

Application for funding assistance from the
US Department of Agriculture, Agricultural Marketing Service
2009 Specialty Crop Block Grant Program-Farm Bill

New Hampshire State Plan
Final Report
March 1, 2013
(Revised March 18, 2013)

Submitted by the
New Hampshire Department of Agriculture, Markets & Food
In cooperation with selected Project Partners

Contact: Gail McWilliam Jellie, Director
Division of Agricultural Development
New Hampshire Department of Agriculture, Markets & Food
PO Box 2042
Concord, New Hampshire 03302-2042
Tel. (603) 271-3788
Email: gmcwilliam@agr.state.nh.us

New Hampshire State Plan 2009 Specialty Crop Block Grant Program-Farm Bill

Activities Performed:

The New Hampshire Dept. of Agriculture, Markets & Food received funding under the 2009 Special Crop Block Grant Program in November of 2009. Eight projects were approved for funding. Contracts have been implemented and approved by state authorities and are in various stages of completion. Individual project reports follow.

Project 1

Project Title: Upgrade of the NH Farmers' Market Association Website

Applicant: NH Farmers' Market Association

Final Report Previously Submitted

Project Summary:

The New Hampshire Farmers Market Association (NHFMA) website was originally software based requiring professional programming expertise to modify the website. This grant undertook to upgrade the website to be a user friendly (web based design) interface that will allow the NHFMA to upgrade the website internally.

The upgraded NHFMA website will enable the organization to further its mission to educate consumers on the benefits of a healthy lifestyle acquired through locally grown agricultural products and to understand the economic, social and ecological benefits of this lifestyle for themselves as well as farmers. The NHFMA will be better able to reach out to local producers in order to educate farmers on best management practices.

In April 2010, the NHFMA (New Hampshire Farmers Market Assoc.) updated the website at www.nhfma.org. The website was converted from software based to a web based design interface which allows the non-professional to update the site easily. Wordpress is currently being used as the content management system. The NHFMA has posted events such as NH Eat Local Month which was promoted in conjunction with NH Farmers Market Week in August of 2010 and August 2011. The NHFMA is currently promoting our workshops for farmers' market vendors at the Farm and Forest Expo on February 3rd, 2012.

Project Approach:

The total cost for the project was \$2,400. The NHFMA received \$1,650 in 2009 USDA SCBG funding with an additional funding of \$375 from the NHDAMF (NH Dept. of Agriculture, Markets and Foods) for a total of \$2,025 in funding. The NHFMA matched \$375 plus an additional \$220 in promotion costs. The matching money from NHDAMF and NHFMA more

than covered the estimated 20% of participants at NH farmers' markets that may have non-specialty crop products.

Windhill Design was paid \$1,500 for website design plus an additional \$150 in web hosting for a total of \$1,650. An ad was placed in the NH Made "Guide to Products and Services" promoting the new website and encouraging customers to "Friend Us" on Facebook. The cost of the NH Made Guide ad was \$570. In addition, NHFMA funds were used to place 4 ads in "The Hippo" newspaper at a cost of \$400 which promoted the site as well. Total costs for website design, hosting and promotion are \$2,620.

Goals and Outcomes Achieved:

The primary goal of this project was to update the NHFMA website to web based design so that content could be kept up to date. The Wordpress content management system was found to be easy to use without any prior experience with websites.

Google Analytics was utilized to track peak visits in July of 2010 as compared to July 2011. Visits to www.nhfma.org were virtually unchanged from 2010 to 2011, remaining steady at about 2,600 visits during July. Direct traffic to the site increased 40% which may indicate that the NHFMA is developing name recognition.

An organizational page was set up on Facebook. The NHFMA had over 500 fans as of January 2011 and makes regular posts on Facebook regarding meetings and events of interest to consumers and farmers market vendors. The NHFMA currently has 720 fans.

Beneficiaries:

There were 85 NH farmers markets in 2011 and over 20 Winter Farmers Markets in the 2011/2012 season. These markets are listed on the NHFMA website and promoted with posts on the NHFMA Facebook page. Consumers in NH are increasingly interested in finding locally grown and raise products. The NHFMA website and Facebook page makes this information readily available.

Lessons Learned:

Converting from a software based to a web based design for the NHFMA website was necessary for our organization to readily make updates and add content to our site of interest to farmers and consumers. Website information used in conjunction with social media such as Facebook has increase awareness of our organization and farmers markets in our state. Making sure that the website has up to date information and that posts are made frequently on Facebook does take time management. It is necessary to use tools such as a website presence and social media in today's modern society.

Contact person:

Kristine Mossey, President, NHFMA
info@nhfma.org
42 Highland Ave
Milford, NH 03055
603-673-5792

Project 2

Project Title: Kearsarge Beekeeper Association Sustainable Beekeeping Project

Applicant: Kearsarge Beekeepers Association

Final Report Previously Submitted

Project Summary:

Decreasing availability of affordable land for farming, economic and demographic factors and high property taxes combine to make specialty crops a linchpin of New Hampshire's economic engine. Specialty Crop growers depend greatly upon the work of pollinators, wild and domestic, to produce crops. Honeybees alone pollinate about \$10 million worth of crops in the US annually.

New Hampshire's long cold winters and unpredictable weather during the short growing season make beekeeping a challenge at the best of times. In recent years many additional problems have beset honey bee colonies, including parasites, fungi, viruses and contamination by fungicides and pesticides. These factors have had a cumulative negative effect, resulting in the disappearance of most feral honey bee colonies and a significantly higher average annual loss of honey bee colonies managed by beekeepers across the United States.

These higher annual losses have resulted in increased pressure on the honey bee industry as a whole. Bee package and queen producers struggle to keep up with the demand for replacement colonies in addition to new colonies. As a result, the quality of these bees has appeared to decline. In addition, the shortage of these starter colonies has caused prices to rise and has limited access of hobby beekeepers to these resources. Consequently, there has been a strong movement toward more sustainable practices and the use of alternative beekeeping methods.

This project explored alternative beekeeping in Kenyan Top Bar hives to test claims that these hives use a more natural and sustainable beekeeping methodology by reducing exposure to traditional management related stresses, such as pesticide contaminated wax foundation, intensive colony manipulation and honey bee pests and diseases. Top bar hives have been touted as easier to manage, cheaper to build and maintain, healthier for the bees—potentially increasing the bees' resistance to pests and diseases—and a more natural way of keeping bees that allows the colony to manage itself to meet its own needs. Emphasis is supposed to be placed on the health and well being of the colony as opposed to managing the colony for maximum honey production or crop pollination.

However, there is some doubt that the colonies will survive the winters in New Hampshire due to their clustering behavior. In traditional Langstroth hives, as well as in natural hives in tree cavities, bees form a tight cluster to keep warm during the cold winter months, eating the stored honey above them for energy. As the cluster consumes the honey within reach, it moves upward with the warmer air in the hive to maintain contact with available honey stores. In contrast, in top bar hives, the bees will need to move horizontally or even down and around combs to reach

available honey stores. There is some doubt that our European honey bee clusters are willing and able to move in this way.

Related project goals included expanding apiarists' expertise in sustainable beekeeping practices and raising public awareness of the importance of all pollinators to New Hampshire's food security.

Project Approach:

Beekeepers received two Kenyan top bar hives each (with the exception that 2 beekeepers received 1 hive each), plus a package of bees with a caged Italian queen to be placed in each hive. Beekeepers were allowed to replace the package queens with their own queens of other races of honey bees if they wished.

Project participants assembled the hives, installed the bees and provided starter food in the form of sugar syrup or, rarely, honey. Participants then monitored the progress of the colonies, committing to at least one inspection per month, recorded on inspection sheets specifically designed for the project by participants. Beekeeping skills varied widely, ranging from beginners with apparently very little experience to advanced beekeepers that had been practicing traditional beekeeping for several decades.

Of the 36 colonies of honey bees installed in the top bar hives, 9 were reported lost before winter due to absconding, swarms, queen failure, or starvation. 26 of the remaining 27 colonies died during the winter and early spring. Only 1 out of 36 colonies survived the winter and is entering its second season.

Beekeepers encountered several problems and setbacks during the course of this project. Although spring arrived several weeks early in New Hampshire in 2010, cold wet weather in the southern states where bee packages and queens are produced resulted in delays in spring build up and in the shipment of packages.

Top bar hive proponents portray the hives as easier to manage, cheaper to build and maintain and healthier for the bees, making them more resistant to pests and diseases. Most of the project participants agreed that the top bar hives were easier to manage in some ways. After the hives were assembled, there was very little heavy lifting involved with maintaining the hives, except for the cumbersome cover that had to be removed each time the beekeeper needed to refill the feeder or conduct an inspection. The bars were at a comfortable working height for inspections and manipulation. No reaching or twisting with heavy boxes was involved, making these hives easier on the beekeepers' backs. In addition, the bees seemed easier to handle during inspections, likely because lifting a bar for examination created a much smaller opening in the hive than when a beekeeper removes an entire box from a Langstroth hive, exposing the tops of 10 combs.

Top bar hive beekeepers have often claimed that they observe low levels of varroa mites in their hives and do not have to treat the hives. The more experienced participants in this project found these claims questionable. Although many participants reported low mite levels, this was most

likely due to the fact that these weak colonies had raised very little brood during the dearth in the summer months. Many queens stopped laying until the fall. Without the developing brood, the mites can't reproduce. A break in the brood cycle where no brood is produced for a short period is often recommended in traditional beekeeping as a way to reduce mite populations. Higher mite levels were observed in some of the stronger colonies able to build up to larger populations. Unfortunately, the hive design did not allow for conventional treatments for varroa mites, requiring improvisation on the part of the beekeeper.

Although top bar hives were touted as requiring very low input from the beekeeper, the more experienced beekeepers in this project recognized that the dry, hot weather might result in a shortage of food resources and the new colonies would not be able to draw enough comb, rear enough bees and gather enough food during the short season. These beekeepers continued to feed the bees sugar syrup and/or pollen from the time the bees were hived in May, until late fall in November. Even then, some of these beekeepers reported that they did not think the bees had stored enough honey to make it through the entire winter.

In addition to the lack of adequate feeding provisions, participants were frustrated with several other limitations of this top bar hive design. The dimensions and the shape of the hive prevented the beekeepers from being able to effectively transfer combs, brood or food stores from their Langstroth hives or nucleus hives to strengthen the top bar hive colonies. Had they been able to do so, more colonies might have survived. There also did not appear to be enough ventilation in the top bar hives during the winter months. Air movement within the hive is required to remove excess moisture, which could drip on the cluster and cause it to freeze to death. Also, the depth of the box and the close proximity of the comb to the screened bottom during colder periods in spring, fall and winter was seen as a possible detriment to the colonies, particularly smaller ones. Lack of effective tools and other equipment designed specifically for top bar hives was a common complaint as well.

Partners:

In keeping with the project's secondary goals of increasing public awareness and encouraging pollinator habitat, UNH Co-operative Extension Entomologist Alan Eaton led a spring workshop, Encouraging Native Pollinators, at Warner's Pillsbury Free Library.
Merrimack County Conservation District - Organized programming, paperwork and publishing.
Kearsarge Beekeepers Association - Participation in the project, bookkeeping, support and funds.
NH Beekeepers Association - Participation in the project, bookkeeping, compiling reports, administrative support, and publishing.
NH Department of Agriculture Market & Food - Participation in the project, conducting hive inspections upon request, compiling reports and administrative support.

Goals and Outcomes Achieved:

Educate public on alternative pollinators.

UNH Co-operative Extension Entomologist Alan Eaton led a free-to-public spring workshop, Encouraging Native Pollinators, at Warner's Pillsbury Free Library. Alan showed viewers many pollinators native to New Hampshire, some biology, and ways to increase their numbers locally. Over 25 members of the public attended in addition to the grant participants and KBA members.

Potentially offer a low cost, low input, simpler method of beekeeping in TBH for small scale (local) pollination and/or honey production.

Top bar hives can be significantly cheaper to build than Langstroth hives, and some aspects of beekeeping in the top bar hive are easier. Top bar hive beekeepers may spend less on equipment, but this project could not verify this as the participants felt that alternative equipment designed specifically for these hives was needed. In addition, feeding the colony and treating for pests and diseases were more challenging in the top bar hive. None of the participants had any surplus honey to harvest. In fact, they had to feed the bees copiously.

Prepare beekeepers, of all skill levels for the difficulties inherent in the TBH design and management for the Northeast.

Two top bar hive informational meetings were held to teach members how to setup and maintain top bar hives, including one session taught by Christy Hemenway, the producer of the hives. The first meeting was held at the home of Kearsarge Beekeepers Association (KBA) President in E. Andover NH with approximately 40 people in attendance. The second meeting was held at The Owen Farm in Warner NH with over 60 people in attendance. An additional 3 informational meetings for participants were held after the regular KBA meetings in Warner NH at the Warner Library. A phone survey to the participants was conducted in February 2010.

Explore sustainability of TBH Beekeeping using less chemical controls in a more natural environment

One of, if not the, biggest problem beekeepers currently face is varroa mite control. The mites damage and transmit diseases to the bees, shortening their life span and making them more susceptible to other pests and diseases. The top bar hive method of beekeeping did not appear to suppress varroa mite levels during the span of this project. The scope of the project did not allow for testing the effects on other diseases. Strong, robust colonies are able to fend off diseases better than weaker colonies, but only a small number of the top bar hive colonies in this project became strong.

Compile results into a report made available to the beekeeping communities and other interested parties locally and nationally

Project Findings Published:

www.nhbeekeepers.org

American Bee Journal January 2012 (excerpts used in larger article)

Southern Adirondack Beekeepers Association Newsletter (December 2011)

Maine State Beekeepers Newsletter (January 2012)

NH Beekeepers Newsletter (February 2012 Edition)

Merrimack County Conservation District booklet available through MCCD

Also sent to NH Farm Bureau Communicator Newsletter, All local NH Bee Associations and to Eastern Apiculture Society Newsletter (not yet published).

Promote sustainable beekeeping

Sustainable beekeeping can mean many things to different people. To some, it means "natural" beekeeping, organic to others. However, it cannot be called sustainable if one cannot keep the colonies alive through the winter. Sustainable beekeeping in New Hampshire has been promoted through the use of Nucleus colonies and local queen rearing within the Langstroth system of beekeeping. Most traditional beekeepers in New Hampshire incorporate IPM in their apiaries, and try to minimize the colonies' exposure to pesticides. By raising their own queens and bees, these beekeepers are approaching the goal of sustainable beekeeping.

This is the method that the New Hampshire Beekeepers Association, the local clubs, and many of the project's participants promote to their members and to the general public throughout the year through educational meetings (often bringing in knowledgeable speakers), colony inspections, product evaluations, private instruction, etc.

Beneficiaries:

New beekeepers entering the field will have more information to make better choices on how to keep bees successfully in New England. Local clubs can tailor their educational programming to discuss the potential difficulties with Top Bar Hives in New England.

This project has shown how difficult it is to keep bees alive and that management is needed to help them prosper. The Top Bar Hive is not ideally suited for the average beekeepers looking for colonies strong enough to offer pollination, production of sustainable amounts of honey and cost effectiveness. Traditional methods of keeping bees offer more support, are more cost effective and appear to be better for the bees and the beekeepers in our Northern climates.

Lesson Learned:

The project results reflect just how challenging it has become to keep honey bee colonies alive through a year of New England weather while colonies are simultaneously beset by so many pests and diseases. Attempting to overcome these challenges in an alternative beekeeping system such as the top bar hive adds one more major complication.

Although modern beekeeping has become very complicated, traditional beekeeping systems have a wide, knowledgeable support structure in place to aid new and experienced beekeepers alike. The top bar hive does not have an adequate level of support, so the success rate (keeping colonies alive and thriving) will likely be very low. Losing colonies can be very demoralizing, especially to new beekeepers who often become so discouraged when their colonies die that they decide to quit beekeeping altogether. Education and support from experienced mentors and local bee clubs are the keys to avoiding this scenario. We have found this knowledge and experience to be lacking.

Paradoxically, although the top bar hive design is very old, beekeepers have only recently begun developing modern methods that can cope with the challenges the bees now face. This methodology has to be tailored to each region, as beekeeping is strongly affected by local conditions. What works for beekeepers in one region of the US often does not work in other regions. Until a consistently successful methodology can be worked out for the New England states, it is the opinion of the authors of this report that top bar hive beekeeping is only recommended for more experienced beekeepers.

Contact Person:

NH Beekeepers Association:
Wendy Booth 603-679-1971
wendy_booth@comcast.net

Additional Information

Project Findings Published:

www.nhbeekeepers.org

American Bee Journal January 2012

Southern Adirondack Beekeepers Association Newsletter (December 2011)

Maine State Beekeepers Newsletter (January 2012)

NH Beekeepers Newsletter (February 2012 Edition)

Photos of top bar hives:







Project 3

Project Title: Extending the Season and Preserving the Harvest with Energy Efficient Technology

Applicant: Cheshire County Conservation District

Final Report

Project Summary:

The Extending the Season and Preserving the Harvest with Energy Efficient Technology Project exposed specialty crop growers to methods that can enhance their productivity and decrease operating costs. Offering five educational workshops, one on one farm consultations, and providing communications and resources have highlighted innovations in season extension and food preservation techniques that are energy efficient and appropriate to the scale of their business. Participants have received notification of grant opportunities and other resources to help them secure the funding for implementation of these energy efficient technologies. Project partners included the Cheshire Country Conservation District, University of New Hampshire Cooperative Extension, and Hannah Grimes Center for Entrepreneurship.

Project Purpose

The purpose of this project was to assist specialty growers of vegetable, fruit, and nursery crops by highlighting technical and financial resources that will improve the energy efficiency of their overall operations, growing season extension practices, and harvest preservation techniques. With the rapidly expanding Buy Local/Eat Local movement there is increased pressure and expanding economic opportunity for vegetable and fruit growers to have products available earlier in the season and maintain that availability into the winter months. This can be achieved through methods of season extension and on-the-farm food preservation through processing or temperature controlled storage. These measures are often energy intensive, and rising fuel costs

affect the viability of farms to develop these technologies. This project offered educational opportunities to growers who were interested in maintaining an energy efficient operation while extending their growing season or preserving their harvest. In addition to vegetable and fruit growers, nursery crop growers also benefitted by learning more about how to adopt energy efficient technologies that will reduce their input costs for heating facilities. This work has enhanced the value of NH specialty crops and encouraged the public to further appreciate our local agriculture throughout every season.

Potential Impact

There are 103 specialty crop operations growing vegetables, fruit, berry, or ornamentals in Cheshire County, according to the 2007 Census of Agriculture, that had the opportunity to benefit from this project. Though, the impact was extended much farther as participation in the educational opportunities offered by this project was not limited by county lines. All of NH's 1,286 vegetable, fruit, berry, and ornamental growers were welcome to participate and invited to do so through statewide networks and media venues. We had 205 individuals participate in this project. The beneficiaries of the project included specialty crop growers of fruit, vegetable, and nursery crops. The advantages this project has offered to growers are enhanced productivity and decreased operating costs. This has led to the development of new and the expansion of existing markets for participating growers. The overall goal was increased economic stability for specialty crop growers of vegetables, fruits, and nursery plants.

Project Approach with Outcomes (by event)

Partners worked together to offer five educational workshops for fruit and vegetable producers who were interested in extending the season and preserving the harvest with energy efficient technology. Beyond accomplishing the five workshops that were outlined in the grant proposal project partners were able to stay within the budget and go above and beyond the scope of work by offering special one on one consultations to growers interested in renewable energy and energy efficient technology as well as season extension. Resources were also obtained and made available to specialty crop growers through the funds of this grant. Please find a detailed description of activities and accomplishments below:

Workshop 1

One full day workshop was planned for 2010 and was executed on November 16, 2010 at Stonewall Farm in Keene NH. At this event there were 30 people in attendance and were a mix of farmers and service providers. This event was a great opportunity for attendees to get a snapshot of what was new in farm energy today, what resources are available to farms and see hands on what improvements can be made on the farm in greenhouses. It was a very knowledgeable group of speakers that came together to make the workshop possible. The list of speakers for the day is as follows:

9:30 Registration and Coffee

9:45 Welcome and introductions

Jen Risley, Hannah Grimes Center

Amanda Costello, Cheshire County Conservation District

10:00 Energy Conservation and Renewable Fuels for Greenhouses in New England

Vern Grubinger, UVM Extension

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11:15 Energy Audits—Nuts and Bolts

Corey Conant, EnSave

12:00 Refreshments —First Course - this meal was necessary to maintain the continuity of the meeting. This lunch was served at the location of the workshop. There was very limited time between speakers and for workshop attendees to have lunchtime refreshments we found it imperative for them to stay for lunch.

