



S T A T E O F C O N N E C T I C U T

DEPARTMENT OF AGRICULTURE

Office of the Commissioner



January 2007

Dear Mr. Hoffman,

Over the last year and a half, the Connecticut Department of Agriculture has embraced and fully engaged in the opportunities presented by legislation passed in 2005 – Public Act 05-228, An Act Concerning Farmland Preservation, Land Protection, Affordable Housing and Historic Preservation.

The value and benefits of Public Act 228 far exceed the dollar amounts shown on paper. It has been years since the Department has had the opportunity to add three new employees to its staff *and* implement so many new programs to serve Connecticut's farmers and foster the sustainability of Connecticut agriculture. These benefits are invaluable.

This opportunity has given the Department of Agriculture the chance to realize our vision and fulfill our mission statement. This is an act we certainly hope to see continue into the future.

The attached report describes the projects resulting from Public Act 228. We hope it provides sufficient feedback on the impact of this important legislation.

The Department of Agriculture greatly appreciates the opportunity you have provided us, and we sincerely thank you for your support.

Very truly yours,

A handwritten signature in cursive script that reads "F. Philip Prelli".

F. Philip Prelli
Commissioner, Connecticut Department of Agriculture

REPORT TO THE LEGISLATURE

Connecticut Department of Agriculture
Bureau of Agricultural Development & Resource Preservation

**The Impact of Public Act 05-228,
An Act Concerning Farmland
Preservation, Land Protection,
Affordable Housing and Historic
Preservation, on the Connecticut
Department of Agriculture**

January 2007



REPORT TO THE LEGISLATURE

Connecticut Department of Agriculture
Marketing Bureau

**The Impact of Public Act 05-228,
An Act Concerning Farmland
Preservation, Land Protection,
Affordable Housing and Historic
Preservation, on the Connecticut
Department of Agriculture**

January 2007



CONNECTICUT GROWN



Produced by:

Connecticut Department of Agriculture *Marketing Bureau*

165 Capitol Avenue • Hartford, CT 06106
860-713-2503 • Fax: 860-713-2516

www.CTGrown.gov

Governor of Connecticut, M. Jodi Rell

Commissioner of Agriculture, F. Philip Prelli

January 2007

TABLE OF CONTENTS

Introduction	
CT Grown Promotion.....	3
Connecticut Agriculture Viability Grants Program.....	13
Farmland Preservation.....	17
Connecticut FarmLink Program.....	19
Appendix	
A.1 – Joint Venture Grant Winners.....	23
B.1 – Verbiage for CT Grown Radio Ads.....	26
C.1 – CT Grown Mascot Photos.....	27
D.1 – Participating Farm-to-School Schools/School Systems.....	28
D.2 – Sample of the Farm-to-School Web Site.....	30
D.3 – Photos from Farm-to-School Activities & Other Promotional Items.....	31
E.1 – Sample of the Farm-to-Chef E-Newsletter.....	32
E.2 – Photos from the First Farm-to-Chef Tour.....	34
F.1 – CT Grown Promotional Materials.....	35
G.1 – 2006 Ag Viability Grant Winning Projects.....	36
G.2 – Winning Ag Viability Grant Project Photos.....	39
H.1 – Farmland Preservation Funding Summary.....	42
J.1 – Sample of the CT FarmLink Web Site.....	43
\$150,000 CT Grown Marketing Campaign.....	45

INTRODUCTION

This report will explain in detail how PA 228, An Act Concerning Farmland Preservation, Land Protection, Affordable Housing and Historic Preservation monies were used by the Department of Agriculture. It will elaborate how the money has been reinvested into the farmers and agricultural associations of Connecticut, the future plans for PA 228 monies within the Department of Agriculture, and how the additional funds have been beneficial to the Department of Agriculture and the future of agriculture in Connecticut.

Since October 1, 2005 until present, the total amount collected through the Department of Agriculture was \$5,101,970. Of that amount, \$1,453,682 was deposited for the first quarter of 2007. A second deposit is expected in late January or early February.

