Crop funds were not used to fund the point-of-purchase material provided to growers. However, the Harvest New England banner purchased with Specialty Crop funds was used in a Harvest New England display at the New England Vegetable & Berry Growers Conference in December of 2009. Each New England State Department of Agriculture provided staff to maintain the Harvest New England informational booth for the 3 day conference. Staff had the opportunity to speak to over 1,000 growers at the conference. Interestingly, most discussion focused around when is it appropriate to use the Harvest New England in marketing produce versus using the respective State Marketing promotion label. The Harvest New England logo is used mostly in wholesale marketing. Some roadside stands use the logo when selling New England products. Many farmers took the point-of-purchase material to give to their wholesale accounts and/ or distributors. This form of distribution has proven to be a positive approach in effectively promoting the use of the Harvest New England log.

**EASTERN STATES EXPOSITION  
HARVEST NEW ENGLAND  
KITCHEN THEATER 2008**  
*Sponsored by Uncommon USA & Ladderworks*

**(Total visitors: 7,499)**

Friday, September 12 – *Military Appreciation Day (Total visitors: 405)*

11:00 a.m. "Great Cheeses of New England"      **75**  
1:30 p.m. Chef Rich Camerota, "Cooking with Carando"      **125**  
4:00 p.m. "Great Cheeses of New England"      **135**  
7:00 p.m. Chef Rich Camerota, "Cooking with Carando"      **70**

Saturday, Sept. 13 – *4-H & FFA Day (Total visitors: 625)*

11:00 a.m. Debi Llorens, "Travels through Spain and Italy with Chef Debi"      **75**  
1:30 p.m. Chef Rich Camerota, "Cooking with Carando"      **280**  
4:00 p.m. Debi Llorens, "Travels through Spain and Italy with Chef Debi"      **150**  
7:00 p.m. Chef Rich Camerota, "Cooking with Carando"      **120**

Sunday, September 14 – *Salute to Storrowton Day & Cultura 2008 (Total visitors: 315)*

11:00 a.m. Bear Pond Farm      **70**  
1:30 p.m. Kim Bensen, Weight Watchers Success Story      **140**  
4:00 p.m. Bear Pond Farm      **60**  
7:00 p.m. Kim Bensen, Weight Watchers Success Story      **45**

Monday, September 15 – *W. Springfield Day, sponsored by NewAlliance Bank (Total visitors: 360)*

11:00 a.m. Partners Restaurant, W. Springfield's own Mark Tansey      **60**  
1:30 p.m. Hofbrauhaus      **130**  
4:00 p.m. Bottega Cucina      **120**  
7:00 p.m. Bottega Cucina      **50**

Tuesday, September 16 – *Rhode Island Day (Total visitors: 290)*

11:00 a.m. Pillsbury® Refrigerated Pie Crust Championship      **115**  
1:30 p.m. Barbara Stetson      **80**  
4:00 p.m. Barbara Stetson      **75**  
7:00 p.m. Dennis Picard, Storrowton Village Museum      **20**

Wednesday, September 17 – *Connecticut Day, sponsored by NewAlliance Bank (Total visitors: 640)*

11:00 a.m. Metro Bis      **90**  
1:30 p.m. Metro Bis      **260**  
4:00 p.m. Lyman Orchards      **215**  
7:00 p.m. Lyman Orchards      **75**

Thursday, September 18 – *Massachusetts Day (Total visitors: 420)*

11:00 a.m. Chandler's Restaurant      **75**  
1:30 p.m. Chandler's Restaurant      **150**  
4:00 p.m. Carmelina's at the Commons      **130**  
7:00 p.m. Carmelina's at the Commons      **65**

Friday, September 19 – *New Hampshire Day*

11:00 a.m. Letty Barton, New Hampshire Maple Producers **75** (**Total visitors: 375**)

1:30 p.m. Southern New Hampshire University, Chef J. Desmond Keefe **130**

4:00 p.m. Letty Barton, New Hampshire Maple Producers **90**

7:00 p.m. ~~Southern New Hampshire University, Chef J. Desmond Keefe~~

Cancelled – Jack Ford did demonstration **80**

Saturday, September 20 – *Vermont Day/ Trustees' Day* (**Total visitors: 855**)

11:00 a.m. New England Culinary Institute, "A Culinary Tour of Vermont" **105**

1:30 p.m. New England Culinary Institute, "A Culinary Tour of Vermont" **300**

4:00 p.m. New England Culinary Institute, "A Culinary Tour of Vermont" **350**

7:00 p.m. New England Culinary Institute, "A Culinary Tour of Vermont" **100**

Sunday, September 21 – *Grange Day* (**Total visitors: 540**)