12:45 Funding Energy Audits and Energy Improvements

Brandon Smith, USDA Natural Resources Conservation Service

Sherry Paige, USDA Rural Development

Gary Oden, Small Business Development Center

Hollie Umphrey, Southern NH Resource Conservation & Development Council

1:45 Tour of Stonewall Farm—Hands on Solutions

John Bartok, University of Connecticut

2:45 Evaluation & Next Steps

Carl Majewski, UNH Cooperative Extension

Evaluation from the Event showed:

- 32% of participants learned "a little" and 64% learned "a lot" about practices to conserve energy use on farms and in greenhouses
 - 27% of participants learned "a little" and 55% learned "a lot" about what other farms in the region are doing to conserve energy
 - 91% of participants learned "a lot" about opportunities available to help fund energy-related improvements on the farm
 - 45% of participants learned "a little" and 46% learned "a lot" about conducting energy audits on their farms
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- ◆ A grower in Cheshire County reported that after attending the “Farm Energy Audits and Plans” program made changes to his greenhouse, including insulating kneewalls and installing a digital thermostat. After farm visits made with Brian Krug, he has also reconfigured the fans and ventilation for the greenhouse. He reports that these measures have saved him considerable expense with heating.
 - ◆ One grower in attendance explained in a follow up interview that as a result of attending this program they built a solar powered/solar heated farm store with a 4.5kw PV array, and a 500 gallon evacuated tube array for hot water. They reported that they secured numerous government grants, loans, and assistance to accomplish the project.

Workshop 2

A second full day workshop was planned for 2011 and was executed on March 15, 2011 at Stuart and John’s Sugarhouse and Fertile Fields Farm in Westmoreland NH. At this event there were 60 people in attendance and were a mix of farmers and service providers. This event was a great

opportunity for attendees to focus on Season Extension. We looked at cultivar selection, mulching techniques, site selection, windbreaks, and business planning. We also took a tour of a local farm to discuss how they are implementing energy efficient technologies in their season extension practices. We also heard from the USDA NRCS on the High Tunnel practice available through the Farm Bill. It was a very knowledgeable group of speakers that came together to make the workshop possible. The list of speakers for the day is as follows:

9:30 Registration and Coffee

9:45 Welcome and Introductions

Carl Majewski, UNH Cooperative Extension

10:00 Season Extension Basics, Cultivar Selection & Mulching Techniques

Becky Sideman, UNH Cooperative Extension

11:00 Cultural Practices of Season Extension: Site Selection, Microclimates, & Windbreaks

Ethan Roland, AppleSeed Permaculture

12:00 Refreshments—Stuart and John's Sugar House - this meal was necessary to maintain the continuity of the meeting. This lunch was served at the location of the workshop. There was very limited time between speakers, and for workshop attendees to have lunchtime refreshments we found it imperative for them to stay for lunch.

12:30 Business Planning: Business Considerations for Extended-Season Growing

Seth Wilner, UNH Cooperative Extension

1:15 Tour of Fertile Fields Farm Facilities: High Tunnels and Financial and Technical Assistance

Steve Pytlik, USDA Natural Resources Conservation Service
Lori Schreier and James Warren, Fertile Fields Farm

2:45 Wrap Up

Evaluation from the Event showed:

- 71% of participants felt the program enabled them "a lot", and 29% "a little" to understand the basic principles of season extension
- 63% of participants felt the program enabled them "a lot", and 33% "a little" to determine if incorporating season extension was a good fit for their operation
- 58% of participants felt the program enabled them "a lot", and 42% "a little" to learn appropriate site and crop selection for season extension
- 46% of participants felt the program enabled them "a lot", and 42% "a little" to start using season extension techniques on their farms.

Workshop 3

A third full day workshop was planned for 2011 and was executed on November 10, 2011 at the Inn at East Hill Farm in Troy NH. At this event there were 45 people in attendance and were a mix of farmers and service providers. This event was a great opportunity for attendees to focus in on food preservation, post harvest handling, and crop storage. We discussed post-harvest

handling care and storage, examined what is working at Intervale Farm in Burlington VT, learned about the flash freezer opportunities available for growers, and multi-farm storage that is efficient and effective. It was a very knowledgeable group of speakers that came together to make the workshop possible. The list of speakers for the day is as follows:

9:30 Registration and Coffee

9:45 Welcome and Introductions

10:00 Post-Harvesting Care and Storage
Becky Sideman, UNH Cooperative Extension

11:00 Crop Storage at Intervale and Lessons Learned
Andy Jones, Intervale Farm

12:00 Refreshments —Inn at East Hill Farm - this meal was necessary to maintain the continuity of the meeting. This lunch was served at the location of the workshop. There was very limited time between speakers, and for workshop attendees to have lunchtime refreshments we found it imperative for them to stay for lunch.

1:00 Flash Freezer: History and Opportunities
Garland Mason, Green Mountain College

2:00 Storing Products From Multiple Farms Efficiently and Effectively
David Dolginow, Vermont Refrigerated Storage

3:00 Wrap Up

Evaluation from the Event showed:

- A grower in Cheshire County reported that after attending this program they have made changes resulting in increased efficiency, which decreases labor costs, increased farm production, increased longevity of product, improved quality, all of which have increased profitability.

Workshop 4

A fourth full day workshop was planned for 2012 and was executed on April 6, 2013 at the Jaffrey Woman's Club in Jaffrey NH. At this event there were 40 people in attendance and were a mix of farmers and service providers. This event was a great opportunity for attendees to focus in on value-added food products and energy efficiency. We had a few case studies of local success stories highlighted (businesses that are preserving the harvest with renewable energy), a discussion on food processing options in the region, and we had speakers on funding opportunities in the area. It was a very knowledgeable group of speakers that came together to make the workshop possible. The list of speakers for the day is as follows:

9:30 Registration and Coffee

9:45 Welcome and Introductions

10:00 It's All About the Fruit
Patti Powers, Cheshire Gardens

- 11:00** **Building a New Food System with Solar-Powered Pickles**
 Dan Rosenburg, Real Pickles
- 12:00** **Lunch—Sunflowers Café**
 NH Farm Fresh Sneak Preview - Suzanne Brown, NH Institute for Agriculture and Forestry.
- 1:00** **Neighbor Made Kitchen**
 Matt Degrosky, Neighbor Made
- 2:00** **Agricultural and Small Business Operations Grant Programs**
 Steve Epstein, Rural Development
- 2:45** **Wrap Up**

Evaluation from the Event showed:

- 15% of participants learned "a little" and 85% learned "a lot" about opportunities for marketing value-added products
- 46% of participants learned "a little" and 46% learned "a lot" energy efficient systems currently in use for food processing
- 92% of participants learned "a lot" about resources available for developing value-added products

Workshop 5

A fifth full day workshop was planned for 2012 and was executed on September 18, 2012 at Monadnock Berries in Troy NH. At this event there were 30 people in attendance and were a mix of farmers and service providers. This event was a great opportunity for attendees to focus in on energy efficient irrigation in season extension high tunnel systems. We discussed the basics of high tunnel irrigation and the basic irrigation technology available today, we also discussed the innovative rainwater catchment systems for high tunnels that are being used in Iowa. It was a very knowledgeable group of speakers that came together to make the workshop possible. The list of speakers for the day is as follows:

- 1:00** **Registration and Coffee**
- 1:15** **Welcome and Introductions**
- 1:30** **Farm Tour**
 Anthony and Fenella Levick, Monadnock Berries
- 2:00** **Irrigation Basics, emphasis on energy efficiency in high tunnels**
 George Hamilton, UNH Cooperative Extension
- 3:00** **Rainwater Catchment System for High Tunnel Irrigation**
 Linda Naeve, Iowa State University Extension and Outreach
- 4:00** **Funding Opportunities**
 Steve Pytlik , USDA Natural Resources Conservation Service
- 4:45** **Wrap Up**

Evaluation from the Event showed:

- Two growers in Cheshire County reported that after attending this program they will make changes to increase the efficiency of irrigation projects on their respective farms.

Goals and Outcomes Achieved

The achievement of our expected outcomes has come to fruition. The three partnering service providers (Cheshire County Conservation District, UNH Cooperative Extension, Hannah Grimes Center for Entrepreneurship) have gained a better understanding of the energy efficient technology available for season extension and food preservation and are able to better accommodate specialty crop growers of vegetables, fruit, and nursery stock in their educational offerings. Overall the attendance at our five workshops exceeded our expectations.

In our project proposal we indicated that we thought 100 fruit, vegetable, or nursery growers that participate in the project will begin to implement energy efficient projects that extend their growing season and/or preserve their harvest. We had a total of 205 individuals participate in the programming. We have records that 20 of these participants have moved forward with USDA funding through the Natural Resources Conservation Service to construct and utilize high tunnels for extending their growing season. In hindsight we realize that the objective was unrealistic in tracking as some growers did not fill out evaluation forms and out of those that did many did not offer to be available for follow up surveys. An additional objective that we indicated in our proposal was that twenty NH fruit, vegetable, or nursery growers that participate in the project will have submitted an application to the USDA Rural Development's Rural Energy for America Program (REAP). During the course of the project we realized that this was an unrealistic objective because of the perceived and real challenges of the REAP application and program for producers. At all five of the workshops REAP was introduced as a funding source and brochures on the program were provided. At two of the five workshops we had a Rural Development representative give a presentation on the program. Participants that signed up for the Conservation District mailing list were also sent notifications of funding periods for REAP. Despite these efforts we are not aware of any participants that have applied for funding through REAP as a result of this education and outreach.

The five workshops were able to be completed successfully and under budget. As a result of this one on one farm consultations were offered for specialty crop producers to help achieve the mission of the grant proposal. The following are descriptions of the three different types of one on one farm consultations offered.

September 17 - High Tunnel Irrigation Site Visits

Linda Naeve of Iowa State University Extension will be available for site visits to discuss high tunnel irrigation options with growers. While high tunnels are inexpensive, simple, passive-solar greenhouses that allow growers to extend the season and produce high yields of quality produce earlier and later than field-grown crops, the soil around a high tunnel can erode or become saturated after rainfall. Learn how this potential problem has been turned into an asset, thanks to a project conducted by Linda and her colleagues at Iowa State University Extension.

September 26,27, and 28 - Farm Energy Options Site Visits

John Kondos of Home Efficiency Resources is a solar specialist and energy auditor. The site visit to your farm is intended to evaluate current and planned energy usage in order to assess opportunities for efficiency gains and the use of renewable energy with an eye toward season extension. First, the site visits will involve a brief review of energy usage based on existing data (electric bills, propane and/or oil bills) including electric consumption with primary uses noted (refrigeration, cold storage, electric heaters & motors, pumps, etc); water heating and space heating. This information should be consolidated before hand and a summary provided with to the consultant, along with any past initiatives including an energy audit and completed energy efficiency investments. Also please note any planned initiatives and the status of these, from near term, already budgeted to long range, in our dreams we'd like to ... (the conservation district will provide you with the information you will need to gather once you have made a request for a visit)

Next for about an hour, we'll tour the primary areas where energy is used or needed for more details and to seek opportunities. Options and ideas will be exchanged during the walk about.

Then, we'll wrap up with a conversation on priorities and pressing needs. Within two weeks a brief summary will be provided that summarizes the options and recommendations.

September 24, 27, and 28 - High Tunnel Audits

Brian Krug is a Specialist in Green house Floriculture and has been with UNH Cooperative Extension since 2008. In recent years, he has completed a number of greenhouse and high tunnel energy audits around the state. These involve an inspection of the structure itself as well as heating and ventilation systems. Based on his findings, he can offer suggestions to make greenhouses more energy efficient and productive.

Beyond the one on one farm consultations we were able to purchase the following two books and make them available to regional fruit and vegetable producers:

- Book 1- Preserving Food Without Freezing or Canning.
- Book 2 – Hoophouse Handbook and Hoophouse Update bundle.

Both of these resources were either recommendations from cooperative extension specialists or requested from specialty crop growers in our region. The distribution of these resources fits in line with the mission of the grant proposal to educate specialty crop producers on season extension and food preservation with energy efficient technology.

Throughout the three year grant period project partners worked in partnership to achieve the desired results of the programming.

Beneficiaries

The beneficiaries of this project included specialty crop producers and farm service providers. We have had over 200 participants at the five workshops and one on one consultations.

Lessons Learned

The project went smoothly and according to plan. Though, we had over budgeted for the cost of the workshop. This was a result of being able to find many speakers locally and many who did not charge large stipends or need a large travel budget. Though, we were thankful to have the additional resources that this left to offer the one on one site visits and the books for producers. We were under budget approximately \$3,000 after completing the five workshops. We did not return any of the funds to the New Hampshire Department of Agriculture Markets and Food (NHDAMF). When we realized that we would have additional funds available after completing

the five planned workshops we inquired with the NHDAMF about utilizing these funds to hire energy, irrigation, and greenhouse professionals to do one on one site visits and consultations with interested farms and to purchase resources to make available to farms at no charge. NHDAMF inquired with the USDA and their contacts confirmed that these were allowable costs because the use of the funds did not change the scope of the project. For resources we decided to purchase *The Hoophouse Handbook*, edited by Lynn Byczynski and *Preserving Food Without Freezing or Canning* by the Gardeners and Farmers of Terre Vivante. For additional information on the site visits please see the Project Approach and Goals and Outcomes Section for a detailed summary of the types of site visits completed. The Budget outlined below includes the cost for contractors, resources, and additional personnel time that was needed offer the site visits and books.

Contact Person

Amanda Costello, District Manager of the Cheshire County Conservation District
603-756-2988 ext.116
amanda@cheshireconservation.org

Additional Information

Please see attached workshop brochures (Project 3 PDFs attached).

Project 4

Project Title: The New Hampshire Christmas Tree Promotion Board Web Site

Applicant: NH/VT Christmas Tree Association

Final Report Previously Submitted

Project Summary:

The purpose of the project was to market New Hampshire farm grown trees and related products. Consumers are using the web on a daily basis to search for products and activities. The Promotion Board website needed to be updated to keep pace with the fast changing world of the internet. With this in mind a new design was developed and a Blog started.

The timeliness of the project was motivated by need to update the web site and keep up with the ever changing social media scene.

The Christmas Tree Promotion Board Programs have been self funded apart from small state grants from the Department of Agriculture.

Project Approach:

A professional photographer was engaged to take images of farms for a calendar year. This provided the base pictures to use for the new web site design. Consumers looking for tree farms and tree lots needed an easy way to find these farms. An interactive map was developed to guide consumers to the farms in the areas they were interested in.

The web site was then redesigned www.nhchristmastrees.com with these new images and flash design and went live in 2009. This site is updated annually with new tree farm information to keep it accurate.

We engaged a writer to coordinate the new Blog. She interviewed farmers and gave their stories to make a connection between the tree farms and the communities they are in. This went well with good farmer and consumer feedback.

In order to help get the “word out” about the new web site 3 different ideas were tried.

1. Online pay per click advertising was tested and found to be very expensive with little return to show for the investment. This has since been abandoned as a form of advertising.
2. New links on the site have helped it rise in the search engines.
3. A rack card was designed and distributed.
4. TV ads were developed and aired. These included a call to action contest.
5. QR codes were used in TV ads and printed material to drive people to the web site.

Goals and Outcomes Achieved:

The goal of the project was to increase sales of Christmas trees and related products in the state of New Hampshire.

This was done by increasing visibility of farms through the use of the web. In the marketing plan the web site was to be completed and then marketed through various mediums to increase web traffic.

As stated above four basic marketing avenues were pursued to increase the visibility of the web site and by doing the sales at the individual farms.

The pay per click was tested and abandoned.

Viable links were added to the web site which brought it up in the rankings.

The rack card was designed printed and distributed at;

The New England Fair, The Big E.

The Farm and Forest Expo, a New Hampshire winter consumer event.

The state rest areas on highways.

Approximately 12,000 rack cards have been distributed so far.

Three TV ads and an interactive contest were used to promote the web site during early November and December. This drove people to the web site and used an interactive component

to get e-mails which were used in Constant Contact to induce people to shop at local tree farms and lots.

QR codes were also used in the TV ads and some of the printed material.

Although sales are not individually tracked by farmers in NH there has been an increase of sales of NH products. On the farm that I manage when I asked customers how they heard about us several had seen the TV ads and then go to the web site.

Web Traffic Report

Seasonal Web Traffic: October 1 – Dec 31 – total number of visits to website:

2008 season: 11,318

2009 season: 15,480 - implemented the grant marketing activities after 2009 season

2010: 18,451

2011: 21,558

Web marketing Activity:

In May, 2010, the Blog was enhanced and features tips/news about NH Christmas Trees.

<http://nhchristmastree.blogspot.com>

The Blog has received over 9,177 visits during the 2010/11 Seasons. These visits are not counted in the visit numbers above. These are direct visits to the blog pages.

The blog is kept updated during the seasons with Christmas tree tips and farm promotions. The blog indexes well with Google and is listed on the first page of Google searches for NH Christmas Trees.

Email Marketing:

Email addresses have been gathered over the last two years and the current list now has 950 email addresses. Each year the TV ad campaign generated about 400 emails addresses. We also encouraged all visitors to the site to sign up for email news. 120 people signed up on the site. We sent two email newsletters during the 2010/11 season inviting people to visit a NH Christmas Tree Farm. The emails had an average of 35 percent open rate.

Mobile Marketing:

Created 2 QR Codes (Quick Response Codes – Mobile Codes):

The code went to a simple mobile web page that was created for this promotion with a sign up to win a wreath campaign to gather email addresses and links to the farm directory.

1 was used at Trade show and 26 people scanned it at the show.

The other was used in a TV ad and 92 people scanned the code.

Web Directory:

We upgraded the Farm Directory and Maps in both 2010 and 2011. 21 farm listings out of a total 37 Farm listings in the web directory created an account with Google Maps which help with individual mobile and web searches for NH Tree Farms.

2010 PayPerClick Campaigns:

Using the funds from this grant, NHCT participated in Google Adwords and Bing Marketing Campaigns for promoting Choose/Cut Farms and to buy Farm Fresh Trees online on the top search engines. Keywords related to Christmas Trees are very expensive in cost per click campaigns. The average cost per click on Google for Christmas trees is \$1.70+. The Google Adword campaign produced over 270,000 impressions resulting in 443 quality clicks to the website. (Bing/Yahoo campaign resulted in only 12,000 impressions and 28 click-throughs.)

Beneficiaries:

Farms in NH are the beneficiaries of the project. As more customers visit NH tree farms and lots then more related products such and wreaths and garland are also sold. This helps other businesses to grow as the farm sales increase.

There is no exact measure of this success apart from the web statistics that have been included in this report.

Lessons Learned:

Not all of the marketing strategies worked. The pay-per-click did not give a good R.O.I. The TV ads and PR about the Blog had positive results. In particular the contest which yielded viable e-mail addresses for further contact by the Promotion Board.

The QR codes worked to a lesser degree but there seems to be a lot of potential for them in the future as smart phone use increases.

Contact Person:

Nigel Manley, Director

603-444-6228

info@therocks.org

www.nhchristmastrees.com

See Appendix 1 for brochure example.

Project 5

Project Title: NH Fruit Growers Association Television Promotion

Applicant: NH Fruit Growers Association

Final Report

Project Summary:

The initial purpose of this project was to use Television advertising to enhance the general publics awareness of what the NH tree fruit industry has to offer them. These offerings included the opportunity to purchase fresh New Hampshire grown fruit directly from New Hampshire fruit growers and to stimulate their interest into visiting a NH farm where they may be able to pick the fruit themselves and enjoy other “agri-tainment” activities.

The timing for this project is perfect because our local fruit growing industry has experienced extensive shrinkage in our wholesale markets over the last 12 or so years. If our small NH family farms are to survive they will need to adapt to this changing market and focus more on direct sales to the consumer where the farmer will receive 100% of the consumers retail dollar! This means finding ways to get the customers to visit a local fruit farms and enjoy what it has to offer. Ultimately the goal of this project is to increase the financial stability of NH small family fruit farms.