These monies were allocated as follows:

- \$200,000 towards concentrated CT Grown promotions
- \$1,000,000 to the Farm Viability Grants
- \$1,033,000 to the Farm Transition Grants
- \$2,501,150 to the Farmland Preservation Program
- \$150,000 to the FarmLink Program

Some of the most significant and important results of PA 228 monies include:

- Three new employees – a Property Agent and support staff for the Farmland Preservation Program and an additional Marketing & Inspection Agent in the Bureau of Agricultural Development and Resource Preservation.
- A new grant program will be offered every November to producers, municipalities, and agricultural not-for-profits.
- Streamlining the farmland preservation process, which has allowed the beginning stages of the process to occur sooner.
- Concentrated promotion of CT Grown.
- The opportunity to connect farmers and landowners with underutilized farmland to new and expanding farmers looking for farmland via the FarmLink Program.

For more information about the details of this report, please contact the Connecticut Department of Agriculture, Bureau of Agricultural Development and Resource Preservation at 830-713-2503.



CT GROWN PROMOTION

The Department of Agriculture's Bureau of Agricultural Development and Resource Preservation is the primary section of the agency charged with promotion of CT Grown. Established in the early 1980's, the Connecticut Grown (CT Grown) Program was developed to provide brand recognition to Connecticut's agricultural industry. It is an ongoing initiative aimed to increase:

- the demand for Connecticut products within *and* outside the region on a wholesale and retail level
- sales and value of Connecticut products
- farm product profitability
- farm numbers and production to ensure equilibrium supply and demand
- diversification of farm products and farm use capabilities
- visibility of Connecticut products via the "CT Grown Logo"
- improve and provide quality assurance

The Bureau of Agricultural Development and Resource Preservation continues to work toward these goals in addition to increasing awareness among consumers of the availability of CT Grown products; and educating consumers about the benefits of choosing CT Grown products.

The following details major CT Grown programs and projects that have been made possible due to annual contributions of \$100,000 from PA 228 for CT Grown promotion.

Joint Venture Grants

The Joint Venture Grant Program encourages producers to promote Connecticut agricultural products through the use of the CT Grown logo. Since the program began in 2000, over \$298,000 has been distributed to producers, agribusinesses, and agricultural associations. PA 228 monies have enabled an increase of over 300% in the total amount awarded; \$50,000 is now available annually compared to the original \$15,000.

A farmer from Glastonbury provided an example of how the grants have helped both Connecticut farmers and Connecticut residents:

"Through the Department's Joint Venture Grant, our farmers' market in Old Saybrook was able to purchase a sign that helps the public find us. As a result, the market's business has really taken off."

Since October 1, 2005, 49 grants have been funded, ranging from \$300 to \$8,000. During the current fiscal year, 2006-2007, 14 applications have been received and over \$39,000 has been awarded already. This program is in high demand and it is anticipated that all \$50,000 will be distributed in 2007.

Two Connecticut wholesale companies, Fowler & Hunting Co., and Bozzuto's Inc., utilized Joint Venture Grant funds to execute CT Grown programs within 67 grocery stores around the state. These grocery stores included Price Chopper, Stop and Shop, Highland Park Market, and Adams and other IGA's. Both wholesalers produced promotional materials, point-of-purchase cards, store weekly sale flyers, newspaper advertisements, CT Grown tents and posters to develop indoor and outdoor CT Grown displays. These efforts were in response to a relationship established with the Department of Agriculture to increase CT Grown promotion in grocery stores and with wholesalers.

A list of the Joint Venture Grant winning projects, from 2005-2007 can be found in Appendix A.1.

CT Grown Radio Ads

The Bureau of Agricultural Development and Resource Preservation is currently utilizing radio ads to promote a variety of CT Grown products. All advertisements are broadcast on WTIC 1080 AM during the UConn men's and women's basketball games throughout the 2006-2007 season (November 2006 – April 2007). Former UConn Women's basketball player Maria Conlon narrated the ads, setting an example to youth about the benefits of eating and buying CT Grown.

A copy of the ads can be found in Appendix B.1.