11:00 a.m. Whole Foods **125**

1:30 p.m. Whole Foods **250**

4:00 p.m. Ellie Deaner, "So Easy, So Delicious!" **130**

7:00 p.m. Ellie Deaner, "So Easy, So Delicious!" **35**

Monday, September 22 – *Springfield Day* (**Total visitors: 390**)

11:00 a.m. Fresh Acres Market **80**

1:30 p.m. John Walters, WMAS Radio's "Food Dude" **140**

4:00 p.m. Fresh Acres Market **120**

7:00 p.m. John Walters, WMAS Radio's "Food Dude" **50**

Tuesday, September 23 – *Chicopee Day, sponsored by Chicopee Savings Bank Foundation*  
(**Total visitors: 525**)

11:00 a.m. Hidden Valley Dressings "Fresh Taste for the Family" Recipe Contest **40**

1:30 p.m. Frigo's Gourmet Foods **170**

4:00 p.m. Frigo's Gourmet Foods **140**

7:00 p.m. Polish Foods Festival **175**

Wednesday, September 24 – *Agawam Day, sponsored by Taylor Rental/Taylor Rental Party Plus of Agawam* (**Total visitors: 420**)

11:00 a.m. Easy Holiday Cooking with Miller Foods **90**

1:30 p.m. Easy Holiday Cooking with Miller Foods **140**

4:00 p.m. Partners Restaurant **140**

7:00 p.m. Partners Restaurant **50**

Thursday, September 25 – *Westfield Day, sponsored by PeoplesBank* (**Total visitors: 415**)

11:00 a.m. Johnsen's Catering **120**

1:30 p.m. Johnsen's Catering **145**

4:00 p.m. Leeza's Rubs and Salad Dressings **95**

7:00 p.m. Leeza's Rubs and Salad Dressings **55**

Friday, September 26 – *N.E. Specialty Food Day* (**Total visitors: 280**)

11:00 a.m. Sherrie Brooks-Vinton, Author & Real Food Advocate **60**

1:30 p.m. Sherrie Brooks-Vinton, Author & Real Food Advocate **80** rain

4:00 p.m. Katie Wilton, "You're the Cook!" **90**

7:00 p.m. Katie Wilton, "You're the Cook!" **50**

Saturday, September 27 – *Maine Day* (**Total visitors: 360**)

11:00 a.m. Nathan Lyon, *Discovery Health*      **45**

1:30 p.m. Norma Chang      **140**

4:00 p.m. Nathan Lyon, *Discovery Health*      **125**

7:00 p.m. Norma Chang      **50**

Sunday, September 28 – *Classic Car Day* (**Total visitors: 284**)

11:00 a.m. Nathan Lyon, *Discovery Health*      **60**

1:30 p.m. Tracy Medeiros, “Dishing Up Vermont”      **100**

4:00 p.m. Nathan Lyon, *Discovery Health*      **120**

7:00 p.m. Cooking with the Glycemic Index      **4**

# Harvest New England Program in the Big Y Supermarket Chain

## Keep It Local

---

### New England's Best Food and Fun

So Close to Home:

#### Why Locally-Grown Produce is a Great Choice

We are fortunate enough to live in one of the most beautiful and fertile places in the country. The Connecticut River Valley is home to a bounty of small farms, each one cultivating its own specialties to delicious perfection. Like these local growers, Big Y is committed to providing nothing but the finest, freshest and most delicious fruits and vegetables to our customers. And we're proud to partner with New England farms who feel the same way. Our goal is to bring our shoppers the largest variety of locally-grown produce you'll find in one place.



Why should you buy local? There are so many reasons:

#### **Freshness.**

Fruits and vegetables grown on local-family farms don't have very far to go to reach your table. Sometimes they're picked and at the store for purchase on the very same day!

#### **Flavor.**

Because they're harvested at the peak of ripeness, locally-grown fruits and vegetables are bursting with flavor and grown simply to be the tastiest they can be.

#### **Variety.**

Small, local farms have the flexibility to grow small plots of more specialty items, along with heirloom and unique varieties.

#### **It's Good For the Local Economy.**

Locally-grown produce helps communities thrive. Every dollar spent on locally-produced food is a dollar that remains in your community. In fact, studies have shown that each dollar spent locally generates two dollars in income!

#### **It's Green.**

Buying locally-grown produce is good for the environment and reduces the use of fossil fuels. Did you know that the average piece of produce travels around 1,500 miles before it reaches its final

destination? Since many of our fruits and vegetables come right from our own backyard, we're able to conserve hundreds of gallons of fossil fuels.

The next time you're browsing Big Y's garden-fresh produce department, take a closer look at our bounty of locally-grown selections. Whether you choose snapping-fresh sweet corn, ripe juicy peaches or velvety soft lettuce, you're sure to see and taste the difference that cooking with locally-grown produce can make.