Project Approach:

In 2009 the NHFGA with the assistance of Just Maple advertising of Tilton, NH produced a 30 second television add which promoted the primary specialty fruit crops that are grown in NH. This add was intended to be aired during the months of August, September, and October of 2010. However, Due to a smaller than average apple crop in the 2010 season it was decided by the NHFGA board that delaying this promotional activity for a year which had a full apple crop was in the best interest of the beneficiaries of this project.

In 2011 we began our television advertising promotion. For five weeks spanning from mid September 2011 thru mid October 2011 the NHFGA contracted with WMUR –TV 9 based out of Manchester NH and Comcast which is a provider of multiple cable television stations across New England. Both TV stations advertising executives believed that it was important to reinforce this TV advertising presence with some web based advertising as well. So we made the decision to divert some funds to placing popup and floating rich media on the companies’ home pages’ which are frequently visited by people looking for news and information.

With Each company we were able to target specific shows and times of day to air our advertising message in an attempt to catch the “Heads of Households” or “Family Decision Makers” when they were watching. Also with Comcast the adds were only run in the southern half of New Hampshire which is where our target audience is located. Being that WMUR is only a NH TV station we did not have to regionally restrict our add campaign with them.

All of the adds mentioned were created to lead potential farm customers to our organizations website: www.nhfruitgrowers.org. From there they would be able to find a farm near them or where they could source locally grown NH produce.

Goals and Outcomes Achieved:

As mentioned above our primary goal of this project was to increase the financial viability of New Hampshire’s small family fruit farms. It is difficult to measure exactly how big of an impact advertising may or may not be having on a farm businesses sales so we decided to measure our projects success by counting the number of visits we got to our NHFGA website over the span of this project. This seemed to make sense since our commercial was created to lead customers first to our website.

Our NHFGA website designer and host has been able to give us some valuable info with regards to “visits” to our website over the past 3 years. In 2009 or “visits” were 2133, in 2010 they were 5471 (a 156% increase from the year before), and in 2011 the year we began the advertising the number of visits was 6937 (a 26% increase from the year before), then in 2012 with some more

advertising our visits increased again to 9215 (a 33% increase from the year before). From this information we can assume that the advertising is working because site visits increased every year. one would think that we put a lot of money into our advertising campaign in 2010. However we did none. We actually put this grant on hold in 2010 due to a very small regional apple crop, which was going to sell with or without advertising dollars spent on it. What we did have during the 2010 harvest season was perfect weather for marketing our NH farms and the agri-tainment options they offer. I believe we had such an increase in website activity in 2010 over 2009 because everyone whom was interested was able to fit in a “trip to their local farm” that fall because the weather never dictated otherwise. The same would happen in the NH ski industry if from mid December thru march 1st we got a foot of new snow every week and had crystal clear skies everyday. No amount of advertising in our industry can overcompensate for poor marketing weather!

In 2011 we had marginal marketing weather especially when compared to 2010. Which means an above average number of rainy days and other abnormal weather events. For example Columbus Day weekend, one of our premier apple marketing weekends in NH had temperatures in the 80’s and the day before Halloween a foot of snow accumulated. These abnormal weather events did have considerable impacts on customer visits to our local NH farms. I know at my farm business we closed down entirely for Halloween day. Considering this abnormal weather I believe the 26% increase in the NHFGA website “visits” from 2010 to 2011 can and should be heavily attributed to our advertising campaign. The fact that we were able to get 26% more visitors to our website in 2011 than 2010 especially when the days which had favorable weather for outside activities was so much less means our advertising was working.

In 2012 our visits increased by 33% when compared to the 2011 numbers. During this marketing season our state experienced average seasonal weather. Meaning that it did not influence our website’s site visits tremendously in one direction or another. When you consider that our promotion during this season was only run with one of the two TV companies I believe that we can attribute some of this increase to our advertising efforts.

In the future I intend to pay attention to the number of visits that our NHFGA website gets from year to year. When considering the promotional activities for any given year and the weather which would have influenced those efforts we should be able to gain more valuable insight into how our advertising is working and also when may be the optimal time for implementing future efforts.

Beneficiaries:

During the year 2011 the New Hampshire Fruit Growers Association had 39 farms as members. These farm businesses would be the direct beneficiaries of this project because they are the farms listed on the NHFGA website which is where all of the advertising promotions directed people to look for their local farm. There are also fruit farms within New Hampshire which are not members of the NHFGA. These individual farms almost certainly received indirect benefit from these promotional activities simply because they are involved in the same industry being promoted.

Lessons Learned

I would say that the biggest lesson learned during the 3 year implementation of this grant was that advertising is beneficial in exposing the people of NH to the NH fruit industry and leads them to investigate the options available to visit a local fruit farm.

The 156% increase in “Visits” to our organizations website from 2009 to 2010 without any advertising illustrates that the weather during harvest can have a large impact on the exposure of NH farms. It is nice to see though that in 2011 with very poor marketing weather and our advertising promotion in full swing we did experience a 26% increase in site “Visits” compared to the very good 2010 numbers. This reassures me that not only did we maintain very good customer exposure during the relatively poorer weather of the 2011 marketing season but we increased those numbers by 26%. The advertising did help and was worth the effort!

As mentioned above we did delay the implementation of this project because of the small apple crop during the 2010 season. Even now looking back I believe that this was the correct decision. Our industry is subject to inconsistent supply from season to season and sometimes within a season unforeseen circumstances can have big impacts on supply. It is wise to stay nimble and have the ability to react so that resources are not wasted. In this case we did not waste this marketing campaign to sell the 2010 NH apple crop of which did not need any help to market it.

Project 6

Project Title: Marketing the “New Hampshire Maple Experience” at the Rocks Estate in Bethlehem New Hampshire.

Applicant: Society for the Protection of NH Forests

Final Report Previously Submitted

Project Summary:

The purpose of the project was to market “the New Hampshire Maple Experience” to potential visitors. The new attraction is designed for 3 distinct groups of visitor’s bus tours, family groups and school groups. Maple attractions are usually open during maple season, mid-March through mid-April. This attraction is designed to entertain guest during maple season and from June 1st through mid-October.

The timeliness of the project was motivated by the potential renovation of an historic building from 1906 and the gift of several hundred maple artifacts that were gifted with the sole purpose of displaying in a new museum. The building was renovated and the museum established at the historic Rocks Estate in Bethlehem New Hampshire. This presented the opportunity to expand the spring maple programs that have been presented at the Rocks Estate for over 30 years.

The Rocks maple programs were self developed and funded previous to this grant.

Project Approach:

A web site was developed www.nhmapleexperience.com and went live in June 2010. The site has been tweaked for easy navigation based on feedback over the past two years. Most of the family and some of the bus tour groups have found out about the maple program from searching

the internet and/or being guided to the site via other advertising media. The only disappointment was a recipe page, designed to create interaction. No body sends in recipes so we are working on a new way to get people to send information in and retrieve the information if they want it.

A professional interactive DVD has been produced that has an introduction to the property and how maple syrup production is carried out in the sugar house that they are sitting in.

The self guided Maple Trail was built and quality signage used to teach visitors the history, botany and modern production of maple syrup in New Hampshire. This trail is open to the public year round free of charge. An interactive tour of the maple museum is featured on the web site for use by anyone wishing to use the museum as a learning tool.

A rack card was designed and distributed throughout the state and out of state. Points of distribution included;

The four chambers of commerce we belong to.

The DMO for our area, White Mountains Attractions Association.

The New England Fair, The Big E.

The American Bus Association Meeting.

The state rest areas on highways.

Our own trail heads.

Our head office in Concord.

All new and renewing members of the Forest Society.

Three social media outlets have been developed and used to promote the NH Maple Experience. Two were grant, driven Facebook and a Blog, one was not YouTube. We had interaction with guests calling us and following the different media as the season progressed.

The New Hampshire Maple Museum a sub-committee of the New Hampshire Maple Producers Association has been instrumental in developing the museum during the project. The museum has revolving exhibits which will be changed for the 2013 season. The sub-committee has had regular meetings to keep the project on track and answer as well as ask questions about the attraction.

Goals and Outcomes Achieved:

All but one part of the proposed work has been achieved. The last part, an editing program for staff on the web site will be completed by January 30 2012.

The Maple programs at the Rocks have been ongoing for 30 years with variable numbers attending. The programs had been offered for one day, then one weekend and finally one day of two consecutive weekends in March. The numbers of visitors varied but were never over 250.

The New Hampshire Maple Experience is now held for 6 days and drew 700 people in both 2009 and 2010. A lodging package has been established with the program which draws people from several states to attend the program. The lodging package is offered by 12 hotels at this time. In 2009 77 people attended through packages, 2010 84 and in 2011 161. This has shown a 15 % increase followed by a dramatic 90% increase. We hope to build this program over the next 2 years working on the success so far.

The first summer or fall group to attend the NH Maple Experience was a 4H group from Montana in 2010. In 2010 2 bus groups attended. In 2011 16 bus groups visited and we have 16 bus groups booked for 2012. We hope to reach 50 buses per year by 2014.

Six school groups attended in 2009, three in 2010 and 2011. This seems to be tied to funding for travel for off site visits. We are going into schools to market the NH Maple Experience this season.

Foot traffic through the year for the free use of the attraction has been steady. Most feedback has been positive.

Web Statistics for the New Hampshire Maple Experience.

In 2010: The site had 5200 visitors June – Dec.
The site averaged 800 visitors per month that year.

2011: The site had a total of 14,484 visitors and averages 1200 visitors per month.

The Groups webpage: www.nhmapleexperience.com/groups.php can be targeted directly by Schools/Groups for tour information. 730 visits were made directly to this page.

The blog was launched January, 2011, <http://nhmaple.blogspot.com>
The blog had 711 page-views in 2011. A maple recipe contest has been featured for last year, but did not receive any entries. The blog is best used for promotions, articles and search engine listings.

Email Marketing:

A promotional email about the NH Maple Experience was sent to the Rock's mailing list during March in 2010 and 2011. Both seasonal emails were sent to approx. 634 email addresses with a 21% open rate.

Beneficiaries:

The number of people who have been educated in the specialty crop maple syrup. In 2011 this was 1,314 plus walk-ins which are not recorded. These guests increased the sales of goods in the Rocks gift shops which have 30 different vendors represented. The Forest Society benefited from the entrance fee and the net profit from the goods sold in the shops.

The New Hampshire Maple Associated benefited from the exposure of their museum artifacts and sales of NH maple syrup by consumers.

Schools students benefited from the educational experience of a program.

Families benefited by being able to have a family educational experience here at the Rocks Estate.

Hotels benefited by the number of tourists who stayed at their establishments while doing a program at the Rocks. Each of these stays was a two night stay. This in turn helps with room and meal tax for the state as well as associated expenditures such as food and gas while in the state.

Lessons Learned:

The marketing strategy to get buses in first for cash was a good one and we have seen a rise in the tour numbers. As we offer other educational tours at the property a spin off has been more groups booking for these tours as well. We will continue to do this type of marketing to increase both the maple and other tours.

We have also learned that the market for Agri- and Eco-tourism is at an all time high. Our tours are welcomed by tour operators who book for the Baby Boomer crowd. Younger people are also seeking out activities that are hands on based on rural ways of life.

Our school group programs have not increased as expected and we are working on more contact between our staff and schools to see exactly what they need. Many groups are looking for fun activities as well as education so we are looking to package with theme parks. This will give a full day of entertainment with a water park and the Rocks as the educational component.

There is also interest from overseas student groups which we are investigating. We have had some overseas student groups in the past and need to grow this sector of the business.

Contact Person:

Nigel Manley, Director

603-444-6228

info@therocks.org

www.nhmapleexperience.com

See Appendix 2 for brochure example.

Project 7

Project title: Marketing New England apples with video and Internet technology

Applicant: New England Apple Growers Association

Final Report Previously Submitted

Project Summary:

With \$5,200 in Specialty Crop funds from the New Hampshire Department of Agriculture, Markets & Food, the New England Apple Association was able to complete three video programs about apple varieties grown in New England. The funding paid for one day of videotaping (at Apple Hill Farm in Concord, New Hampshire), in October 2010, as well as post-production.

The goal of the video project was to provide educational material in a contemporary format about how apples are grown, harvested, eaten, and processed to a wide range of audiences of all ages. The New England apple industry has been without adequate educational materials for several years now. A teacher's kit popular in the 1990s was geared to preschoolers, and when

supplies were exhausted, the association did not own the material to reprint. We needed fresh materials to educate consumers of all ages in a format appropriate to the Internet; our lengthy text about how apples are grown, without artwork, became less and less effective as the Internet has evolved to feature more images and fewer words. The combination of video and the Internet promotes a broad dissemination of the information via the New England Apple Association web page, www.newenglandapples.org, the popular search engine YouTube, and through downloads.

The project enabled the New England apple industry to capitalize on the visual beauty of apples to educate consumers about a wide range of topics, from the critical role of pollination to pruning and grafting.

The three video programs are part of a 14-part series funded over two years with additional grants from the Connecticut, Massachusetts, and Maine departments of agriculture and Northeast Farm Credit's AgEnhancement program. The programs on New England apple varieties total 23 minutes and 29 seconds, and were completed over a 10-month span:

Program	Length	Completion date
New England Apples — McIntosh and Other Classics	7:30	2/23/2010
New England Apples — Old and New	8:19	2/26/2010
New England Apples — Flavors for Every Meal	7:39	2/26/2010

The programs were posted on the association Internet website and YouTube.

Project Approach:

For the three-part video series on New England apple varieties, a three-person team comprising Russell Powell, executive director of the New England Apple Association, Associate Director Bar Weeks, and videographer John Browne, spent a day videotaping owners Diane and Chuck Souther of Apple Hill Farm in Concord, New Hampshire.

The setting was Apple Hill's retail store at the orchard. Diane and Chuck took turns choosing apples from the bins of apples and describing their flavor, availability, and other special characteristics. Powell and Weeks coached the Southers on content and tone, and several takes were required for most of the featured varieties, more than 30 in all.

Browne then logged the footage and sent it to Weeks, who prepared a script with narration to organize the variety descriptions into three programs. Browne, Powell, and Weeks then edited the footage at Browne's studio, while Browne read the narration and provided an original musical score on acoustic guitar.

This approach was consistent throughout the series. Powell produced the programs, setting up the shoots, guiding the content and overseeing production. Weeks wrote the scripts and served as art director and production assistant for the videotaping. Both Powell and Weeks assisted with editing. Browne was the project's videographer, editor, and narrator.

The video project was originally conceived as a single, comprehensive program on an annual cycle of apple growing, with a total length of 10 to 15 minutes. This proved unrealistic in length, and unsuitable for the diversity of topics. Early on, we realized that to do subjects justice we had to allow programs to be longer, and presented individually.

The three-part series on apple varieties, for example, is more than 23 minutes long; a three-part series on apple pie-making is an aggregate of 22 minutes. In all, the 14 video programs are more than 90 minutes in length — more than a feature film, spread among nine discrete topics!

A consequence of this was that we reconsidered our initial idea of pressing a single narrative program on a DVD, in favor of a targeted approach taking advantage of the free posting on YouTube and locating the videos strategically on different pages of our website, according to their topic, release date, and season.

We did not encounter any unforeseen delays, and the videos were produced and posted according to our original timetable.

Goals and Outcomes Achieved:

We achieved our main goal of completing a comprehensive and informative series of video programs about popular and heirloom apple varieties cultivated in New England. The programs were posted on the Internet in two prime locations: the New England Apple Association website and the search engine YouTube. The videos were also promoted through social media, including Facebook and the apple association weblog, www.newenglandorchards.org.

We learned two main lessons from the project: 1) our initial model of a single, comprehensive video program was not ideally suited for our purposes, and 2) building traffic to the website is an ongoing task requiring multiple approaches.

Since our primary means of distributing the videos online was through YouTube and the association website, we needed to break the topics down into manageable lengths (YouTube, for example, places a 10-minute limit on individual videos). There were clear cost savings to posting the videos online for free, and the Internet makes the videos available instantly and on an ongoing basis. These are reasons enough to have amended our original vision of a single program.

The shorter videos on individual topics were also more practical for viewers who might not have the time or interest to watch a 90-minute program; they now can locate videos by topic. People can access the individual programs at any time, on their own, without requiring us to provide them with a DVD. The individual programs have also aided our ability to promote the video series throughout the website and on our weblog, rather than place all of our promotional efforts on a single program.

Even with this added ability to promote the videos, however, they did not increase traffic to the website as dramatically as we had hoped during the grant period. The association website experienced an increase of more than 100,000 hits in 2011 compared to 2010, to more than 760,000 — a 17 percent increase. But the full impact of the videos will clearly be felt over a longer time period. Rather than a sharp spike in hits as a result of the posting of the videos, we have seen a more gradual increase, and it will continue for the foreseeable future.

The varieties programs, for example, have been viewed more than 900 times to date, a relatively small number compared with some of the other programs, but it continues to grow steadily, outperforming the first year of posting (428) in year two (480, with one month to go).

The videos fulfill a major marketing and educational function for the region's apple industry, but we must continue to find creative ways to draw attention to them. The weblog is one of these, as is our quarterly newsletter, McIntosh News; projects like our search engine optimization efforts and 2012 New England Apples wall calendar, which promotes the website on every page, are others.

The key toward building and sustaining traffic to the website is to keep the material fresh and use myriad ways to publicize it. We move the videos around the website according to topic and season, highlighting different programs on the home page, for example, at different times of year. Maintaining interest and keeping the site current are reasons that we might add new video programs in the future.

Changes to the website's content will further enhance viewership of the programs. After a lengthy "feature run" on the website's home page, the three videos on New England varieties were moved to the top of the page for "Apple Varieties," for example. Pruning and grafting are now located on the website's "Learn About Apples" page, and the pie-making series can be found under "Recipes." A special page on cider currently is under construction, with a launch date of February 2012. The cider-making video will appear prominently on the new page.

The success of the video series will continue to grow, and as a result we may consider additional programs in the future, as appropriate.

We also met the goal of completing the videos within the project budget.

John Browne of Stow, Massachusetts, was both videographer and editor for the project. The post-production costs of \$3,600 were met, despite the additional length of the three programs. Post-production costs included video digitizing and editing, fine-cut editing, testing on multiple machines, and uploading on YouTube.

Browne also composed and played original music for the programs on acoustic guitar, and read the narration.

Browne graciously agreed to abide by the original financial terms, despite the changes in the final product. We appreciated his willingness to contribute additional time than was originally expected.

The matching funds from the New England Apple Association paid for 40 hours (@ \$60) for Russell Powell, who produced the programs, and 60 hours (@ \$60) for Bar Weeks, who directed the programs and wrote the scripts.

Travel included Browne, Powell and Weeks traveling to Apple Hill Farm for the videotaping. Powell and Weeks traveled to Stow several times each during the post-production to supervise the editing process.

Beneficiaries:

The educational video project was designed to have a broad impact and benefit all New England orchards, large and small, by informing consumers about many of the unusual varieties grown in the region, stimulating their interest in purchasing apples. In tandem with the videos, visitors to the website can search for individual varieties to find out where they are grown and sold, locate orchards by state, or view a photograph and written description of the variety to supplement the video description.

One distinct and quantifiable outcome of the project has been the number of hits to the association website. We anticipated a 20 percent increase in the number of hits experienced by the site; the hits increased from 652,725 in 2010 to 763,243 in 2011, an increase of 17 percent.

While this fell short of our target of a 20 percent increase, the picture for the critical fresh harvest months of September and October was dramatic: during those two months in 2010, the website attracted 239,459 hits. In September and October 2011, that number jumped to 353,427, a 48 percent increase.

Viewership of the videos has increased dramatically in 2011: during the period from February 22, 2011 (two weeks after posting the 14th and final program, on the packing house), through January 9, 2012, viewership of the videos more than doubled, from 14,339 to 33,034 (see attached spreadsheet).

We expect to see increases in both website hits and views of the videos in 2012. Together, they contribute to increased traffic to our orchards, as customers purchasing apples direct from the orchard, and online.

Lessons Learned:

We learned two main lessons from the project: 1) our initial model of a single, comprehensive video program was not ideally suited for our purposes, and 2) building traffic to the website is an ongoing task requiring multiple approaches.