CT Grown Mascots

In an effort to increase the visibility and appeal to youth and adults alike, six costumes were purchased to serve as the CT Grown Mascots. The Mascots include four vegetables (a carrot, ear of corn, cucumber, and brussel sprout) along with a cow, a lobster, and soon-to-come chicken. WVIT-TV, NBC 30 News was so enthusiastic about the Mascots they sponsored a contest to name the vegetable costumes. Photos of the mascots were posted on NBC 30's website and a segment was aired on the evening news to promote the contest. Many entries were received with the winning names being:

- Beta Carrot
- Juicy Lucy
- Smiley Sprout
- The Colonel

The Mascots are available to make appearances at schools, farmers' markets, and to those who have a desire to promote CT Grown. Events the Mascots have appeared at include:

- Five Connecticut Farmers' Markets
- Farm Stands
- Five school systems, as part of the Farm-to-School program
- Four Agricultural Fairs
- Connecticut Day at the Eastern States Exposition (The Big E)
- Grange Fairs
- University of Connecticut College of Agriculture and Natural Resources' Cornucopia
- University of Connecticut Basketball games
- The Niantic Lights town parade

Children in participating Farm-to-School schools have really enjoyed the Mascots; some schools reporting they have even written songs and planned events about agriculture in response to them.

Photos of the CT Grown Mascots can be found in Appendix C.1.

Connecticut Farm-to-School

The Farm-to-School Program is a statewide effort designed to incorporate CT Grown fresh fruits and vegetables into local schools cafeteria meals and snacks. This project's intent is twofold: to support local farms and to offer more nutritious school meals through buying local, fresh, produce.



Currently, over 50 school districts are buying direct from more than 45 local farmers. In 2006, 15 new farms began participating in the program. An additional 55 farmers also work with eight produce wholesalers to incorporate CT Grown products into school menus. Clearly a win-win situation, the program fosters the growth of Connecticut agriculture through increased demand for CT Grown products while educating students about agriculture and where their food comes from.

A list of participating schools/school systems can be found in Appendix D.1.

As a result of legislation in 2006, the Departments of Education and Agriculture, worked together to organize and implement "*CT Grown for Connecticut Kids Week*," October 9-14, 2006. The week promoted the purchase of CT Grown foods for use in school meal programs, while encouraging students to learn more about Connecticut agriculture and how it contributes to Connecticut's economy.

An example of activities done throughout the week include the identification of CT Grown foods used in various menu items. A few districts, including Shelton, Scotland, and Hartford, hosted harvest celebration days. These days included visits from farmers and the CT Grown Mascots, food tastings, nutrition education, and promotions focusing on the importance of Connecticut farms as a valuable source of healthful, nutritious, local food. Many other schools developed their own special events to complement the week:

- Tolland schools created an entire CT Grown meal with corn, apples, yogurt, and other local products. They also invited the CT Grown Mascots to enjoy lunch with the students.
- Bloomfield schools served CT Grown broccoli, corn, romaine lettuce, and potatoes. Being staunch supporters of the program, Bloomfield also is planning to work with their Vocational Agriculture Program to expand and possibly grow food for their school.

Over 100 schools across the state are proudly displaying banners in their cafeteria that promote CT Grown and the Farm-to-School Program. Many of these schools also requested and received crop calendars, agricultural brochures, pencils and Farm-to-

- School point-of-sale cards free of charge to help promote agriculture throughout the week.
- The School Nutrition Association of Connecticut (SNACT) requested a farm tour, which the Department of Agriculture arranged. Food service personnel enjoyed a hayride tour of Rose's Berry Farm in Glastonbury. On the tour, Sandi Rose, one of the owners of the farm, answered questions and helped educate over 40 attendees about agriculture.

On October 11, 2006, during "*CT Grown for Connecticut Kids Week*," Agriculture Commissioner F. Philip Prelli was invited to visit and speak to the children at Sunnyside Elementary, a K-6 school located in Shelton. The Commissioner presented the school's library with age-appropriate agricultural books donated by Connecticut Agriculture in the Classroom. Staff from the Department of Agriculture spoke to school lunch staff about the Farm-to-School Program and encouraged food service directors to use CT Grown in their cafeterias.

The Department of Agriculture has produced 35,000 point-of-sale materials and will continue to offer these free of charge to participating schools to promote Farm-to-School and identify CT Grown products in cafeterias.

A Web site has also been in place since January 2006 for the Farm-to-School program and has been very effective in getting out the word to parents, school administrators, food service directors, producers, and Connecticut wholesalers. The Web site has raised interest in the program and increased the diversity of food products used in the schools to include beef, seafood, and dairy.