At Big Y we're committed to working with locally-grown businesses and farmers. We support Harvest New England and Connecticut Grown Look for the I'm Local logo for products grown or manufactured near you.

There are so many amazing small farms in Massachusetts and Connecticut. Bringing their produce to our customers is something we're pleased and proud to be able to do. Of the dozens of local growers we've partnered with, here are a couple that we'd like you to know better:

#### **E. Cecchi Farm - Feeding Hills, MA**

Big Y has been getting delicious vegetables—especially tomatoes, summer squash, corn and cabbage—from the Cecchi family for more than 60 years. Their produce is picked and trucked to stores every single day!

#### **Meadowbrook Farms - East Longmeadow, MA**

Sweet summer corn, red ripe tomatoes, summer melons and juicy strawberries are the specialties at Meadowbrook Farms.

#### **Happy Valley Organics - Whatley, MA**

This all-organic farm supplies lettuce, peppers, potatoes, squash and herbs to Big Y. Once it's harvested, it's on our shelves the very next day.

#### **Lyman Orchards - Middlefield, CT**

Lyman Orchards grows a wide variety of seasonal fruits and vegetables everything from apples to pumpkins.

## **THIS WEEK'S HARVEST FROM NATIVE FARMS**

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**SPRINGFIELD, MA ♦ (July 17, 2008)** - Big Y Foods, Inc. is pleased to offer this week's harvest from native farms throughout their 58 markets. With stores in Massachusetts and Connecticut the markets are able to contract with local growers throughout the region. This week current local vegetables hail from: Green Beans, - Fair Weather Acres Farm in Rocky Hill, Ct Cucumbers - Calabrese Farms, Southwick, Ma., DeFrancesco Farms and Christoforo Farms both from Northford, CT Pickling Cucumbers - Calabrese Farms Southwick, Ma. E. Cecchi Farms Feeding Hills, Ma. and Cecarelli Farms - Northford, Ct. Snow, Snap, & English Peas - Baggott Farms in East Windsor, Ct. Zucchini Squash - E. Cecchi Farms Feeding Hills. Ma. and Calabrese

Farms in Southwick Summer Squash - E. Cecchi Farms Feeding Hills, Ma. and Calabrese Farms in Southwick. Green Cabbage - Meadowbrook Farms East Longmeadow, Ma. Organic Kale and Collard Greens - Happy Valley Organic Coop in East Whatley, Ma. Organic Zucchini and Summer Squash - Happy Valley Organic Coop in East Whatley, Ma. Organic Potted Herbs and Basil - Happy Valley Organic Coop in East Whatley, Ma. Other local updates: Native Corn is here! Meadowbrook Farms ♦ East Longmeadow, MA & Baggott Farms ♦ East Windsor, Ct. Local Peppers, Eggplant and Tomatoes coming soon!

## Locally Grown Fall Harvest is here at Big Y!

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**SPRINGFIELD, MA ♦ (October 2, 2008)** - Big Y Foods, Inc. is pleased to offer this week's harvest from native farms throughout their 58 markets. With stores in Massachusetts and Connecticut the markets are able to contract with local growers throughout the region. This week current local vegetables hail from:

Pumpkins - Meadowbrook Farms, East Longmeadow Ma., Wilson Farms, Lexington, Ma., Squashes: Butternut, Acorn, Buttercup ♦.over 12 different varieties ♦ Plainville Farms, South Hadley Ma., E. Cecchi Farms Feeding Hills, Ma. and Calabrese Farms ♦ Southwick, Ma Local Apples ♦ Cortlands, McIntosh, and Macoun Apples & Pears - Lyman Orchards, Middlefield, Ct.; Belltown Orchards, south Glastonbury, Ct., and Mountain Orchards ♦ Granville, Ma. Decorative Gourds and Heirloom Squashes - Wilson Farms, Lexington, Ma Organic Grown Hot House Herbs & Squashes- Happy Valley Organic Coop in East Whatley, Ma

Big Y is committed to providing as many native fruits and vegetables as possible throughout the local growing season. According to Michael D♦Amour, Vice President Fresh Foods, ♦We are fortunate to have so many local farmers partnering with us every year to provide our customers with the best produce in the region. Our local efforts have made a difference for our customers, our employees, and our community. ♦

Headquartered in Springfield, MA, Big Y is one of the largest independently owned supermarket chains in New England. Proud to be family owned and operated, they currently operate 58 stores throughout Connecticut and Massachusetts with over 9,800 employees. Founded in 1936 by brothers Paul and Gerald D♦Amour, the store was named after an intersection in Chicopee, Massachusetts where two roads converge to form a ♦Y♦.

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