Since our primary means of distributing the videos online was through YouTube and the association website, we needed to break the topics down into manageable lengths (YouTube, for example, places a 10-minute limit on individual videos). There were clear cost savings to posting

the videos online for free, and the Internet makes the videos available instantly and on an ongoing basis. These are reasons enough to have amended our original vision of a single program.

The shorter videos on individual topics were also more practical for viewers who might not have the time or interest to watch a 90-minute program; they now can locate videos by topic. People can access the individual programs at any time, on their own, without requiring us to provide them with a DVD. The individual programs have also aided our ability to promote the video series throughout the website and on our weblog, rather than place all of our promotional efforts on a single program.

Even with this added ability to promote the videos, however, they did not increase traffic to the website as dramatically as we had hoped during the grant period. The association website experienced an increase of more than 100,000 hits in 2011 compared to 2010, to more than 760,000 — a 17 percent increase. But the full impact of the videos will clearly be felt over a longer time period. Rather than a sharp spike in hits as a result of the posting of the videos, we have seen a more gradual increase, and it will continue for the foreseeable future.

The videos fulfill a major marketing and educational function for the region's apple industry, but we must continue to find creative ways to draw attention to them. The weblog is one of these, as is our quarterly newsletter, *McIntosh News*; projects like our search engine optimization efforts and 2012 New England Apples wall calendar, which promotes the website on every page, are others.

The key toward building and sustaining traffic to the website is to keep the material fresh and use myriad ways to publicize it. We move the videos around the website according to topic and season, highlighting different programs on the home page, for example, at different times of year. Maintaining interest and keeping the site current are reasons that we might add new video programs in the future.

Contact Person:

Russell Powell, senior writer, New England Apple Association
203-891-5715
russ@newenglandapples.org

Project 8

Project Title: Continuation of the Buy Local Agriculture Campaign partnership with NH Division of Travel & Tourism Development

Final Report

Project Summary:

There are three key issues affecting the New Hampshire agricultural industry and its ability to market itself and its products: 1) fewer people have a connection to agriculture and an understanding of where food and other products come from; 2) consumers indicate they want to

buy local products, but have difficulty identifying where local goods can be purchased; and 3) there is tremendous competition to local products from other parts of the USA and the world, which compounds the confusion for the consumer over what is truly local, and negatively impacts our local economies of small business who must compete with these regional US and global businesses.

Studies have shown a desire on the part of consumers to buy local products and a positive impact on the local economy when the purchase of local products is encouraged and enabled. (NH Dept. of Agriculture, Markets & Food, 2002; University of New Hampshire Cooperative Extension, 2003; University of New Hampshire 2005).

A study conducted by the University of New Hampshire in 2007 found that 90% of New Hampshire adults surveyed said they would be more likely to purchase NH farm and food products if they were labeled as such.

The New Hampshire Dept. of Agriculture, Markets & Food received funding under the 2009 Special Crop Block Grant Program in October 2009 to continue a NH Buy Local New Hampshire Agriculture Program, first established in 2007. The Dept. of Agriculture continues a partnership with the NH Division of Travel & Tourism Development to conduct this program which has contributed matching cash and in-kind funding. This has allowed non-specialty crop commodities to be included in the campaign.

The focus of the entire advertising campaign is estimated at 80-85% specialty crops and 15-20% other non-specialty crop commodities. The visual focus of the television and related internet advertising is primarily specialty crops available through farm stands, pick your own and farmers' markets. To cover the non-specialty crop inclusion in the campaign (cheese in Wine & Cheese brochure and other non-specialty crop commodities that benefit in general from the Buy Local Agriculture theme), the NH Dept. of Agriculture, Markets & Food and the Division of Travel & Tourism Development together contributed cash and in-kind spending at a level of about 37% of the total spending, which more than covers the non-specialty crop commodities.

Advertising was targeted to buying decision makers; those who made the decisions about household purchases regarding food and other home products (plants, Christmas Trees, etc.). Choices about placement of advertising (networks, specific programming, timeframes, etc.) were made based on viewer/user demographic information provided by the media and our advertising partners.

Project Approach

Activities performed since February 2012 include television advertising, brochure development and distribution, internet advertising. All activities were conducted in partnership with the NH Division of Travel & Tourism Development and their marketing contractor.

The program features a central logo:



Goals and Outcomes Achieved:

The overall goal of the **Continuation of the Buy Local Agriculture Campaign** partnership with NH Division of Travel & Tourism Development is to continue to build awareness of NH agriculture and agricultural products and to increase sales of these products.

This was accomplished with targeted television and internet advertising and brochure development and distribution.

Television advertising was placed on New Hampshire station, WMUR-TV from August – October, 2012 and for the same timeframe on selected Comcast stations. Companion banner ads also appeared on the networks' websites. The ads drove visitors to the www.agriculture.nh.gov website and there is a noticeable spike in visits while these ads air. (see attached ad examples under Project 8 file)

Additional internet advertising was conducted on Face Book. The ads featured a timely event or seasonal product and encouraged viewers to "like the NHDAMF Face Book page. Face Book follower numbers increased from 1480 to 9580 January- December 2012. (see attached ad examples under Project 8 file)

Measurable Outcomes Achieved:

- **10 percent increase in NHDAMF website visits as a result of the consumer campaign which will drive consumers to specific website(s) for information (baseline of 60,000 per year at time of application).** Our website visits continue to increase. From January-December 2011 the website showed 189,920 page views. From January-December 2012 there were 200,420 page views. Measured via Web Trends.
- **Establishment of 2 additional farmers' markets (currently 80 markets).** During the 2012 summer market season there were 78 markets reporting activity. Summer market numbers have remained somewhat static. There is still interest in establishing farmers' markets, but some communities have discovered competition from markets in neighboring communities restricts either shopper numbers, or farmer numbers. Some markets that were marginal, as far as participation, closed or merged with other locations. However, there were 31 "winter" markets operating around the state from November to May, 2012-2013, an increase of 10% from 2011-12. The winter markets are very popular

with shoppers and we have encouraged their operation and created an online directory of winter markets. (See appendices).

- **10 percent increase in farm listings on the NH Virtual Farmers' Market website (90 farms listed at time of application).** There are currently 145 farmers listed on the NH Virtual Farms' Market website, a 38% increase. The software for this site is dated and discussions have begun regarding updating the site to improve function and navigation. The scope of this update project is outside of the activities conducted with the SCBG funding
- **10 percent increase in buyer visits to the NH Virtual Farmers Marketplace website (49,000 visits From October 2008- August 2009)**The visits to the NH Virtual Farmers Market website from March 2012 through December of 2012 were 79,434. From March 2012 through February 2013, visits totaled 94,029.
- **New publications will be distributed to 20,000 consumers.** Two new publications were created and distributed in cooperation with our tourism partners. A new and expanded version of the Wine and Cheese Trails was developed with more wine producer participation and more cheese producers. An added category was chocolate makers. 60,000 brochures were printed and to date these have been distributed at selected events and at highway rest areas. Approximately 30,000 have been distributed. Chocolate makers paid a fee to participate. Cheese makers listings were covered by partner match.

The other publication was the "Experience Rural New Hampshire" brochure which is a listing of farm and rural events and activities, featuring gardens, fairs, seasonal festivals, etc. About 50% of the brochure is specialty crop related and covered by the grant funds. The rest is covered by partner match. 20,000 brochures were printed and about 18,500 have been distributed.

See attached examples of brochures and advertising (Project 8 file)

Beneficiaries:

The continuation of this effort will result in greater demand and increased sales of products at all venues, creating a positive environment for business development and expansion and generating a positive economic impact.

Consumers will benefit from new understanding of local agriculture and local products and the industry's impact on New Hampshire, socially, physically and economically. Consumers will benefit from the ability to identify local products to help them make choices and purchases. Dollars spent locally, circulate in the local economy, benefiting the local community as a whole.

People/operations impacted:

- 78 farmers markets with approximately 500 total vendors (NH Farmers' Market Association and NH Dept. of Agriculture, Markets & Food, 2012)
- 120 commercial apple growers marketing through harvest your own, farm stand operations and some farmers' markets (US Census of Agriculture, 2007)

- Over 400 vegetable and berry growers marketing through farm stands, harvest your own and farmers markets (US Census of Agriculture, 2007)
- 382 greenhouse, nursery and related businesses marketing through on-site retail outlets, farm stands and farmers' markets (US Census of Agriculture, 2007)
- 300 commercial maple producers (NH Maple Producers Association, 2006)
- 284 registered beekeepers with colonies of honeybees (NH Dept. of Agriculture, markets & Food 2012)
- 181 Christmas Tree growers (US Census of Agriculture, 2007)
- 28 NH wineries (NH Winery Association, 2012)

Lessons Learned:

New Hampshire's Agricultural products, including specialty crops, are desired by consumers. Our project has helped shoppers identify NH products and studies have shown consumers will select NH products when they are known to them. This project increases public awareness of the availability of local agricultural products and will create new opportunities and new markets for NH agricultural businesses.

The Buy Local New Hampshire Agriculture Campaign continues to be successful on multiple levels. First it has allowed NHDAMF to establish a unique partnership with New Hampshire's state tourism office which has continued beyond the scope of this individual project to the benefit of both agencies. Second, the marketing activities conducted in this campaign seem to have been successful in building awareness and demand for NH agricultural products. The interest in local food and agricultural products is booming. Farmers' market numbers have increased through the establishment of 31 winter farmers' markets in 2012-13. These markets are very popular and draw large crowds of shoppers on a regular basis.

We believe this project has been a major factor in building awareness of our local agricultural industry and encouraging consumers to buy local products. Our project will continue with additional SCBG funds and we will continue to measure our impact.

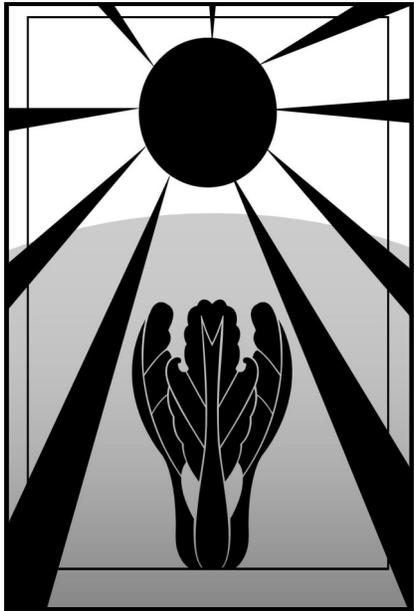
The interest in New Hampshire food and agriculture is certainly displayed via Face Book and other internet venues. Our ads have a high "click-through" rate, where viewers actually click on the ad to see more information about New Hampshire Agriculture. This further reinforces that our efforts are well-placed and effective. Face Book advertising has become an important additional component to the marketing campaign. Likes/followers numbers has increased greatly since the advertising effort began in September 2011 with approximately 1200 followers to over 10,600 today. We are also using Twitter in the communications mix and use both Face Book and Twitter in tandem, to reach selected audiences. Twitter follower numbers have also increased. Social media will continue to be a major avenue for outreach to both the consumer and the producer and will continue to be a component of the Buy Local New Hampshire Agriculture Campaign moving forward.

Contact Person:

Gail McWilliam Jellie, Director
 Division of Agricultural Development
 NH Dept. of Agriculture, Markets & Food

PO Box 2042, Concord, NH 03302-2042
Tel. (603) 271-3788
Email: gail.mcwilliam.jellie@agr.nh.gov

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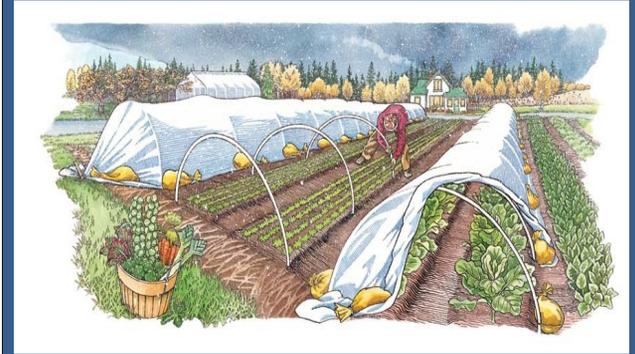
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www.cheshireconservation.org

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11 Industrial Park Dr
Walpole NH 03608

ADDRESS SERVICE REQUESTED

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Season Extension Workshop

March 15, 2011
9:30am—3pm

At Stuart & John's Sugar House,
Westmoreland

Part of the:
Extending the Season &
Preserving the Harvest with
Energy Efficient Technology Series

Season Extension Schedule

9:30am Registration and Coffee

9:45am Welcome & Introductions

Project Overview—Carl Majewski

10am Season Extension Basics, Cultivar

Selection and Mulching Techniques

Becky Sideman, UNH Cooperative Extension

**11am Cultural Practices of Season Extension:
Site Selection, Microclimates and Windbreaks**

Ethan Roland, AppleSeed Permaculture

Noon Lunch – Stuart & John's

12:30 Business Planning: Business

Considerations for Extended-Season Growing

Seth Wilner, UNH Cooperative Extension

1:15 Tour of Fertile Fields Farm

**Facilities: High Tunnels and Financial &
Technical Assistance**

Steve Pytlik, USDA Natural Resources

Conservation Service

Lori Schreier and James Warren will discuss

production of winter greens and other crops in
high tunnels

2:45 Wrap Up

Register Online at:

<http://EnergyForFood.com>

Or fill out the form on the next panel

For more information:

603-756-2988 x 116

amanda.costello@nh.nacdnet.net

Event Venue:

Stuart and John's Sugar House

Junction of Routes 12 & 63

Westmoreland, NH 03467

For directions:

Call 603-399-4486

Event Partners



**Cheshire County
Conservation District**



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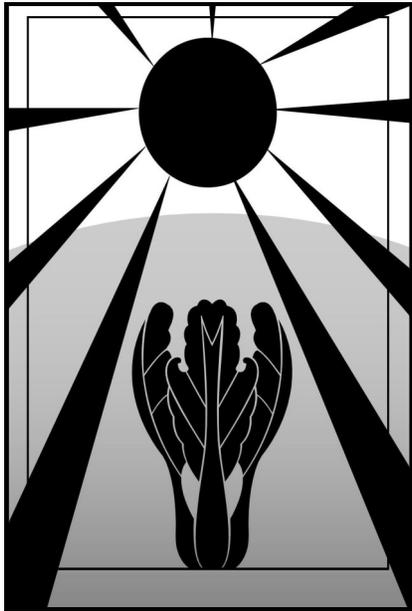
Lunch provided*

What are your goals for attending this workshop?

Are you interested in applying for a high tunnel from NRCS?

*Funding is provided by the USDA Specialty Crop Block Grant program through the New Hampshire Department of Agriculture Markets and Food.

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Post Harvest Handling & Crop Storage Workshop

November 10, 2011

9:30am—3pm

At The Inn at East Hill Farm, Troy

Part of the:

Extending the Season &
Preserving the Harvest with
Energy Efficient Technology Series

Post Harvest Handling & Crop Storage Schedule

9:30am Registration and Coffee

9:45am Welcome & Introductions

Project Overview

10am Post-Harvesting Care and Storage

Becky Sideman, UNH Cooperative

Extension

11am Crop Storage at Intervale & Lessons Learned

Andy Jones, Intervale Farm

Noon Lunch – Inn at East Hill Farm

1:00 Flash Freezer: History & Opportunities

Garland Mason, Green Mountain College
Hans Estrin, UVM Cooperative Extension,
Farm-to-Institution Program

2:00 Storing Products From Multiple Farms Efficiently and Effectively

David Dolginow, Vermont Refrigerated Storage

2:45 Wrap Up

Register Online at:

<http://EnergyForFood.com>

Or fill out the form on the next panel

For more information:

603-756-2988 x 116

amanda@cheshireconservation.org

Event Venue:

Inn at East Hill Farm

460 Monadnock Street

Troy, NH 03465

For directions:

Call 603-242-6495

Event Partners



**Cheshire County
Conservation District**



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REGISTRATION

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Walpole NH 03608

Please complete the following:

Name: _____

Business: _____

Address: _____

Phone: _____

Email: _____

Web Address: _____

General Registration: \$10

(Make checks out to CCCD)

Farmer Registration: No Charge*

Lunch provided

Vegetarian option requested

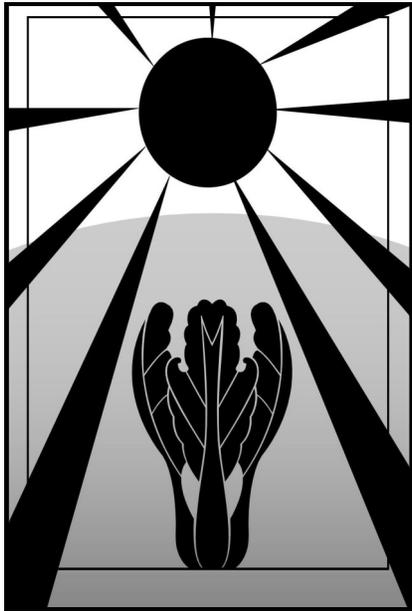
What are your goals for attending this workshop?

Are you interested in applying for a high tunnel from NRCS?

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W. Ashford NH 03608
Phone: 603.756.2988 ext.116
Fax: 603.756.2978
E-mail: Annalisa.oxford@chc.district.nh.us

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Farm Energy Audits & Plans

November 16, 2010

9:30am—3pm

At Stonewall Farm, Keene

Part of the:

Extending the Season &
Preserving the Harvest with
Energy Efficient Technology Series

Farm Energy Audits & Plans Schedule

9:30am Registration and Coffee

9:45am Welcome & Introductions

Project Overview—Jen Risley, Hannah Grimes
Center & Amanda Costello, Cheshire County
Conservation District

10am Energy Conservation and Renewable Fuels for Greenhouses in New England

Vern Grubinger, UVM Extension

11am Energy Audits, Nuts and Bolts

Craig Metz, EnSave

11:45am Lunch – First Course

12:30 Funding Energy Audits and Energy Improvements

Brandon Smith, NH NRCS

Steve Epstein, USDA Rural Development

Gary Oden, Small Business Development Center

Peggy O'Keefe, MicroCredit NH

Hollie Umphrey, Southern NH RC&D

1:15 Panel Discussion

Farmers share their experiences on energy audit
process and outcomes. Moderator: Vern
Grubinger, UVM Extension

1:45 Tour of Stonewall Farm, Hands On
Solutions @ Stonewall Farm, discussion of
their energy audit process and the improvements
made – John Bartok, Amanda Hopkins

2:45 Evaluation Next Steps—Carl Majewski,
UNH Cheshire County Cooperative Extension

Register Online at:

<http://Energyforfood.com>

Or fill out the form on the next panel

For more information:

603-756-2988 x 116

amanda.costello@nh.nacdnet.net

Event Venue: Stonewall Farm

242 Chesterfield Road, Keene, NH 03431

For directions:

Call 603-357-7278

Event Partners



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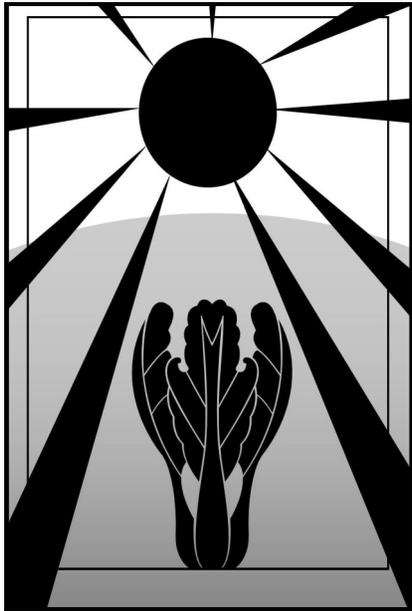
Lunch provided*

What are your goals for attending this
workshop?

Have you had an energy audit on you farm?

*Funding is provided by the USDA Specialty Crop
Block Grant program through the New Hampshire
Department of Agriculture Markets and Food.