In August 2007, a farm tour for Farm-to-School Program food service directors will include a CT Grown lunch and tour of two or more local farms. Public speaking engagements will be done across the state as requested, and the Farm-to-School Program will be represented at conventions, meetings, and conferences with outreach materials. The Department of Agriculture will continue to recruit farmers, wholesalers, and schools to participate in the program. A national Farm-to-School conference speaking engagement is anticipated in March 2007.

Photos from Farm-to-School activities and a sample of the Web site are attached in Appendixes D.2 and D.3.

Connecticut Farm-to-Chef

A new initiative by the Department of Agriculture, made possible by PA 228 monies, is the Farm-to-Chef Program. This program is designed to promote and increase the use of CT Grown products state wide by chefs, restaurants, institutions, and other dining facilities.

A new staff member hired through PA 228 monies has developed a database of chefs, industry professionals, and interested agricultural producers. This database has allowed for regular communication between the Department of Agriculture and industry professionals. The most common form of contact has been via e-newsletters which are sent as information is relevant and as needed.

A sample of the e-newsletter is attached in Appendix E.1.

In an effort to expand the Farm-to-Chef Program, the new staff attended the Connecticut Chef's Association meeting in September 2006. Invited as a featured speaker, chefs and industry professionals in attendance were introduced to the program and asked to provide feedback as to how the program could best serve the their industry. One sent a follow-up email saying:

"I am... a member (officer) of the Connecticut Chefs Association.

I was in attendance for your presentation which I found truly exciting."

The Department of Agriculture also met with key staff and toured the new campus of the Connecticut Culinary Institute. Currently, discussions are underway regarding partnering opportunities and potential promotional events featuring CT Grown products.

In October, the Department of Agriculture and the Connecticut Seafood Council co-hosted an event to help kick off and publicize the Farm-to-Chef Program. Chefs and other members of the industry, along with select members of the media, were invited to the fishing docks in Stonington. There, attendees met with and learned from Connecticut seafood harvesters, wholesalers, aquaculturists, and sanitation/food-safety instructors. After an educational day that included topics on lobster, fin fish, shellfish, and safety/sanitation, renowned Connecticut chefs Christopher Prosperi, John Turenne, and Jacques Pepin treated attendees to cooking demonstrations using Connecticut seafood.

The event received local coverage and national coverage through the Associated Press. Stories appeared in the *New London Day* and *Republican American*, on WTNH Channel 8, the Chef Report, and via various other media outlets. Participants were asked to fill out a survey and everyone provided overwhelmingly positive and enthusiastic feedback. A very prominent Connecticut restaurant and spa has since reported that they are taking steps to convert to 100 percent Connecticut Seafood at their facility as a direct result of the event.

Planning has begun for an expanded Farm-to-Chef event in Spring 2007 that will include a farm tour by livestock and dairy producers in addition to seafood professionals. The invitee list will also include distributors and buyers, in an effort to improve availability of CT Grown products.

Farm-to-Chef photos from the first tour can be found in Appendix E.2.

As the program develops and improves, the Department of Agriculture continues to expand the Farm-to-Chef database to generate various resources listings. These listing will be available through the future Farm-to-Chef Web site, to members of agriculture and chef industries. These lists will also be available to the public to assist with locating venues offering CT Grown products. Additional information regarding the benefits of CT Grown products will be available on the Web site as well.

The Department of Agriculture will continue periodic communications to keep the information flowing amongst all members of the program. The Department also will continue to solicit feedback, questions, suggestions, and other input from members of the industry.

The feedback from the Department of Agriculture's communications has been extremely positive and encouraging. One chef emailed:

"I can't tell you exactly how happy I am and just how lucky every chef in this state is...your work is bringing every citizen of our wonderful state closer to better health as your provide the impetus for all to move closer to the table, the farm fresh table."

Promotional Materials

Promotional materials play a large part in advertising CT Grown at trade shows, meetings, fairs, special events, speaking engagements, sponsorships, etc. Each item is imprinted with the CT Grown logo along with other Department of Agriculture information. The Department of Agriculture staff is sure to take these promotional items to any event they may attend and are also available to agricultural organizations, schools, museums, etc, that are promoting CT Grown.

These promotional items include:

- CT Grown pins
- CT Grown pencils
- CT Grown pens
- CT Grown stickers
- CT Grown magnets
- CT Grown folders

Additional materials have been developed for use directly by producers. CT Grown signage helps consumers easily identify CT Grown products when shopping. This is especially important at farmers' markets and for those farmers who are WIC and Senior coupon certified, potentially increasing business. Though many of these promotional items have been offered to producers since the late 1980's, availability has increased due to the

additional PA 228 monies, allowing for better CT Grown promotion. These items for producers all have the CT Grown logo imprinted on them and include the following items:

- CT Grown point-of-purchase (POP) signs in three sizes that can be written or printed on and are used to identify CT Grown products and prices.
- CT Grown pop-up tents for use at farmers' markets.

CT Grown posters for windows, store fronts, etc.

Some photos of promotional materials are attached in Appendix F.1.

Brochures

The Department of Agriculture has always offered a variety of commodity-specific brochures. These brochures promote multiple commodities, while encouraging the public to buy CT Grown. Most, if not all, of these brochures were printed as needed within the Bureau of Agricultural Development and Resource Preservation vastly limiting quantities, availability, and distribution.

Since PA 228 monies, the Bureau of Agricultural Development and Resource Preservation has created additional brochures and updated, redesigned, and professionally reprinted existing brochures. All brochures are available to the public at shows and events, on the Department of Agriculture Web site, and upon request. The ability to mail brochures to the public when requested rather than requiring a self-addressed, postage-paid envelope is another benefit of PA 228. This has provided the Bureau of Agricultural Development and Resource Preservation with the opportunity to serve the public more efficiently.

The following brochures have been created and printed professionally with PA 228 monies:

- 2006 Farmers' Market
- 2007 Connecticut Farm Map (available Summer 2007)
- Commodity Calendars
- Connecticut Meat & Livestock Producers
- Connecticut Resource Map
- Crop Calendars
- Diversified Dairy Farms
- Honey Producers
- Pick-Your-Own Brochure
- The Community Investment Act – A Guide to PA 228 (in cooperation with DEP, CHFA and CCT)

PA 228 money has also allowed the Department to promote (by mailing brochures upon request) state commodity organizations' brochures as well. These brochures include:

- Connecticut Apple Growers Guide
- Connecticut Apples & Their Uses
- Connecticut Christmas Tree Association
- Connecticut Fairs Association

- Connecticut Wine Trail
- Connecticut Creative – A General Store
- 2006 Guide to Connecticut Sugar Houses
- 2006 Organic Growers Guide

New Haven Senior Farmers' Market Nutrition Program

The Senior Farmers' Market Nutrition Program (SFMN) provides Seniors with the opportunity to purchase fresh produce at certified farmers' markets through use of special vouchers. As a result of PA 228, an additional \$18,000 was added to the \$176,055 in federal and local SFMN program funds.

The additional \$18,000 provided \$15 worth of Senior Coupons to another 1,200 nutritionally-at-risk Seniors in the New Haven area. This gave Seniors the opportunity to participate in the program and provided them with easier access to produce, while stimulating the demand for CT Grown fresh fruits and vegetables at four New Haven farmers' markets.

Media Relations

A key component to marketing CT Grown is building a rapport with the media. As a result of additional staff provided by PA 228 monies, the Department of Agriculture's media contact database has been developed and expanded and now includes email addresses. The media release distribution system has been vastly streamlined and provides for more regular, efficient, and faster communications with a wider population of media representatives.

The new staff issues news releases regularly which has resulted in widespread media coverage of CT Grown products. The Department of Agriculture also proactively seeks out radio and television interview opportunities. Commissioner Prelli and the Department of Agriculture staff have made appearances on numerous radio shows and local network news programs, including WVIT Channel 30, WFSB Channel 3, WTNH Channel 8, and Fox 61. Topics have included:

- CT Grown strawberries
- CT Grown pumpkins
- CT Grown Christmas trees
- CT Grown organic produce
- Connecticut seafood industry
- Connecticut farmers' markets
- CT Grown orchard fruits
- Connecticut's oyster comeback
- Agriculture Viability Grants Program
- CT Grown maple syrup (scheduled for Feb. 2)

The Department of Agriculture has also added two more user-friendly Web site addresses: www.CTGrown.gov and www.ct.gov/CTGrown. These new web addresses automatically connect visitors to the Department of Agriculture's existing Web site.