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Value-Added Food Products & Energy Efficiency Workshop

Friday, April 6, 2012

9:30am—3pm

At the Cutler Building/
Jaffrey Woman's Club, Jaffrey

Part of the:

Extending the Season &
Preserving the Harvest with
Energy Efficient Technology Series

Value-Added Food Products Schedule

9:30am Registration and Coffee

9:45am Welcome & Introductions

10am It's All About the Fruit

Patti Powers, Cheshire Gardens

At Cheshire Garden, Patti Powers transforms her lovingly-grown berries and fruits into hand-crafted artisanal preserves, cooking the fruit with as little sugar as possible. Using photovoltaics to run freezers and heating the house with steam from simmering fruit helps complete the earth-friendly cycle.

11am Building a New Food System with Solar-Powered Pickles

Dan Rosenburg, Real Pickles

Real Pickles produces regionally-grown, naturally fermented pickles in a 100% solar-powered, energy-efficient facility. Dan will share his experience in building his 11-year old business, with a focus on Real Pickles' commitments to source regionally and minimize its energy usage.

Noon Lunch – Catered by Sunflowers Restaurant

NH Farm Fresh Sneak Preview: Local/sustainable food ordering & home/business delivery system, expanding statewide this spring.

1:00 Neighbor Made Kitchen

Matt Degrosky, Neighbor Made

Neighbor Made is a resource for food entrepreneurs with their fully equipped, commercially licensed, shared-use kitchen in Keene's Railroad Square.

2:00 Agricultural & Small Business Operations Grant Programs

Steve Epstein, Rural Development

Learn more about programs that can pay for up to 25% of costs to purchase and install renewable or efficiency energy systems with a grant and help agricultural producers create marketing opportunities for value added products through Planning Grants to identify the market opportunity and Working Capital Grants to implement the market opportunity

2:45 Wrap Up

Register Online at:

<http://EnergyForFood.com>

Or fill out the form on the next panel

For more information:

603-756-2988 x 116

amanda@cheshireconservation.org

Event Venue:

Cutler Building/

Jaffrey Woman's Club

33 Main Street, Jaffrey NH 03452

For directions:

Call 603-532-4065

Event Partners



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Please complete the following:

Name: _____

Business: _____

Address: _____

Phone: _____

Email: _____

Web Address: _____

General Registration: Free

Lunch—\$10

Vegetarian option requested

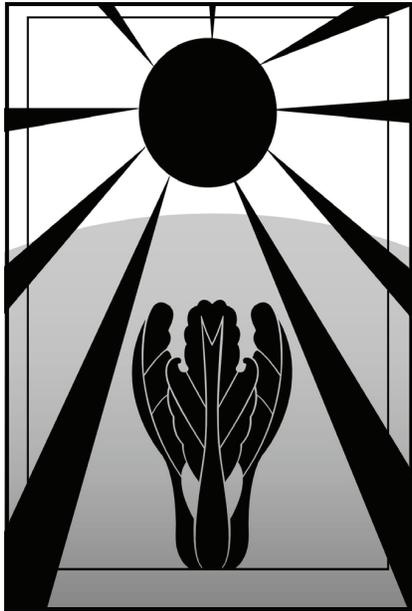
(Make checks out to CCCD)

What are your goals for attending this workshop?

*Funding is provided by the USDA Specialty Crop Block Grant program through the New Hampshire Department of Agriculture Markets and Food.

More information about this series:

Energyforfood.com



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**Cheshire County
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Irrigation & Energy Efficiency Workshop

Tuesday, Sept. 18, 2012

1pm—5pm

At Monadnock Berries, Troy NH

Part of the:

Extending the Season &
Preserving the Harvest with
Energy Efficient Technology Series

Irrigation & Energy Efficiency Schedule

1:00pm Registration and Coffee

1:15pm Welcome & Introductions

1:30pm Farm Tour

Anthony & Fenella Levick, Monadnock Berries

Monadnock Berries is a pick your own blueberry, raspberry, gooseberry and currant farm with a view that will make you want to stay forever. Anthony and Fenella will highlight season extension practices and irrigation systems at their farm.

2:00 Irrigation Basics

George Hamilton, UNH Cooperative Extension

Learn all the basics of irrigation, with an emphasis on high tunnels.

3:00 Rainwater Catchment System For High Tunnel Irrigation

Linda Naeve, Iowa State University Extension and Outreach

While high tunnels are inexpensive, simple, passive-solar greenhouses that allow growers to extend the season and produce high yields of quality produce earlier and later than field-grown crops, the soil around a high tunnel can erode or become saturated after rainfall. Learn how this potential problem has been turned into an asset, thanks to this project conducted by Linda and her colleagues at Iowa State University Extension and Outreach.

4:00 Funding

Steve Pytlik, USDA Natural Resources

Conservation Service

Steve will review funding options for irrigation and high tunnel projects on your farm.

4:15 Q & A Session

4:45 Wrap Up

Register Online at:

<http://EnergyForFood.com>

Or fill out the form on the next panel

For more information:

603-756-2988 x 116

amanda@cheshireconservation.org

Event Venue:

Monadnock Berries

554 West Hill Road

Troy NH 03465

For directions: Call 603-242-6417

Event Partners



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Please complete the following:

Name: _____

Business: _____

Address: _____

Phone: _____

Email: _____

Web Address: _____

General Registration: Free

What are your goals for attending this workshop?

*Funding is provided by the USDA Specialty Crop Block Grant program through the New Hampshire Department of Agriculture Markets and Food.

A Growing Tradition

Trees Fresh from New Hampshire Farms



A Natural, Cut Tree—A Life-long Memory

Eight Easy Questions: Ask yourself...

- How can our family add a fresh tree to our holiday customs?
- How can I support my local family farm?
- What will my children learn from caring for a cut tree?
- Where can I buy a New Hampshire farm-grown tree?
- Will harvesting a real tree truly help the environment?
- How can a New Hampshire-grown tree be recycled?
- Can I (or my club) buy wholesale?
- What about wreaths and garlands?
- Why is a New Hampshire farm tree better than others?

**New Hampshire Christmas Tree Growers
have the answers!**

Call us or visit our web site at The New Hampshire
Christmas Tree Promotion Board

Responsibility for the Environment • Honor for Traditions
Quality-assured Agriculture • Consumer-centered Enterprise

Visit nhchristmastrees.com



We grow the trees...

You grow the families

YOU DECIDE... Select your own New Hampshire tree and bring it home for the holidays. A tree farm is more than a place to grow a tree. It is an opportunity to cultivate a family tradition. Staff and family members will help you choose the perfect tree, help you harvest it and offer advice for keeping it hearty and fragrant through the season.



CONVENIENT RETAIL Growers all over the state operate their own retail lots and provide fragrant, New Hampshire trees to garden centers, retail businesses and service groups. For the freshest tree, buy early. Ask if the tree is New Hampshire grown and how recently it was harvested. One-stop shopping at a retail lot may provide wreaths, poinsettias, ornaments and other holiday items to ease your way through the busy season!

WHOLESALE Make fresh Christmas trees an annual ritual for your local business or civic group. New Hampshire trees, harvested nearby and protected by our cool climate, are fresh and robust. Because you are buying from your neighbor's farm, shipping costs are competitive. You are also boosting the local economy. And, because New Hampshire's wholesale growers are within a day's drive of 60 million people, retailers throughout the Northeast are favoring our trees.



MAIL ORDER The magic of a New England Christmas can be yours no matter where you make your home. Visit our web site and tour our farms. Find a freshly-cut balsam or cheery wreath. We will deliver it to your door. They make perfect gifts, too. Surprise someone with a live reminder of our frosty hills and rich heritage.

The NH Christmas Tree Promotion Board

Visit nhchristmastrees.com

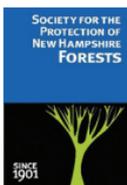




The New Hampshire Maple Experience

The New Hampshire Maple Experience at The Rocks Estate in Bethlehem reveals the secrets of crafting sweet maple syrup from the most natural of ingredients—the sap of maple trees. The interactive maple demonstration is housed in the charming 1906 building that once served as the Sawmill/Pigpen on this historic estate-turned-conservation property. This unique building has been transformed into a working sugarhouse and museum.

Springtime visitors to The New Hampshire Maple Experience may help tap maple trees to collect sap, and then watch as a local sugarmaker boils the sap down to delicious amber syrup. The interactive program also allows those visiting outside the short sugaring season to experience the process. From June to Columbus Day, guests may stroll down the maple trail to the sugar house where they'll view the equipment, watch a DVD on the sugarmaking process, and explore the collection of antique sap boiling artifacts in the museum's exhibit.



The New Hampshire Maple Experience is a collaboration of the New Hampshire Maple Producers Association and The Forest Society. The Rocks Estate is the

North Country Conservation and Education Center for the Forest Society.



The New Hampshire Maple Experience

Active Sugar Season Smoke rising from sugarhouses tucked into the New Hampshire woods is a sure and welcome sign of spring.

At The Rocks Estate, sugar season visitors are invited to participate in the sugaring process by helping to tap maple trees, watch the boiling process, learn the history of sugar-making, and taste the coveted finished product. Your tour includes a horse-drawn wagon ride.

Maple Weekends are offered during March and early April each year.

June–Columbus Day At The New Hampshire Maple Experience, spring–fall visitors to The Rocks Estate may learn about the history and crafting of delicious maple syrup through an interactive exhibit and museum.

Groups will visit the working sugarhouse, a turn-of-the-century building with remarkable views of the White Mountains, where they'll enjoy a virtual tour of the sugaring process, filmed right in the sugarhouse where they're sitting. They'll see the equipment used to create maple syrup, learn about the history of sugar-making, and explore the vast collection of maple artifacts.



The Experience includes a tasting of maple syrup, complemented by the traditional sour pickle. Maple syrup is also available for sale. *Groups & Tours welcome.*

For more information, please visit nhmapleexperience.com.



THE ROCKS ESTATE
4 CHRISTMAS LANE, BETHLEHEM, NH 03574
603.444.6228  www.therocks.org



EXPERIENCE RURAL NEW HAMPSHIRE

New Hampshire's rural heritage steeped in history and tradition, forms the foundation of our state's character. Hard working innovative Yankees laid that foundation. Experience the history and meet many of today's rural entrepreneurs.



New Hampshire
Department of Agriculture,
Markets & Food
agriculture.nh.gov





Visit a historic farm, take the family to a harvest season festival, roam gardens in full bloom, shop a bountiful farmers' market, sample maple sugar on snow, get caught up in the excitement of a country fair . . . Join the Fun!



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ABOUT TOWN

Apr. 21, 9 a.m.-1 p.m.

Tuftonboro Grange #142 Bake Sale & White Elephant Sale

Tuftonboro Grange Hall, 157 Middle Rd., Tuftonboro
(603) 569-1887 perkins9978@roadrunner.com

Come have coffee and taste our pies, cakes, and desserts. Also browse through our tables of treasures and riches.

Apr. 21, 9 a.m.-1 p.m.

Tuftonboro Town Wide Yard Sale

240 Middle Rd. (Rt. 109A), Tuftonboro
(603) 569-1887 perkins9978@roadrunner.com
tuftonboronhvirtualtownhall.net/pages/index

Reduce, Reuse, Recycle! Maps available at town office site and at participating residences throughout town.

May 26, 9 a.m.-2 p.m.

Lempster Memorial Day Yard/Tag Sale

2nd NH Turnpike, History Hall, inside and out
(603) 863-8180 ljpinkney@gmail.com

Yardsale items, antiques, vendors, and food.

Jun. 3

Kids Day at the Farm

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Tractor rides, guest animals to visit, farm tours and children's activities. Opportunity to sign up your kids for spring and summer Junior Farmer's Camp.

Jun. 17

Honor Your Father Day

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Celebrate Dad with a picnic lunch special then challenge him at our game table. Decorate a free cupcake for Dad.

Aug. 11, 9 a.m.-9 p.m.

Lempster 113th Old Home Day

Lempster St., Lempster
(603) 863-8180 ljpinkney@gmail.com

Outdoor vendor market, building tours, parade, historic programs and displays, social gatherings, talent show, food, and music.

Aug. 25

Library Festival

Friends of the Richards Free Library, 58 N. Main St., Newport
(603) 863-3430 rfl@newportlib.nh.us
newport.lib.nh.us

Library book sale, cookie walk, luncheon and children's activities on the library lawn.

Sept. 15-16, 9 a.m.-5 p.m.

Annual Book Sale

Plainfield Town Hall, Rte. 12A, Plainfield
(603) 675-6866 director@plainfieldnhlibrary.org
plainfieldnhlibrary.org

Approximately 7,000 books, low prices, no admission fee.

Half-price on Sept. 16. View stage set designed in 1916 by artist Maxfield Parrish.

Sept. 1, noon-2:30 p.m.

11th Annual Southern Style Pig Roast

Hampton Historical Society, Tuck Museum, 40 Park Ave., Hampton
(603) 929-0781 info@hamptonhistoricalsociety.org
hamptonhistoricalsociety.org

Pork dinner, homemade desserts, silent auction, entertainment, games and more.

Sept. 22, all day

Antrim Home & Harvest Festival

Antrim
(603) 588-2574 salamys@tds.net
homeandharvest.org

Local crafters, huge parade, corn cob eating contest, free fun and games for kids, skateboarding competitions, bake bean bake off, BBQ dinner, red neck regatta, fireworks, and an apple crisp social.

Nov. 10, 9 a.m.-2 p.m.

Country Craft Fair

Friends of the Sullivan Library, Sullivan Congregational Church, Centre St., Sullivan
(603) 847-9013 sullivanpubliclibrary@gmail.com
ci.sullivan.nh.us/content/library

Locally produced handmade crafts, wooden toys, quilted items, jams and jellies, quilt raffle, and luncheon.

Nov. 17, 9 a.m.-2 p.m.

Country Christmas Craft Fair

Goshen-Lempster School, School Rd., off Rte. 10, Lempster
(603) 863-8113

Vendors of crafts and food, lunch served.

Mar. 2, 2013, 11 a.m.-4 p.m.

Chilly Chili Cookoff

Village of North Conway
(603) 356-5701
mtwashingtonvalley.org

The 11th annual event will feature the People's Choice Chili Cookoff (ICF sanctioned cookoff), dessert samplings, wine, beer, and mead samplings, specialty coffee samplings, crazy hat creating, great deals at Village Shops, music and much more.



AGRICULTURAL FAIRS

NH Association of Fairs & Expositions: nhfairs.yolasite.com

July 19-22

Stratham Fair

252 Portsmouth Ave., Stratham
(603) 772-4977
strathamfair.com

July 25-29

North Haverhill Fair

1299 Dartmouth College Hwy., North Haverhill
(603) 989-3305
nohaverhillfair.com

Aug. 1-5

Cheshire Fair

247 Monadnock Hwy., Swanzey
(603) 357-4740
cheshirefair.com

Aug. 11-12

Belknap County 4-H Fair

174 Mile Hill Rd., Belmont
(603) 968-7988
bc4hfair.org

Aug. 17-19

Cornish Fair Association

294 Townhouse Rd., Cornish
(603) 675-5714
cornishnhfair.com

Aug. 29-Sept. 3

Lancaster Fair

516 Main St., Lancaster
(603) 788-4531
lancasterfair.com

Aug. 30-Sept. 3

Hopkinton State Fair

92 Kearsarge Ave., Contoocook
746-4191
hsfair.org

Sept. 7-9

Hillsborough County Agricultural Fair

Rte. 13, New Boston
(603) 529-2562
hcafair.com

Sept. 14-23

Rochester Fair

72 Lafayette St., Rochester
(603) 332-6585
rochesterfair.com

Sept. 27-30

Deerfield Fair

34 Stage Rd., Deerfield
(603) 463-7421
deerfieldfair.com

Entertainment show, amusement rides, exhibits, milking parlor, horse and cattle pulls, horse shows, Miss Deerfield Fair pageant, demolition derby, antique tractor pull, and NH Made vendors.

Oct. 6-8

Sandwich Fair

7 Wentworth Hill Rd., Center Sandwich
(603) 284-7062
thesandwichfair.com

Animal competitions, events, and exhibits.

ARTS AND CRAFTS

May 12

Mother's Day Creations

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Celebrate Mom today. Bring your children to participate in creative activities for Mom. Materials fee \$5.

Jul. (Sundays); Aug. 13, 20, 27, 1 p.m.-5 p.m.

Viewing of Stage Set Designed by Maxfield Parrish

Plainfield Town Hall, Rte. 12A, Plainfield
(603) 675-6866 director@plainfieldnhlibrary.org
phsnh.org

View the stage set designed by artist Maxfield Parrish in 1916.
View videos of his life, exhibits, gift shop. Light show using the original equipment also designed in 1916.

Aug. 15, 10 a.m.-5 p.m.

Arts in the Park

Wolfeboro Park on the Waterfront
(603) 569-4994 muddywheel@metrocast.net

Sept. 29-30, 11 a.m.-5 p.m.

Beaver Brook Fall Festival & Art Show

117 Ridge Rd., Hollis
(603) 465-7787 jcwoodrow@bbnaturecenter.org
beaverbrook.org

A non-juried Art Show for amateurs and professionals who are invited to enter their original artwork or photographs in contemporary or traditional style from local or within New England's natural environment. Includes special Children's Art Exhibit. Wingmasters and Eyes on Owls will do presentations as well as local musicians and entertainers. Home cooked food, raffles, and pending activities.

Oct. 6-7, 10 a.m.-5 p.m.

Maxfield Parrish Vintage Print & Collectible Sale

Plainfield Town Hall, Rte. 12A, Plainfield
(603) 675-6866 director@plainfieldnhlibrary.org
phsnh.org

Sale and exhibit of vintage and modern reproductions of art by American artist Maxfield Parrish. Related Parrish items also on sale: books, ephemera, etc. View the stage set and lighting designed by Parrish in 1916—dawn to dusk light snow. \$1/person admission.

MUSEUMS & HISTORIC SITES; FARM & SPECIAL EVENTS

Apr. 2012-Mar. 2013, M-Sa., 10 a.m.-4 p.m.; Su., 12-4 p.m.

Enfield Shaker Museum

447 NH Rte. 4A, Enfield
(603) 632-4346 info@shakermuseum.org
shakermuseum.org

Museum tours of the Great Stone Dwelling, trails for hiking, gift shop. Available for wedding ceremonies, receptions, rehearsal dinners, bridal and baby showers, birthday and anniversary parties, and business conferences. 20 overnight rooms in its original Shaker dwelling.



Danbury North Road Schoolhouse Museum

440 North Rd., Danbury.
(603) 768-3603 bonfletcher@yahoo.com
Historical photographs, displays and free events.

Apr. 24., 7 p.m.

Curtains Up!

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Preview of the 2012 New London Barn Playhouse, dessert social.
Program starts at 7:30 p.m.

Apr. 25-27

Earth Day Programs for Families

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

May 5, 9 a.m.-noon

Volunteer Work Day

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

May 16, 7 p.m.

New England: Myth or Reality?

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Dessert social with a 7:30 p.m. program.

May 19

Antique Bottle Collections

Danbury North Road Schoolhouse Museum, 440 North Rd., Danbury
(603) 768-3603 bonfletcher@yahoo.com

May 19, 10 a.m.-4 p.m.

Spring Farm Day

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org



May 27-Oct. 7, Su., 12:30 p.m.-3:30 p.m.
July-Sept. 2, Su. & Tu., 12:30 p.m.-3:30 p.m.

New London Historical Society

179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jun. 1-2, 9 a.m.-dark; Jun. 3, 9 a.m.-noon
Cannon Mt. Antique Engine Show

Cannon Mt. Tramway, Exit 34B
(603) 446-3314

*Antique cars and truck engines, steam table for steam engines,
primitive camping for exhibitors.*

Jun. 3, 2 p.m.

Abbot & Downing & the Concord Coach

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jun. 3

Plant Swap

Danbury North Road Schoolhouse Museum, 440 North Rd., Danbury
(603) 768-3603 bonfletcher@yahoo.com

Jun. 10, 2 p.m.

The Origins of Jazz

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jun. 13, 7 p.m.

Rounders to Baseball: A History

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Dessert social at 7 p.m. and program at 7:30 p.m.

Jun. 23, 10 a.m.-4 p.m.

NH Dairy Day

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Jun. 30, 5:30 p.m.-8 p.m.

NHFM Annual Meeting & Potluck Supper

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Jul. 1, noon-3 p.m.