COLLABORATIONS:

Multiple collaborations have resulted from the increased effort of promoting CT Grown. These partners share in the belief and value of CT Grown and have helped spread the message. New and renewed collaborations include:

- 55 schools and school systems
- All major news stations (radio and television)
- All major Connecticut newspapers
- Connecticut Apple Marketing Board
- Connecticut Christmas Tree Growers Association
- Connecticut Department of Education
- Connecticut Department of Environmental Protection
- Association of Connecticut Fairs, Inc.
- Connecticut Farm Bureau Association
- Connecticut Green Industry
- Connecticut Seafood Council
- Connecticut Specialty Food Association
- Connecticut Wine Council
- Edible Nutmeg Magazine
- Governor's Communication Office
- Greater Hartford Guest Guide
- Institutions (Yale, University of Connecticut, Spa at Norwich Inn, Mercy Center, etc.)
- Maple Syrup Producers Association of Connecticut, Inc.
- Northeast Organic Farming Association of Connecticut
- Producers and agricultural groups receiving Joint Venture Grant monies
- Restaurants (Claire's Corner Copia, The Dressing Room, Metro Bis, etc.)
- State wide Farmers' Market Associations
- University of Connecticut, College of Agriculture and Natural Resources
- Various municipalities

CT GROWN CONCLUSION TO DATE:

The additional PA 228 monies for the CT Grown Program have been extremely beneficial to Connecticut's agricultural industry, the residents of Connecticut, and the Connecticut Department of Agriculture. The addition of new staff has allowed the Bureau of Agricultural Development and Resource Preservation to expand its promotion of CT Grown. New and existing programs, and relationships have been strengthened, allowing the Department of Agriculture to more effectively disseminate its message.

FUTURE PLANS OF CT GROWN:

Joint Venture Grants – The demand for this program is evident as over 50% of the \$50,000 has already been awarded for 2007. The Department of Agriculture looks forward to continuing this program in the future.

CT Grown Radio Ads – A review of the benefits from the radio ads will be done after the season is complete. Once the Department of Agriculture has a better understanding of the benefits will it be determined if the radio ads should be an annual promotion.

CT Grown Mascots - The Mascots will continue to be available to make appearances at events to continue the promotion of CT Grown.

Farm-to-School - The Department of Agriculture will expand their outreach efforts to continue recruiting both farmers and schools/school systems to participate in the program. In addition, a farm tour is scheduled for spring/summer 2007.

Farm-to-Chef – A Web site is currently being developed and the database will continue to be expanded and improved.

Promotional Materials – A program the public thoroughly enjoys is the promotional material giveaways. The Department of Agriculture will continue to do promotional giveaways at trade shows, special events and to those looking to promote CT Grown.

Brochures – The Department of Agriculture strives to increase the number of places to distribute the various brochures offered. The ability to continue sending brochures to the public upon request is also something that will continue.

New Haven Senior Farmers' Market Nutrition Program – Until more state or federal funds are received for the program, an additional \$18,000 will continue to be issued to the program in New Haven to supply the demand in the area.

Media Relations – As one of the best ways to promote CT Grown, the Department of Agriculture will continue to pursue television and radio appearances to promote CT Grown commodities.

CONNECTICUT AGRICULTURE VIABILITY GRANTS PROGRAM

The Connecticut Agriculture Viability Grants Program is made possible due to allocations of \$1,000,000 annually to the Connecticut Department of Agriculture through PA 228. The grants program is intended to strengthen Connecticut's agricultural job base through supporting and promoting Connecticut agriculture.

The first grant is the Farm Transition Grant, where producers, non-profits, and agriculture cooperatives may apply and receive up to \$50,000 in matching funds. Qualifying projects include those that strengthen the economic viability of Connecticut farmers. The second grant opportunity is the Farm Viability Grant, which may be used by municipalities, regional planning agencies, and association of municipalities to receive up to \$50,000 in matching funds. Qualifying projects for the Farm Viability Grant include capital or planning projects.

2006 GRANT APPLICATIONS:

In April of 2006, the Department of Agriculture received 106 grant applications for the first round of the Agriculture Viability Grants Program. As a result, 33 grants were awarded to 16 agricultural producers, six non-profits and 11 municipalities.