Annual Open Barn & Celebration

The Poore Family Homestead Historic Farm Museum
Rte. 145, Stewartstown
(603) 237-5500/237-5313 rick@columbianh.org
poorefamily.homestead.com

*Come celebrate our Founder's 127th birthday and 18th year as an
historic and cultural North Country destination. View the many
newly displayed artifacts, meet the directors, and enjoy an old-
world demonstration. Free birthday cake and lemonade.*

Jul.-Aug., Th., 10 a.m.-11 a.m.

Stories on the Farm

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Jul.-Sept. 2, 12:30 p.m.-3:30 p.m.

Quilts: Antique to Contemporary—5th Annual Exhibit

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jul.-Sept. 2, 12:30 p.m.-3:30 p.m.

New London's Main St. Photo Essay

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jul. 4, noon-4 p.m.

The Fourth on the Farm Independence Day Celebration

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Jul. 7, noon-8 p.m.

Civil War Day—A Celebration of Gilford & NH Soldiers Who Fought to Preserve the Union

Gilford Village Field in center of town
(603) 524-3390 xteachkl@metrocast.net

*There will be an encampment and demonstrations depicting the
way soldiers of the 12th NH Regiment lived. Sharon Wood will
give a presentation concerning "A Soldier's Mother Tells Her
Story." Steve Wood, as President Lincoln, will give a presentation.
The evening ends with a concert at the bandstand by the 12th
Regiment Serenade Band. There will be an on-going BBQ. All
programs are free.*

Jul. 7-8, 10 a.m.-4 p.m.

Children's Days on the Farm

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Jul. 8, 2 p.m.

Big House, Little House, Back House, Barn

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Jul. 21, 10 a.m.-5 p.m.

American Independence Festival

American Independence Museum, Swasey Parkway, Exeter

Town fireworks and live music. Other events happening in conjunction with the festival include a chicken BBQ sponsored by the Congregational Church and a local performance of the musical 1776! at the Exeter Town Hall.

Jul. 28, 10 a.m.-4 p.m.

Stagecoach & Tavern Day

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Aug. 5

Antique Car, Tractor & Vehicle Day

Danbury North Road Schoolhouse Museum, 440 North Rd., Danbury
(603) 768-3603 bonfletcher@yahoo.com

Aug. 11, 10 a.m.-4 p.m.

Pulpits & Politics: Seven Meeting Houses— Seven Stories

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Aug. 12, 4 p.m.

19th Century American Popular Music

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Meeting at 4 p.m. and program at 4:30 p.m.

Aug. 18-19

Hillsborough Living History Event

Multiple venues, Hillsborough
(603) 464-5858 livinghistoryevent@gmail.com
livinghistoryeventnh.com

Two full days of history coming alive! Action packed schedule, encampments, reenactments, demonstrations, entertainment, food, and children's activities. Meet Ben Franklin!



Aug. 25-26, 10 a.m.-4 p.m.

Old Time Farm Days

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Sept. 7-9, 9 a.m.-dark

Granite State Gas & Steam Dublin Show

Rte. 101 between Dublin & Peterborough
(603) 446-3314

Antique cars and truck engines, steam table for steam engines, and primitive camping for exhibitors.

Sept. 8

Photography Contest

Danbury North Road Schoolhouse Museum, 440 North Rd., Danbury
(603) 768-3603 bonfletcher@yahoo.com

Sept. 15, 11 a.m.-1 p.m., rain date Sept. 22

Main Street Walking Tour of New London

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Sept. 23, noon-4 p.m.

The Great NH Pie Festival

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Sept. 29, 10 a.m.-4 p.m.

Farm Harvest Day

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Sept. 30, 11 a.m.-3 p.m.

Old Home Day

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Oct. 13, 10 a.m.-3 p.m.

Pumpkin Party

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

Nov. 17, 10 a.m.-3 p.m.

An Old-Fashioned Thanksgiving on the Farm

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org



Nov. 18, 5 p.m.-7:30 p.m.

Annual NH Wine & Cheese Tasting

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org

For museum members and guests.

Dec. 4, 11 a.m.-3 p.m.

Holiday Open House

New London Historical Society, 179 Little Sunapee Rd., New London
(603) 526-7245 maggieford@comcast.net
newlondonhistoricalsociety.org

Dec. 14-15, 4 p.m.-7 p.m.

Gilford Village Candlelight Stroll

From Grange at 8 Belknap Mt. Rd. to Rowe House at 88 Belknap Mt. Rd., Gilford
(603) 524-3390 xteachkl@metrocast.net
gilfordnh.org

Enjoy an evening stroll along Potter Hill Rd. and Belknap Mt. Rd. Historic buildings open and dressed for the holidays. Library filled with story tellings, demos and holiday goods. See the Gilford Town Crier, carolers and bell ringers. Gilford Community Church hosts the Dickens Christmas Concert.

Dec. 15, 10 a.m.-3 p.m.

A Victorian Christmas on the Farm

NH Farm Museum, Rte. 125, Milton
(603) 652-7340 farmmuseum@hotmail.com
farmmuseum.org



May-Nov. 1, daily

Beans & Greens Farmstand

245 Intervale Rd., Gilford
(603) 293-2853 beansandgreenfarm@msn.com
beansandgreensfarm.com

Various livestock and bee hive observation. School field trips and birthday parties welcome for pre-scheduled visits.

May 26, 9 a.m.-10:30 a.m.

Apple Haven Farms Meet the Kids

Apple Haven Farm, 829 Piper Hill Rd., Stewartstown
(603) 246-3438 pcraig829@wildblue.net

Goat petting zoo, milking demo, and greenhouse and farm tour.

Jun. 2, 9 a.m.-5 p.m.

New Hampshire Dairy Goat Assoc. Jr. & Sr. Doe Show

4-H Youth Center, Rte. 13, New Boston
(603) 673-8426 danielfox14@comcast.net

Dairy goat show for does only. Sanctioned by the American Dairy Goat Assoc. for the following breeds: Nigerian Dwarf, recorded grade, Oberhasli, Saanen, LaMancha, Nubian, Alpine, and Toggenburg. Breakfast and lunch available. Fun auction between shows.

Jun. 2, 9 a.m.-11:30 a.m., rain date Jun. 3

Spring Hunter Pace

Piscataqua Hounds, 307 Applebee Rd., Milton Mills
(603) 749-0452 piscataquahounds@comcast.net
piscataquahounds.com

Field, hilltop, and non-competitive divisions offered. All jumps are gapable. Snack and light lunch served. First pace in series of three.

Jun. 8-10

TSASA Horse Show

Deerfield Fairgrounds, 34 Stage Rd., Deerfield
(603) 887-5937 sarthur11o@aol.com
twinstate.org

All breed horse show, free admission.

Spring weekends, Aug.-Nov., 10 a.m.

Piscataqua Hounds Foxhound Meets

Piscataqua Hounds, 307 Applebee Rd., Milton Mills
(603) 749-0452 piscataquahounds@comcast.net
piscataquahounds.com

Horse and riders follow the hounds over the beautiful countryside of NH and ME. Drag hunt, stirrup cup (refreshments) in middle. Potluck tea to follow.



LIVESTOCK

Apr. 29, 9:30 a.m.

Spring Beach Ride

NH Arabian Horse Association, Hampton Beach State Park, Hampton
(603) 876-4446 laura@susmann.com
nharab.org

Horseback riding on Hampton Beach.

Throughout summer, 9 a.m.-5 p.m.

Schroeder Farm

126 Sutton Rd., South Newbury
(603) 938-5911 bangus@tds.net

A child-friendly farm with Black Angus cattle, sheep, piglets, chickens, and turkeys. Farm stand with various farm produce and other products.

Aug. 9-11, all day

NH Arabian Summer Jubilee Open House

Deerfield Fairgrounds, Deerfield
(603) 887-5937 sarthur110@aol.com
nharab.org

All breed horse show, free admission.

Aug. 11, 9 a.m.-11:30 a.m.

Woods, Water & Wildlife Festival Hunter Pace

Piscataqua Hounds, 307 Applebee Rd., Milton Mills
(603) 749-0452 piscataquahounds@comcast.net
piscataquahounds.com

Field, hilltop and non-competitive divisions offered, all jumps are gapable. Snacks served. Lunch is available and visit great exhibits. Free to riders, support Moose Mountains Regional Gateways. Second in series of three.

Aug. 19, 10 a.m.-4 p.m.

Open Farm Day at Bonnie Brae Farms

601 Daniel Webster Hwy., Plymouth
(603) 536-3880 admin@bonniebraefarms.com
bonniebraefarms.com

Over 300 Red Deer to view, guided walking tours all day, and special guest chef preparing venison samples. Guest vendors, tours, and samples are free. Venison and other NH products available for purchase.

Sept. 15, 7 a.m.

Maynesboro Stud Farm Memorial Ride

Berlin
(603) 752-7928 wjnadeau@hotmail.com

Celebration of the 100th anniversary of the Maynesboro Stud Farm. Endurance horse ride beginning and ending at the Maynesboro Stud Barn, 50 mile ride, 25 mile ride, and 10 mile recreational ride taking place through the streets of Berlin, Cates Hill, and the Jericho Lake ATV Park.



UNUSUAL & SPECIAL EVENTS

Year-round, 10 a.m.-5 p.m.

Self-Guided or Guided Tour of Round Barn

425 Rte. 10, Piermont
(603) 272-5854
wmtn.biz/roundbarn

Tour of round barn built in 1906.

Apr. 21, 10 a.m.-3 p.m.

Discover Wild NH

NH Fish & Game Dept., 11 Hazen Dr., Concord
(603) 271-3211 info@wildlife.nh.gov
wildnh.com

Family-friendly Earth Day with exhibits, live animals, big fish, and trained falcons. Participate in archery, casting, and crafts projects for kids. Explore new trends in recycling, environmental protection, and energy-efficient hybrid vehicles. Free.

Apr. 23, 9 a.m.-3 p.m.

Spring Family Farm Day

The Inn at East Hill Farm, 460 Monadnock St., Troy
(603) 242-6495 info@east-hill-farm.com
east-hill-farm.com

Join us for a day of fun activities that include cow milking, making butter, egg collecting, pony rides, hay jumping in the hay loft, arts and crafts, and more. Bring your bathing suit and towels for the indoor swimming pool. Rowboat and paddle boats, swings, sandbox, tennis, shuffleboard, and volleyball courts available all day. \$25 per person 16-adult, \$15 per child 2-15. Includes lunch, all activities, and tax and gratuity. All children must be accompanied by an adult. Reservations required.

Apr. 22 & Nov. 17

Cider Bellies Doughnuts @ Moulton Farm Doughnut Day

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

All profits will be donated to water.org and UNICEF.





May 5, 9 a.m.-3 p.m.

4th Annual Plow Day

Picnic Rock Farms LLC, 85 Daniel Webster Hwy., Meredith
(603) 520-0624 info@picnicrockfarms.com
picnicrockfarms.com

See tractors from the '30s-'60s plowing, view the tractors, and talk to operators.

May 5, 10 a.m.-3 p.m.

Moulton Farm Annual Open House

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Stop in to check out what is new and exciting for 2012 at the farm. Lots of great food samples, farm market specials, educational talks, and much more!

Jun. 7-Aug. 30, Th., 6 p.m-8 p.m.

Antique Car Cruise Night

Stuart & John's Sugar House, 31 Rte. 63, Westmoreland
(603) 399-4486 robyne@stuartandjohns.com
stuartandjohnssugarhouse.com

Antique, classics, and hot rods come to our car show every Thursday, all summer. We serve seafood, burgers, salad, wraps, and, hard and soft serve ice cream with homemade hot fudge.

Jun. - Nov. 1, 10 a.m.-6 p.m., daily

The Farm Experience

Dimond Hill Farm, 314 Hopkinton Rd., Concord
janepresby@comcast.net or dimondhillfarm@comcast.net

Farm store, picnics, historical presentation available, storytelling, walks, crops, animals, and more. Open everyday with fresh picked produce and other products. PYO blueberries and raspberries.

Jun. 9, 1:30 p.m-3:30 p.m.

Speaking for Wildlife. . . NH's Natural Communities & a Walk in the Woods

Hopkinton Town Library, Community Room, 61 Houston Dr., Contoocook
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

Program focuses on NH's special habitats and a guided walk in the woods.

Jun. 23, 10 a.m.-4 p.m.

Bicentennial Boat Parade

Gilford Beach, Gilford
(603) 527-4732 dchitty@gilfordnh.org
gilfordnh.org

Children's float parade, canoe and kayak race, BBQ, obstacle course, and boat parade.

Jun. 23, 1 p.m-2 p.m. & 2:30 p.m-3:30 p.m.

Spring Wild Edibles Workshop

The Little Museum, 216 Tucker Dr., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

Min. age 11, with adult 9, \$10 for members, \$15 non-members.

Jun. 23, 2:30 p.m-3:30 p.m.

Recycled Arts & Crafts Workshop

The Little Museum, 216 Tucker Dr., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

Ages 10 and up, \$2 for workshop.

Jul. 3-Aug. 21, Tu., 10:30 a.m.

Children's Story Hour

Blueberry Bay Farm, 38 Depot Rd., Stratham
(603) 580-1612 info@blueberrybayfarm.com
blueberrybayfarm.com

Stories read outdoors to young children about growing, nature, animals, farm life, and more.

Jul. 19-22

Hillsborough Balloon Festival & Fair

23 Preston St., Grimes Field, Hillsborough
(603) 464-5858 hcofc@conknet.com
balloonfestival.org

Balloon rides, carnival rides, and games, live entertainment, Saturday night fireworks, and Sunday parade.

Jul. 21 & Sept. 8

Gravestones Come to Life

Pine Grove Cemetery, Gilford
(603) 527-4732 dchitty@gilfordnh.org
gilfordnh.org

Take a guided tour through the old section of Pine Grove Cemetery. Listen as the former inhabitants recount stories from their lives.

Aug. 4, 10 a.m.-noon, rain or shine

Child Survival: Teaching Your Child to Survive Getting Lost in the Woods

The Little Museum, 216 Tucker Dr., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

\$10 for members, \$15 non-members, includes take home survival kit.



Aug. 12, 10 a.m.-2 p.m.

Love Your Lake Day & Antique Boat Parade

Sunapee Harbor, Sunapee
(603) 763-2210 lspace@lakesunapee.org
lakesunapee.org

The Antique Boat Parade with activities and exhibits in the harbor under tents, and learn about lake ecology and view a unique fleet of lovingly restored antique and classic boats.

Fall, M-F, 9 a.m.-3 p.m.

Fall School Tours & Field Trips

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Visit the farm and take a wagon ride around the fields, work your way through our corn maze, visit the animals in the pen, stop at the picnic tables to enjoy a snack and the fall foliage, plus much more. Small fee.

Sept. 8-9, 11 a.m.-5 p.m. rain or shine

NatureFest 2012

Beech Hill Farm, 107 Beech Hill Rd., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

Annual 2-day fun, educational nature event including special children's nature activities with prizes, demonstrations, special exhibits, trail walks, and nature programs including NH Fish and Wildlife Stewards on bobcat and bears.

Sept. 15-16, 10 a.m.-4 p.m.

Family Weekend

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Hayrides and games for the family.

Sept. 22-23, 11 a.m.-3 p.m.

Craft Fair

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Sept. 29, noon-5 p.m.

10th Annual Schnitzelfest

West Main & Central Sts., Hillsborough
(603) 464-5858 hcofc@conknet.com
hillsboroughnhchamber.com

Authentic German food served outside under the tents at Butler Park, craft vendors, oom-pah band, and souvenirs.

Sept. 29-30, 10 a.m.-4 p.m.

Apple Festival

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Oct. 7, 10 a.m.-4 p.m.

Parade Your Pooch

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Canine Capers dog show. Walk your dog around the orchard.

Oct. 7, 10 a.m.-4 p.m.

Farm Day at Miles Smith Farm

56 Whitehouse Rd., Loudon
(603) 783-5159 beef@milessmithfarm.com
milessmithfarm.com

Enjoy a family day of fun on our farm with hayrides, petting zoo, music, local food, cow riding, live music, cemetery walk, meet a live scarecrow, all while enjoying spectacular fall foliage views of Southern NH. Lunch available, free admission, hayride \$8, under 12 free, cow riding \$6 for those under 100 lbs.

Oct. 12-13, 19-21, 26-28, 7 p.m.-9:30 p.m.

Haunted Overload

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Creative and unique haunted fun.

Oct. 13-14, 20-21, 27-28, 11 a.m.-3 p.m.

Enchanted Hayrides

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Storybook characters are featured on this children's hay ride.

Oct. 20, 11 a.m.-1 p.m., rain or shine

Map & Compass Workshop

The Little Museum, 216 Tucker Dr., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

Grades 9-adult, \$20 for members, \$25 non-members.

Oct. 20, 2 p.m.-4 p.m. rain or shine

Building a Survival Shelter

The Little Museum, 216 Tucker Dr., Hopkinton
(603) 746-6121 info@littlenaturemuseum.org
littlenaturemuseum.org

\$20 for members, \$25 non-members.

Nov. 12, 5 p.m.-7:30 p.m.

Fall Family Farm Day

The Inn at East Hill Farm, 460 Monadnock St., Troy
(603) 242-6495 info@east-hill-farm.com
east-hill-farm.com

Hands on farm activities will take place all day. Cow milking, pony grooming, meet the animals, egg collecting, pony rides, arts and crafts, and a campfire with s'mores. Swimming in the indoor pool available. \$25 per person 16-adult, \$15 per child 2-15, includes lunch, activities, tax and gratuity. Children must be accompanied by adult.

Nov. 23-25, noon-5 p.m.

An Alpaca Christmas Open House

Higher Ground Alpacas, 226 West Salisbury Rd., Salisbury
(603) 545-7846 hgafarm@tds.net
highergroundalpacas.com

A weekend at the farm. Come see alpacas up close, spinning and weaving demonstrations. On-site store with projects, yarns, fleece products, and handmade Christmas ornaments, refreshments.

Nov. 24-25, Dec. 1-2, 8-9, 15-16, 11 a.m.- 2p.m.

Reason for the Season

DeMeritt Hill Farm, 66 Lee Rd. Rte. 155, Lee
(603) 868-2111 info@demeritthillfarm.com
demeritthillfarm.com

Seasonal family fun.

East Hill Farm School

460 Monadnock St., Troy
800-242-6495 info@east-hill-farm.com
east-hill-farm.com

School designed for middle school students grades 5-8 and for school groups. Lessons emphasize farm-to-table concepts, the importance of agriculture, theoretical and practical applications of farm-related tasks, and conservation practices. Three-day course with workshops and demonstrations. Includes 6 home-cooked meals and 2 nights' accommodations at a very reasonable rate. Programs for home-schooling families and half-day field trips for preschoolers.

D Acres Permaculture Farm & Sustainability Center

218 Streeter Woods Rd., Dorchester
(603) 786-2366 info@dacres.org
dacres.org

Dozens of weekly activities related to farming, cooking, and health. Visit our website for a complete list.

Winnepesaukee River Trail Walk

Rte. 140, Tilton, Northfield, Franklin
(603) 934-5236 trail@winnirivertrail.org
winnirivertrail.org

Five-mile pedestrian/biking trail links Tilton, Northfield and Franklin along the Winnepesaukee River. Views of river and spectacular gorge. Many historic and cultural sites.

Feb. 25, 2013, 9 a.m.-3 p.m.

Winter Family Farm Day

The Inn at East Hill Farm, 460 Monadnock St., Troy
(603) 242-6495 info@east-hill-farm.com
east-hill-farm.com

Activities include cow milking, egg collecting, feeding the animals, sledding, campfire with s'mores, arts and crafts, hay jumping, candle making, and more. Price includes lunch, tax, tip, and the entire day of activities. \$25 per adult 16/up, \$15 per child 2-15. All children must be accompanied by an adult. Reservations are required.

MAPLE

Mar., 2013 7, a.m.-3 p.m.

Stuart & John's Sugarhouse

Rte. 63, Westmoreland
(603) 399-4486 robyne@stuartandjohns.com
stuartandjohnssugarhouse.com

Sugarhouse tours, full breakfast and lunch menus, maple softies.

Mar. 2013, Sa.-Su., 10 a.m.-3 p.m.

Tamarack Farm

125 Asby Rd., Canterbury
(603) 783-9226 saltcreek@aol.com
tamfarm.com

Maple syrup making, free samples, sugar on snow.

MAZE FUN

Aug.-Oct. 31, 11 a.m.-5 p.m.