These projects included:

- Community supported agriculture (CSA) farms
- Producer expansions of:
 - greenhouses
 - wineries
 - sugarhouses
 - vegetable and fruit farms
 - aquaculture facilities
 - livestock farms
- Municipal projects pertaining to:
 - land-use planning strategies
 - farmers' market expansion and construction
 - restoration of shellfish beds
 - local plans for agricultural development.

Located in Appendix G.1 is a detailed list of the 2006 award recipients. Winning projects photos are included in Appendix G.2.

Applications were accepted in late November 2006. This November deadline will be the annual deadline in the future. One hundred and two applicants applied and winning projects were announced in early January 2007. Projects again varied in scope and commodity, but all focused on the future of Connecticut agriculture. Another \$1,000,000 in grant money will be distributed.

COLLABORATIONS:

A steering committee developed the rules and regulations for the program prior to opening the program to the public. This commitment was made up of representatives from:

- Connecticut Farm Bureau Association
- University of Connecticut, Cooperative Extension System
- Working Lands Alliance
- American Farmland Trust
- Connecticut Farmland Trust
- Connecticut Conference of Municipalities

A panel of judges for worked with the Department of Agriculture to evaluate applications. This panel included professionals from:

- United States Department of Agriculture, National Resource Conservation Service
- University of Connecticut, Cooperative Extension System
- Eastern States Exposition

In addition, collaborations have also been developed with the 11 municipalities and 16 producers that received grant monies.

Producers have provided tremendous feedback about the Agriculture Viability Grants Program:

“The grant has expanded our horizons as producers in Connecticut. It allowed us to turn a concept into a reality. I’m still in awe every night when I go home that what started as paper and pencil, has turned into fresh paint and stainless steel. In fact, my father has come up to check on me at night at least a dozen times and found me staring, jaw opened, in awe at how far I have come. My excitement is always echoed when I see the pride in his eyes.”

Russell Holmberg, Holmberg Orchards, Gales Ferry

“They help us in so many ways - from setting up and promoting farmers' markets to the Agricultural Viability and Joint-Venture grants, from start-up advice for new farmers to the directional signage program - they are always there to provide assistance. The Department of Agriculture staff understands our needs and speaks our language. It's like they're part of the family.”

Chris Bassette, Killiam Bassette Farmsted, South Glastonbury

“The Connecticut Agriculture Viability Grant has been a great help in enabling our family farm winery to get started. The grant has allowed us to expand production efficiently and maintain a high level of quality while the business undergoes startup growing pains. The winery improvements will allow us to increase our agricultural production of wine grapes and also increase the purchase of other CT Grown fruits. We are appreciative of the support from the state and we will endeavor to proudly continue our family farming heritage. Grants such as these breath exciting new life into the future of agriculture in our state.”

Jamie Jones, Jones Winery, Shelton

“Through the Ag Viability Grant we are able to finish the work on our commercial kitchen and continue to build our farm operation. The grant has given us the money to build a quality commercial kitchen that we are thrilled to have for the summer of 2007! We know that by producing value added products in our kitchen we will continue to diversify our farm operation. Selling farm made salsas, soups and salads at our framers’ markets will increase our income and enable us to educate our customers on how to prepare our produce.”

Laura McKinney, Riverbank Farm, Roxbury

CONCLUSION TO DATE:

Staff at the Department of Agriculture are thrilled to have such a coveted and successful program. Producers, consumers, and related agribusiness professionals are equally as excited and see an endless array of possibilities and benefits available.

NEAR FUTURE PLANS:

The demand and success of the program is evident. Due to the dedicated revenue stream afforded by PA 228 monies, the Agriculture Viability Grants Program is self-sustaining. So long as funding continues, \$1,000,000 will be awarded each year to projects that help strengthen Connecticut agriculture.

FARMLAND PRESERVATION

PURPOSE:

Through annual allocations of approximately \$4,000,000 to the Farmland Preservation Program, the Department of Agriculture aims to improve the timeliness of preservation transactions, increase acreage and number of farms preserved each year, and increase the number of staff in the Farmland Preservation Program.

BENEFITS:

The additional funding has helped expedite the appraisal, survey, and acquisition process, allowing closings to be held in a more timely manner.