Beech Hill Farm Corn Mazes

107 Beech Hill Rd., Hopkinton
(603) 223-0828 rmkimball@gmail.com
beechhillfarm.com

Affordable family fun for all ages. Mazes are educational as well as fun.

Aug.-Oct., 7 days a week

Corn Maze—Mayan Adventure

Spring Ledge Farm, 37 Main St., New London
(603) 526-6253 jay@springledgefarm.com
springledgefarm.com

Three-acre corn maze with Mayan calendar theme, open daily plus Saturday evenings.

Sept. 1-2

Labor Day Weekend Grand Opening of the 2012 Beans & Greens Corn Maze

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

New maze design to challenge your wits and common sense. Largest corn maze in central NH, open daily for all ages, 10 a.m.-5 p.m. Fri. and Sat. evenings from 8 p.m.-10 p.m. for night-time adventures. Hay maze open daily for youngsters from 10 a.m.-5 p.m., rain or shine.

Fall, daily, 8 a.m.-4:30 p.m.

Moulton Farm 2012 Corn Maze

18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Scheduled to open Labor Day Weekend. See website for details.



GARDENS

Apr. 10, 24, 26-28; May 5, 12, 22, various times

Specialty Workshops

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

The farm hosts a variety of workshops that include topics of gardening, holiday decorating, baking, and children's activities. Some free and some fee based.

May 5 - first snowfall, Sa., 6:30 p.m.

Garden Tour & Drum Circle

Wolf Howling Farm, 1355 US Rte. 3, North Stratford
(603) 922-5101 wolfhowlingfarm@gmail.com
nhiaf.org

Garden tour followed by campfire and drum circle. Reservations encouraged.

May 26

Hummingbird & Butterfly Garden Design

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Learn how to create your own garden wonderland in this 1.5 hour presentation. \$10 fee includes class notes and light refreshments.

Jun. 16, 1:15 p.m.-2 p.m.

Growing Organic Strawberries

Goffstown Historical Society, 18 Parker Station Rd., Goffstown
(603) 497-8278 ruthpierce@myfairpoint.net
goffstownhistoricalsociety.org

Presentation by Paula Kovceses of "The Way It Grows," professional landscape design company.

Jun. 27; Jul. 18; Aug. 15; Sept. 15, 9 a.m.-10 a.m.

Little Sprouts Garden Club Garden Experience for Children of Ages 5-9

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Fee based.

Jun. 29; Jul. 7, 14, 21, 26; Aug. 4, 9 a.m.-4 p.m.

Celia Thaxter's Appledore Island Garden Tour

Shoals Marine Lab, Cornell University and UNH, Newcastle
(603) 430-5220 shoals-lab-east@cornell.edu
sml.cornell.edu/sml_reservation.php

Tour Celia Thaxter's restored historic garden on Appledore Island Isles of Shoals. This unique remote location and garden are written about in Celia Thaxter's "An Island Garden" book originally published in 1893. Boat departs from Newcastle.

Jul. 17; Aug. 7, 2 p.m.-4 p.m.

Big Sprouts Summer Classes & Tours

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Designed for ages 10-15 with specific single 2-hour classes to introduce participants to soil science, crop care basic cultural practices, and sustainability through hands on experience. Groups schedule dates available June 15-Oct. 15. Fee based.

Jul. 21-22, 9 a.m.-5 p.m.

21st Annual Open House

Uncanoonuc Mt. Perennials, 452 Mountain Rd., Goffstown
(603) 497-3975 questions@uncanoonucmt.com
uncanoonucmt.com

Prizes and refreshments while you wander through 2.5 acres of colorful display gardens and stock beds. Enjoy our new rose garden and extensive daylily collection in full bloom. Over 900 varieties of perennials, roses, vines, shrubs, grasses, and berry bushes. Free.

Aug. 4, 9 a.m.-11:30 a.m.

New Earth Organic Farm Tour

120 Angels Rd., Colebrook
(603) 915-0760 pierremiron54@hotmail.com
nhiaf.org

*Guided tours of gardens, fields, high tunnels, and chicken coop.
Delicious recipes and produce sampling upon conclusion of tour.*



UNIQUE AND NEW HAMPSHIRE FOOD & DRINK

On-going

Wine Tastings & Vineyard Tours

Candia Vineyards, 702 High St., Candia
(603) 867-9751 bob@candiavineyards.com
candiavineyards.com

Tours and tastings of exquisite wines. NH's only vault reserve wines, 100% grape, and New England's only world-ranked wine label.

Jun. 23, 11 a.m.-1 p.m.

Sal's Fresh Fish Day

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Join Sal for a fun filled 2 hours on learning about how to select, cut, and prepare all different types of seafood for your dinner table. Free.

Jun. 27-Sept. 12, 3 p.m-4 p.m., second & fourth Wednesday of each month

Farm Food, Garden to Table series

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Moulton Farm's chef Jonathan utilizes our farm raised produce to demonstrate how to prepare healthy and creative dishes. Some classes have fees.

Jul. 7

Thunder Moon Dinner & Dance on the Farm

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

An evening chicken BBQ with music featuring Paul Warnick in the Beans & Greens Pavilion.

Jul. 25

Farm to Table "Dinner in the Field"

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

A festive meal featuring foods grown on our farm, cooked by Kitchen Cravings and served to you in-style in one of the farms upper meadows overlooking Lake Winnepesaukee and the mountains.

Aug. 10

Hot August Night Dinner & Dance

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

In the Beans & Greens Pavilion. Music by Crunch Western Boys and great local food.

Sept. 29, 5 p.m-8 p.m.

North Country Chef's Challenge

Colebrook County Club, 15 Abenaki Way, Colebrook
(603) 762-6993 jmoran@nhiaf.org
nhiaf.org

Eight North Country chefs, using locally grown ingredients offer up tasty hors d'oeuvres and soups to start the evening. Sample all of the chef's offerings, then vote for favorites. Zucchini Carving contest, dinner prepared by sponsors Clay & Michelle Hinds and Chef Steven Learned. Recipe booklets featuring dishes will be available for purchase with proceeds benefiting NH Farm Fresh Direct.

Nov. 4, 5 p.m-7:30 p.m.

NH Growers Dinner with Live Fiddle Music

The Inn at East Hill Farm, 460 Monadnock St., Troy
(603) 242-6495 info@east-hill-farm.com
east-hill-farm.com

Enjoy live fiddle music with Randy Miller while sampling hors d'oeuvres at 5 p.m. Dinner begins at 6 p.m. and features a variety of locally grown produce, dairy, and meat. The NH Young Farmer & Rancher program will host a silent auction. Overnight accommodations are available. Ask for Farmer Dave when calling. Reservations are required. BYOB. \$25.95 per person age 16-adult, \$12.95 per child 5-15 and \$7.50 per child age 2-4.

Mar. 3, 2013, 5 p.m-7:30 p.m.

Maple Madness Dinner with Live Music

The Inn at East Hill Farm, 460 Monadnock St., Troy
(603) 242-6495 info@east-hill-farm.com
east-hill-farm.com

It's Maple Season! Enjoy a homemade dinner featuring maple dishes. Celebrate the Maple Season with hors d'oeuvres beginning at 5 p.m. and the dinner feast at 6 p.m. Entrees include maple crunch chicken, East Hill Farm corned beef with a mustard maple glaze, and a broccoli and cheddar cheese quiche. Live fiddle music and silent auction to benefit Monadnock Travel Council. BYOB. Reservations required.

SEASONAL FESTIVALS

Jun. 2, 10 a.m.-4 p.m.

Community Open Barn Day

Owen Farm, 580 Brockway Rd., Hopkinton
(603) 225-2252 emarston4@gmail.com
owenfarm.org

200-acre farm and educational facility that educates and engages children and adults in sustainable farming practices and opportunities. Farm tours, live music, traditional games for children, and craft demonstrations. Ongoing events throughout the year.

Jun. 24

Strawberry Festival

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

A family oriented day filled with all things strawberry. Strawberry treats, ice cream, short cakes, pies, visit farm animals, children's activities, face-painting, and coloring contests.

Jul. 28, 9 a.m.-3 p.m.

Carroll County Farm Day

Carroll County Farm, County Farm Rd., Ossipee
(603) 447-3834 bettylou.canty@unh.edu
extension.unh.edu/counties/carroll/carrollcountyfarmday.htm

A fun event-filled day with educational programming on a variety of topics including agriculture, forestry, gardening, and wildlife. Includes 4H activities, demonstrations, and displays. Enjoy hayrides, food, raffles, local vendors, and a farmers' market. Free admission.

Jul. 29

Corn Festival

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Exciting daytime and evening activities. Corn-on-the-cob contest, corn bread, corn chowder, and corn salsa.

Sept. 1-2

Fall Festival Weekend

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Family fun with tractor drawn hay rides, veggie slingshot, live entertainment, and opening of the 2012 Corn Maze.

Sept.-Oct., Sa.-Su., 11 a.m.-5 p.m.

Fall Harvest Festivals

Applecrest Farm Orchards, 133 Exeter Rd., Rt. 88, Hampton Falls
(603) 926-3721 info@applecrest.com
applecrest.com

NH's oldest fall celebration where community can celebrate and share in the harvest. PYO apples, raspberries, peaches, and pumpkins. Live bluegrass music, horse-drawn hayrides, children's petting zoo, face painting, and lots more. Hot cider donuts, fresh pressed apple cider, corn roast, and farm grill. Free.

Sept. 29-30, 10 a.m.-2 p.m.

Fall Festival Kick-Off Weekend

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Oct. 6, 10 a.m.-5 p.m., rain date Oct. 7

5th Annual Farm Day Event

Old Ciderpress Farm, 119 Thompson Rd., Westmoreland
(603) 399-7210 oldciderpressfarm@yahoo.com

Free ice cream and apple crisp. Watch cider being pressed using the oldest rack and cloth beam cider press in the U.S. PYO heirloom apples and walk through the woods to wildlife sanctuary.

Oct. 6-7, 10 a.m.-4 p.m.

McToberfest

McKenzie's Farm, 71 NE Pond Rd., Milton
(603) 652-9400 mckenziefarm@hotmail.com
mckenziefarm.com

Harvest celebration with apple picking, live music, alpacas, hay rides, hay maze, cider making, pumpkin painting, and lots of fun.

Oct. 6-8, 9 a.m.-6 p.m., rain or shine

29th Annual Harvest Festival

Meadow Ledge Farm, 612 Rte. 129, Loudon
(603) 798-5860 nhapples@aol.com
meadowledgefarm.com

Apple picking, weekend tractor rides, live entertainment, apple bobbing, contests, kids games, our famous homemade cider donuts, gift shop, pies, and picnic tables. Free admission.

Oct. 7

Harvest Festival

Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Pet farm animals, compete in old-fashioned sack race, lose your friends in the corn maze, or hit the bull's eye with veggie slingshot. Corn & hay mazes open daily all fall.

Oct. 13-14, 10 a.m.-4 p.m.

Fall Festival Family Weekend

Moulton Farm, 18 Quarry Rd., Meredith
(603) 279-3915 robmoultonfarm@metrocast.net
moultonfarm.com

Featuring The Great Pumpkin Drop, Oct. 14 at 4 p.m.

Oct. 27

Pumpkin Carving & Lighting Challenge

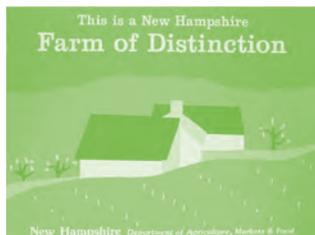
Beans & Greens Farmstand, 245 Intervale Rd., Gilford
(603) 293-2853 beansandgreensfarm@msn.com
beansandgreensfarm.com

Choose your pumpkin and personalize it at our carving or painting stations. In the evening, enjoy warm apple cider & cider donuts and watch the pumpkins come alive during the Pumpkin Lighting. Corn & hay mazes open all day long with extended evening hours.



NH FARMS OF DISTINCTION

In 1997 the New Hampshire Department of Agriculture, Markets & Food introduced a program recognizing those farms that make an extra effort to keep their busy farmsteads neat and attractive. The New Hampshire Farms of Distinction program honors have been awarded to 130 farms to date. Each farm displays an attractive Farm of Distinction sign. For more information about the New Hampshire Farms of Distinction program contact the New Hampshire Department of Agriculture, Markets & Food at (603) 271-3788.



To view a list of all the New Hampshire Farms of Distinction, please visit agriculture.nh.gov or call (603) 271-3788.



For more information, please contact:

**New Hampshire Department of
Agriculture, Markets & Food
Division of Agricultural Development**
P.O. Box 2042, Concord, NH 03302-2042
(603) 271-3788 agriculture.nh.gov





Click here for NH agriculture listings

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Experience NH's greatest tradition: maple sugaring season. For more information including maple sugaring events & info, like NH Ag.

NH Dept. of Agriculture,...



Like NH Ag for info on fall harvest activities, pumpkin patches & NH PYO apple orchards!

You like this..

Local Holiday Decorations



Enjoy holiday décor this year from local NH farms! For more information, like NH Ag.

NH Dept. of Agriculture,...



Like NH AG for information on summer farmers' markets & local pick-your-own locations!

Harvest is Here!



Like NH Dept. of Agriculture, Markets & Food and stay up to date on your local farm stands, farmers' markets and latest harvest events!

Support Local NH Florists



Like NH Ag & surprise your Valentine with a beautiful floral arrangement from a local florist or winter farmers' market this holiday.

Winter Farmers' Markets



Winter is here! Like NH Agriculture for more information on where to find your local NH winter farmers' market this season.

NH Farm and Forest Expo



Like NH Ag and visit us at the NH Farm & Forest Expo, Feb 8-9 at the Manchester Radisson.

NEW HAMPSHIRE'S WINE, CHEESE & CHOCOLATE TRAILS

LIVE FREE and
Savor



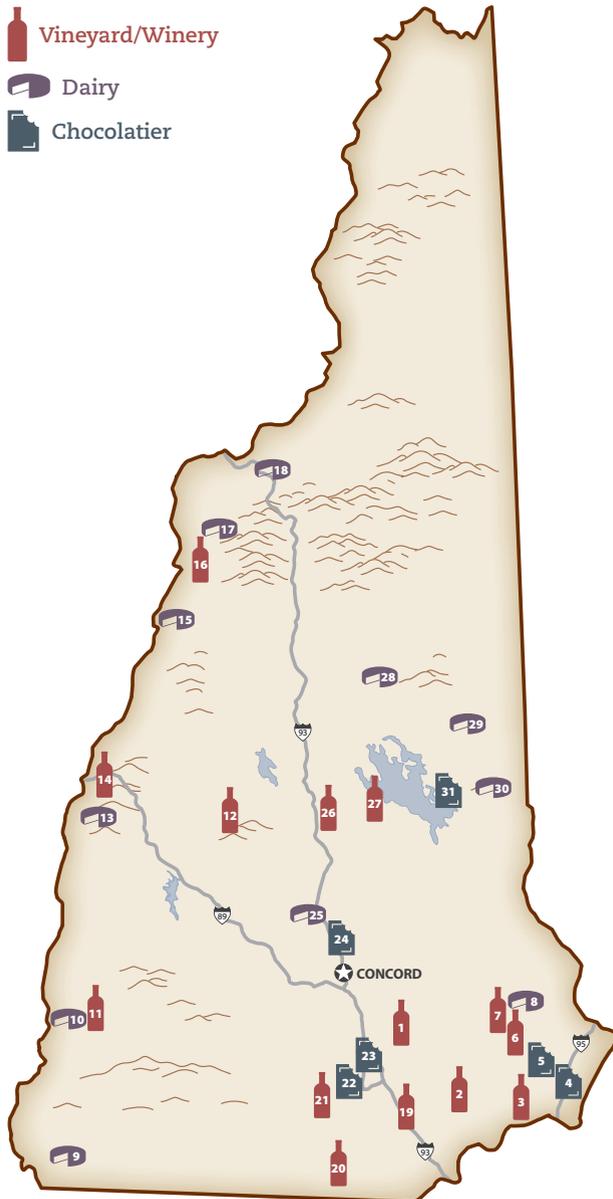
New Hampshire
Department of Agriculture,
Markets & Food
agriculture.nh.gov




New Hampshire
visitnh.gov

NEW HAMPSHIRE'S WINE, CHEESE & CHOCOLATE TRAILS

Use this map to plan out your own wine, cheese and chocolate trail!
Locations are approximate. Please contact each vineyard, dairy or
chocolatier for exact directions or go to visitnh.gov for more detailed
maps and area directions.



NEAR COAST TRAIL

1. Candia Vineyards
2. Zorvino Vineyards
3. Jewell Towne Vineyards
4. Sanborn's Fine Candies
5. The Chocolatier
6. WindRoc Vineyard
7. Flag Hill Winery
8. Hickory Nut Farm

VALLEY VINEYARDS, ORCHARDS & DAIRIES

9. Country Critters Farm
10. Boggy Meadow Farm
11. Walpole Mountain View Winery at Barnett Hill Vineyard, LLC
12. Haunting Whisper Vineyards
13. Taylor Brothers Sugarhouse & Creamery
14. Farnum Hill Ciders at Poverty Lane Orchards
15. Robie Farm
16. The Vineyard at Seven Birches
17. Landaff Creamery
18. Meadowstone Farm

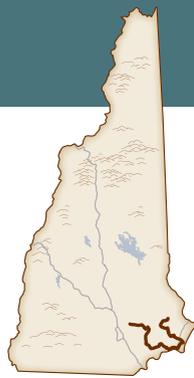
MEANDERING THE MERRIMACK & LAKES

19. Moonlight Meadery
20. Fulchino Vineyards
21. Labelle Winery
22. Stella's Fine Chocolates
23. Van Otis Chocolates
24. Granite State Chocolate Shoppe
25. Brookford Farm
26. Hermit Woods Winery
27. Stone Gate Vineyard
28. Sandwich Creamery
29. Agape Homestead Farm
30. Via Lactea Farm
31. Winnepesaukee Chocolates

NEAR COAST TRAIL

The largest and oldest wineries in the state are located near the coast where grapes thrive from the milder temperatures and longer growing season. Here, you'll also find a number of chocolatiers. Start this tour at **Candia Vineyards** in Candia, one of New England's most-awarded boutique vineyards, situated on some of the oldest farmland in New Hampshire.

Drive toward the seacoast and you'll find **Zorvino Vineyards** in Sandown. Wine is made here from grapes grown on this 80-acre farm, as well as from grapes grown in California, Chile and Italy. Closer to the coast, you'll arrive at **Jewell Towne Vineyards** on the shores of the scenic Powow River in South Hampton. Learn the art of winemaking and sample delicious estate-made wines in a rustic post and beam barn that serves as the tasting room, winery, gift shop and art gallery.



Heading towards Hampton, you'll discover **Sanborn's Fine Candies**. Voted 'Best of the Seacoast,' specialties include delicious creamy fudges and caramel covered in chocolate. Not far from Hampton, you'll find **The Chocolatier** in Exeter, with over 30 years of experience in handmade chocolates and over 50 varieties to choose from. Heading north to Newfields, you'll find **WindRoc Vineyard**. This restored 1794 farmstead serves handcrafted fruit and grape wines. Enjoy this historic restored barn while sipping wine and looking out over the scenic vineyards.

Further along, **Flag Hill Winery & Distillery** in Lee proudly produces red and white wines

made from grapes grown on their 120-acre property, the state's largest vineyard. Just a few minutes away is **Hickory Nut Farm**, a family-owned and operated farm, also in Lee. Sample several types of homemade goat cheese and their "yo-goat-gurt." All cheese products are aged in the farm's very own cheese cave.

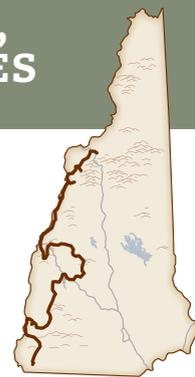
VALLEY VINEYARDS, ORCHARDS & DAIRIES

As you move up and down the western border of the state, you can feel the history, rich agricultural traditions and unparalleled beauty of the Connecticut River Valley. Begin your ride at **Country Critters Farm**, in Winchester, where they produce award-winning Robiola-style goat cheese, lightly seasoned with a variety of herbs and also fresh goat feta from

pasture raised dairy goats. Continue to **Boggy Meadow Farm** in Walpole where they transform raw milk from a dairy herd of Holsteins into sumptuous cheese from old Alpine recipes. From Boggy Meadows Farms, head uphill. Overlooking the Connecticut River Valley, **Walpole Mountain View Winery at Barnett Hill Vineyard** crafts a wide selection of fine red, white and blush wines, catering to all tastes from very dry to dessert sweet. Enjoy spectacular 70-mile mountain vistas toward the Green Mountains of Vermont and amazing sunsets.

Head northeast to **Haunting Whisper Vineyards**, a 75-acre property in Danbury, with panoramic sloping views of surrounding mountain landscapes. Head west to Meriden, and visit **Taylor Brothers Sugarhouse & Creamery**, which carries three varieties of artisan cheeses made right on a family-owned and operated dairy and maple farm.

Drive north to **Farnum Hill Ciders at Poverty Lane Orchards** in Lebanon. Tasters are welcome to stroll the apple orchards and experience more than 100 varieties of heirloom, antique and cider apples. Be sure to try Farnum Hill's world-class ciders—dry, sparkling and lightly alcoholic. Continue through



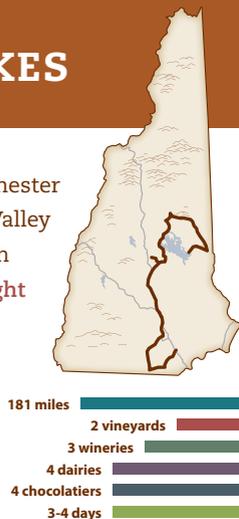
the upper valley on Route 10 to **Robie Farm** in Piermont. Taste the Piermont, Swaledale, Gruyere and Manch-Vegas cheeses all made from raw milk, aged on wood and with natural rinds. Heading north, visit **The Vineyard at Seven Birches** located in North Haverhill. As the newest addition to Windy Ridge Orchard, a family-favorite destination for decades, Seven Birches Winery crafts pure New Hampshire fruit wines and classic European grape wines at its winery.

Nestled in the foothills of the White Mountains, in the village of Landaff, sits **Landaff Creamery**, a small, unique farmstead cheese creamery producing its award-winning, signature Landaff Cheese from a traditional Welsh recipe. Stop by to take a self-guided tour of the creamery or take some Landaff home for yourself. Continue north to **Meadowstone Farm**, a small, diverse farm growing a variety of vegetables and raising chickens, pigs and goats. Enjoy the farm-fresh goat cheese for purchase during your stop.

MEANDERING THE MERRIMACK & LAKES

Located in the heart of the state, Manchester serves as a gateway to the Merrimack Valley and Lakes Region. Begin your journey in Londonderry, where you'll find **Moonlight Meadery**. They produce over 56 award-winning fine honey wines or meads ranging from dry to dessert styles. Continue along to the family-owned boutique winery, **Fulchino Vineyard**, in Hollis. Stop by and experience the fruits of a tradition handed down through generations and enjoy one of the Signature Blend wines available for purchase.

Very close by, **LaBelle Winery** in Amherst is an award-winning boutique winery transforming local fruit into spectacular wine. Picked at its peak, then pressed and fermented the same day, the fruit results in exceptionally fresh and balanced wine. Heading north you'll land at **Stella's Fine Chocolates** located in Bedford. Stella's Fine Chocolates offers many unique and hard to find chocolates, including their



best sellers: sea salt caramels and butter almond toffee. Not far from Bedford is **Van Otis Chocolates** in Manchester. Join Van Otis for a premium chocolate factory tour. Since 1935, Van Otis has been selling an array of candies sure to satisfy everyone's pallet. A little further north, in the state's capitol city, you'll discover **Granite State Chocolate Shoppe**.



Open 7 days a week, this shoppe has been making gourmet chocolates, super premium ice cream, freshly roasted nuts, handmade fudge and other fine confections since 1927. Heading to Canterbury, be sure to visit **Brookford Farm** for a diverse variety of raw cheddar, Camembert, Brie and their famous Quark cheese. Continue north to Sanbornton, where you'll find **Hermit Woods Winery**. Enjoy a variety of traditional and non-traditional wines that are sure to tantalize your taste buds. Learn about the wine-making process directly from the people who make the wine.

Arriving in the lakes area, **Stone Gate Vineyard**, in Gilford produces wine from native and French cold climate grapes. A few popular wines are Aurore, Marechal Foch, Leon Millet and Seyval. With dramatic vista views, travel along the northern edge of Lake Winnepesaukee to **The Sandwich Creamery** in Center Sandwich. The small creamery produces cow's milk farmstead cheeses in many varieties—aged raw milk, cheddar, brie and Caerphilly, to name a few—as well as a variety of soft cheese spreads. A little further north, you'll find **Agape Homestead Farm**, where visitors can tour the farm, watch the milking process (by appointment), sample cheeses and goat milk, and visit the farm store.

Continue southeast through the lakes to **Via Lactea Farm** in Brookfield, a classic farm store and goat dairy. Products include chevre, feta, aged cheeses, yogurt and raw milk. Visit the farm store for their amazing homemade maple syrup and other farm fresh products. Not far from here is **Winnepesaukee Chocolates** featuring chocolates, truffles, caramels and much more. Winnepesaukee Chocolates sources many of their ingredients directly from the farmers, focusing on local where ever possible.



VINEYARDS AND WINERIES

1. CANDIA VINEYARDS

702 High St., Candia • 603-867-9751 • candiavineyards.com
Open most everyday, please call ahead

Visit Candia Vineyards for 100% grape wines, situated on some of New Hampshire's earliest farmland. Home to many unique varieties and the first ever grown in the state, you'll delight in a wide variety ranging from dry to sweet and light to very exotic. Enjoy a tasting with the winemaker, marvel at the regions only world-ranked label, the US's only Ice Storm, and walk the vineyard.

14. FARNUM HILL CIDERS AT POVERTY LANE ORCHARDS

98 Poverty Ln., Lebanon • 603-448-1511 • povertylaneorchards.com
Open 7 days a week, Labor Day through Halloween. Call in advance for exact picking conditions and hours.

Tasters are welcome to stroll the apple orchards and experience more than 100 varieties of heirloom, antique and cider apples. Be sure to try Farnum Hill's world-class ciders-dry, sparkling and lightly alcoholic.

7. FLAG HILL WINERY & DISTILLERY

297 N. River Rd., Lee • 603-659-2949 • flaghill.com
Open Wed.-Sun., 11a.m.-5p.m.

Enjoy a true taste of New Hampshire and tour the largest vineyard in the state. Flag Hill offers over 20 delicious products including red, white, fruit, dessert, and port wines, spirits and liqueurs from New Hampshire's first distillery since the prohibition. Enjoy browsing through a wide variety of NH Made items and fun wine and spirits accessories. The 100-acre property provides spectacular views while their beverages entice your palate.

20. FULCHINO VINEYARD

187 Pine Hill Rd., Hollis • 603-438-5984 • fulchinovineyard.com
Open 7 days a week, 11a.m.-5p.m.

Producing fine tasting wines made from sunlight, earth, vine and tradition. We invite you to visit the vineyard and winery in Hollis to experience, enjoy and appreciate the fruits of a tradition handed down through generations.

12. HAUNTING WHISPER VINEYARDS

77 Oak Ridge Rd., Danbury • 603-768-5506 • hauntingwhisper.com
Open Wed.-Sun., noon-5p.m.

Haunting Whisper Vineyards is a small, family winery and vineyard located on a 75-acre property with panoramic lake and mountain views. They are situated in New Hampshire's Lakes Region between Lake Sunapee and Newfound Lake off of US Route 4 in the town of Danbury. They offer free tastings and wine purchases of red, white and fruit wines from their retail store located within the winery.

26. HERMIT WOODS WINERY

56 Taylor Rd., Sanbornton • 603-253-7968 • hermitwoods.com
Open weekends May-Oct., open Wed.-Fri., 1p.m.-5p.m., Jul.-Aug.

Hermit Woods Winery is a small boutique winery located in Sanbornton. They make a wide variety of traditional and non-traditional, mostly dry, organic wine. Their wines are complex and well-balanced, and are sure to tantalize your taste buds! Join them for a tasting, and the very same folks who make the wine will be the ones serving you and will share their knowledge and passion about the wine and winemaking process.

3. JEWELL TOWNE VINEYARDS

65 Jewell St., South Hampton • 603-394-0600 • jewelltownevineyards.com
Open Wed.-Fri., 11a.m.-4p.m. and weekends 11a.m.-5p.m.

New Hampshire's oldest and most awarded vineyard. Located in South Hampton on the border of Massachusetts, they have been producing premium red, white and rose wines since 1994. Jewell Towne Vineyard produces world-class New Hampshire wines such as Seyval, Cayuga White, Marechal Foch and Vidal Icewine have won acclaim from consumers and critics alike. Visit the winery and learn about the winemaking process on guided tours and enjoy a complimentary wine tasting!

21. LABELLE WINERY

361 Rte. 101, Amherst
603-828-6862 • labellewinerynh.com
Open Wed.-Sun., 11a.m.-5p.m., holiday Mondays

Amherst's LaBelle Winery invites you to sample from over 20 award-winning wines showcasing New England produce. Located on Route 101 just six miles from Manchester and major highways, visit our tasting room for samples and tours, or relax with a glass of wine, cocktail or refreshments on one of three terraces overlooking sweeping vineyards. Your unique wedding or celebration will be memorable in their event center or private dining room.





19. MOONLIGHT MEADERY

23 Londonderry Rd., Londonderry
603-216-2162 • moonlightmeadery.com
Open Sun.–Tues., 11a.m.–5p.m., Wed.–Sat.,
11a.m.–7p.m.

Discover the oldest fermented beverage, mead, which is a wine made from honey. Moonlight Meadery is New Hampshire's first winery to export to California and Australia. They produce over 58 international award-winning fine meads, or honey wines, ranging from dry to dessert styles. Come experience romance by the glass for a tour and tasting.

27. STONE GATE VINEYARD

27 David Lewis Rd., Gilford • 603-524-4348 •
stonegatevineyard.com
Open May–Nov., weekends from 1p.m.–5p.m.

Stonegate Vineyard is a small family-owned vineyard and winery located in the heart of New Hampshire's Lakes Region. They grow cold-climate French hybrid grapes. Visit their tasting room for complimentary tastings.

16. THE VINEYARD AT SEVEN BIRCHES, LLC

1775 Benton Rd., North Haverhill • 603-785-7678 • sevenbirches.com
Hours vary, please view website for details.

Perched high above the Connecticut River Valley in the White Mountains of New Hampshire is the Vineyard at Seven Birches. As the newest addition to Windy Ridge Orchard, a family-favorite destination for decades, Seven Birches Winery is crafting pure New Hampshire fruit wines and classic European grape wines at its winery. Fruits such as apples, blueberries and pumpkins are grown right on the property, with grapevines being planted in the near future.

11. WALPOLE MOUNTAIN VIEW WINERY AT BARNETT HILL VINEYARD, LLC

114 Barnett Hill Rd., Walpole • 603-756-3948 • bhvineyard.com
Open Fri., 5p.m.–7p.m., Sat., noon–5p.m. and Sun., 1p.m.–4p.m.

There is a gift shop with local and wine-related products: fine estate wines made exclusively from their vineyard grapes. 32 French-American hybrid and cold-climate grape varieties producing a wide selection of whites, reds, blushes, and blends to suit a wide variety of preferences ranging from the driest dry to late-harvest sweet. Visit the vineyard and deck overlooking fabulous 70-mile mountain vistas, vineyard paths and amazing sunsets. See where and how their wines are made. Also, local cheeses are available to enhance your tastings.

6. WINDROC VINEYARD

286 Piscassic Rd., Newfields • 603-580-2369 • windrocvineyard.com
Open May–Dec., Sat., noon–5p.m. and Sun., noon–4p.m.

WindRoc Vineyard is a boutique winery on a restored 1794 farmstead serving handcrafted fruit and grape wines. They are located 20 minutes from downtown Portsmouth and Hampton Beach. If you can't make it during normal hours, they offer private tastings by appointment.

2. ZORVINO VINEYARDS

226 Main St., Sandown • 603-887-8463 • zorvino.com
Open daily, noon–5 p.m.

Zorvino Vineyards is a winery and function facility located in Sandown. The picturesque winery is located on 80 beautiful acres in the middle of a New England hardwood forest. They are committed to producing quality wines from local grapes carefully tended to on the property, as well as interesting varietals from grapes grown in premier winemaking regions of the world including Tuscany, Chile and Northern California. They also make award-winning fruit wines.



DAIRIES

29. AGAPE HOMESTEAD FARM, LLC

36 Rte. 16B, Center Ossipee • 603-539-4456
Open daily, 7a.m.–7p.m.

Agape Homestead Farm is a small family farm that began about 14 years ago with the goal of knowing where their food comes from, and it grew from there. They are a New Hampshire licensed and inspected goat dairy that produces goat milk, soap and cheese. Currently, they produce 3 types of soft spread cheese: dill and garlic, zesty ranch, onion and pepper, as well as feta marinated in rosemary, basil and garlic. If you desire, their hormone-free all-natural meats are also available: pork, beef, chicken, lamb, turkey and goat. Of course, the farm-fresh baked goods are there, along with other local farmers' wares, such as maple syrup and honey. Agape Homestead Farm operates on an honor system, so you can visit anytime within their business hours that you wish.

10. BOGGY MEADOW FARM

13 Boggy Meadow Ln., Walpole • 603-756-3300 • boggymeadowfarm.com
Open 24/7 on the honor system.

With raw milk from the cows on the farm, Boggy Meadow makes farmstead cheese, Baby Swiss, Tomme and Jack cheese. Some are flavored with different herbs, all handmade.

25. BROOKFORD FARM

250 West Rd., Canterbury • 603-742-4084 • brookfordfarm.com
Open daily, 7a.m.–7p.m.

Brookford Farm is a diverse, grass-based sustainable farm in Canterbury. They specialize in a variety of farmstead cheese including raw cheddar, Camembert, Brie and their famous Quark. Go for a hayride or visit their farm store, where you can find their cheese as well as pasture raised meats, grains and raw dairy products.

9. COUNTRY CRITTERS FARM, LLC

240 Forest Lake Rd., Winchester • 603-831-0534
Guided tours by appointment or by chance.

Country Critters Farm, LLC is a family run goat dairy. They produce their award-winning Robiola-style goat cheese, lightly seasoned with a variety of herbs and fresh goat feta from their pasture-raised dairy goats. They also have raw goat and cow milk available with bottle deposit from their farm store.

8. HICKORY NUT FARM

21 York Ln., Lee • 603-659-6885 • hickorynutfarm.com
Open 24/7.

Hickory Nut Farm is a family-owned farm that produces firm aged goat milk cheeses and goat milk chocolate fudge. Their cheeses are aged for a minimum of two months (unpasteurized milk) in their cheese cave. You can purchase products in the Stall Store or through local farmers' markets. Their ladies (four legged ones) love visitors who love on them.

17. LANDAFF CREAMERY

460 Mill Brook Rd., Landaff
603-838-5560 • landaffcreamery.com
Open daily, 8a.m.–5p.m.

Nestled in the foothills of the White Mountains, this small unique farmstead cheese creamery produces "Landaff," a Welsh-style cheese with a cave-aged rind. Enjoy a self-guided tour of the creamery and purchase cheese at the creamery or through their website.

18. MEADOWSTONE FARM

809 Brook Rd., Bethlehem
603-444-0786 • meadowstonenh.com
Open by appointment.

Meadowstone Farm is a small, diverse farm growing a variety of vegetables as well as goats, chickens and pigs. They also make their own farmstead goat cheese.

15. ROBIE FARM

25 Rte. 10, Piermont • 603-272-4872 • robiefarm.com
Open 8a.m.–8p.m., honor system and by appointment.

The Robie Farm specializes in traditional farmhouse cheeses as well as yogurt, specialty meats, breads, ice cream, free-range eggs, raw milk and cream. You are welcome to walk around the farm at your own risk.

28. THE SANDWICH CREAMERY

130 Hannah Rd., North Sandwich • 603-284-6675 • sandwichcreamery.com
Open daily, 9a.m.–10p.m.

The Sandwich Creamery was established in 1995 and now produces cow's milk cheeses in the following varieties: aged cheddar, smoked cheddar, caerphilly, coulommier and brie, as well as a variety of fresh, soft cheese spreads. All cheeses are made by hand in small batches using time-honored methods. As a family business, they are committed to a product that helps people stay connected to their local farms.

13. TAYLOR BROTHERS SUGARHOUSE & CREAMERY

166 Main St., Meriden • 603-469-3182 • taylorbrothersfarm.com
Open Tues., 1p.m.–3p.m., and Sat., 10a.m.–3p.m.

Three varieties of fresh artisan cheeses are made right here on this small, family-owned and operated dairy and maple farm. See where it's made year-round! There is a retail shop on site featuring their Evelyn's Jack, Cloverland Colby and Mill Hollow Gouda cheeses, pure maple syrup and confections, maple roasted nuts, and local gifts (including Garfield's smoked cheese and meats).



30. VIA LACTEA FARM

366 Stoneham Rd., Brookfield • 603-522-3626 • vialacteaafarm.com
Open Mar.–Dec., Wed.–Sun., 9a.m.–6p.m.

Via Lactea Farm is a small-diversified farm with a focus on producing artisan cheese from their own goat milk. Cheese varieties include chevre, feta, mold-ripened chevres and aged cheese. Visitors are welcome to visit the farm and farm store during regular business hours.

CHOCOLATIERS



5. THE CHOCOLATIER

27 Water St., Exeter • 603-772-5253 • the-chocolatier.com
Open Mon.–Sat., 9:30a.m.–5:30p.m.

Handmade chocolates have been made fresh on the premise in Exeter for over 30 years. Chocolates are made in small batches using only the highest quality ingredients. Over 50 varieties to choose from! Also, they are well-known for their large selection of molded chocolates, including moose, lobsters, sea creatures, sports items and occupational sets.

24. GRANITE STATE CHOCOLATE SHOPPE

13 Warren St., Concord • 603-225-2591 • nhchocolates.com
Open Mon.–Sat., 10a.m.–8p.m., Sun., noon–5p.m.

Granite State Candy Shoppe are makers of gourmet chocolates, super premium ice cream, freshly roasted nuts, handmade fudge and other fine confections, since 1927. You can also find their fine confections at their new retail store location in Manchester at 382 Elm Street.

4. SANBORN'S FINE CANDIES

293 Lafayette Rd., Hampton • 1-800-926-5061 • sanbornscandies.com
Open Sun.–Tues., 10a.m.–6p.m., Wed.–Sat., 10a.m.–8p.m.

Sanborn's Fine candies has been in business for 57 years and manufactures an exquisite line of homemade chocolate items. Specialties include their delicious creamy fudges, their own formulation of caramel covered in chocolate or their famous Patties (turtles). Visit their store and be enticed by the aroma of molten chocolate being prepared on site.

22. STELLA'S FINE CHOCOLATES

176 Rte. 101, Bedford • 603-472-3131 • stellasfinechocolates.com
Open Mon.–Fri., 9:30a.m.–5p.m., Sat., 9:30a.m.–3p.m.

Since opening in February 2009, Stella's Fine Chocolates has been creating unique and distinctive ways to help their customers present their gifts of chocolate. They welcome custom orders and enjoy working closely with each customer to ensure they leave the store with the perfect gift.

23. VAN OTIS CHOCOLATES

341 Elm St., Manchester • 603-627-1611 • vanotis.com
Open Mon.–Fri., 10a.m.–6p.m., Sat., 10a.m.–3p.m.

Since 1935, Van Otis Chocolates has been manufacturing and selling handcrafted premium chocolates and other fine candies. Currently they sell through retail, online, wholesale, fundraising and corporate channels. Voted the best chocolatier in New Hampshire for 11 years running.

31. WINNIPESAUKEE CHOCOLATES

53A N. Main St., Wolfeboro
603-569-4831
winnepesaukeechocolates.com
Open kitchen tours select weekends in the spring and fall.

Hand-crafted chocolate indulgences including Winnepesaukee Chocolates and White Mountains Chocolate bars, truffles, toffees, caramels and what ever else may inspire them at the moment. Winnepesaukee Chocolates source many of their ingredients directly from the farmers, focusing on local where ever possible.