Once project negotiations are completed and projects are approved by the State Properties Review Boards, the Farmland Preservation Program can start immediately on the property survey process.

CURRENT PROJECTS:

- Four farms, a combined 443 acres, at a cost of \$1,969,010, have been assigned PA 228 funding for preservation.
- Additionally, with the \$2,500,000 that has been allocated so far in 2006, five property surveys have been conducted.
- Two of the four farms are joint acquisition efforts between municipalities and the state's Farmland Preservation Program.
- New staff, including a property agent and clerical support, have been added to the Farmland Preservation Program. An additional property agent is expected to be hired in early 2007.

Appendix H.1 provides a program funding summary as of mid-December.

FUTURE PLANS:

The Farmland Preservation Program anticipates a full staff of five employees in 2007. The goal for the Program is to preserve 20-30 farms with an anticipated 2,500 to 3,500 acres per year. The estimated cost to preserve this farmland is \$10,000,000 to \$15,000,000 per year and will be done collectively with PA 228 and bonding monies.

COLLABORATIONS:

Relations with the Federal Farm and Ranchland Protection Program, multiple agricultural land trust associations, and various municipalities have been developed. Overall there has been an increase in interest from municipalities to work together to preserve farmland.

CONCLUSION TO DATE:

PA 228 monies, in conjunction with bond monies, have allowed the Farmland Preservation Program to contribute to the already preserved 31,780 acres, or 228 farms, since 1978. By improving the timeliness of the beginning stages, it allows for more farmland to potentially be preserved.



CONNECTICUT FARMLINK PROGRAM

The FarmLink program is a result of PA 228 allocating \$75,000 per year in response to the constant request from future farmers looking for farmland. The program is organized to be a clearinghouse for farmers who would like to retire but keep their land in farming and those looking to begin farming or expand/move their current farming operation. The program supports beginning agribusinesses and those expanding/moving a current agribusiness.

CURRENT ACTIVITY:

The FarmLink Web site went "live" on December 27, 2006. The Web site is the main resource of seeking/selling land information. It also provides information in other areas to help educate farmers and related groups on various topics such as farm transfer and farm succession planning, family farm estate planning, farm transfer strategies, farm leasing, formation of farm partnerships, and starting a farm business. As a result of the Web site, calls and emails about the program are received by the Department of Agriculture on a daily basis.

A sample of the website can be found in Appendix J.1.

Applications have been developed for farmers looking to retire, beginning new farmers, and farmers looking to expand/move. Completed applications submitted to the Department of Agriculture are posted on the FarmLink Web site with an assigned case number and the description provided describing their desired farmland or current property available. Six farm seekers and five farm owners have been listed on the Web site in the last month. Information can only be exchanged between those who have registered with the program; these requirements protect the privacy of applicants and prevents those outside of agriculture from contacting them.

A logo, brochure and other marketing materials have been developed to increase promotion and provide a consistent message. The FarmLink logo (shown above) has been helpful in giving the program an identity. It has been used in a new brochure which allows the Department of Agriculture to promote the program while explaining its guidelines to interested parties.

FarmLink is increasing its outreach efforts. In addition to the Web site and brochure, presentations are offered to agricultural groups interested in the program. Presentations are being done around the state and organizations are encouraged to request a presentation from the FarmLink organizer.

COLLABORATIONS:

The development and implementation of the FarmLink Web site has allowed us to maintain our relationship with the University of Connecticut, Center for Information and Technology. Through this effort and by working with other groups and agencies to ensure a successful program, the following collaborations have been developed:

- UConn, College of Agriculture & Natural Resources
- American Farmland Trust – Connecticut Office
- Connecticut Agricultural Experiment Station
- Connecticut Farm Bureau Association, Inc.
- Connecticut Farmland Trust
- Connecticut Nature Conservancy
- Growing New Farmers
- Cooperative Extension System Centers
- First Pioneer Farm Credit
- New England Land Link
- Northeast Organic Farming Association of Connecticut
- The Connecticut Bar Association
- The Trust for Public Land
- Working Lands Alliance

CONCLUSION TO DATE:

The Department of Agriculture is pleased to finally have the opportunity to provide a program that has been in such high demand. Interest in the program has been great; and with 11 applicants registered in a matter of a month, the program will be successful.

NEAR FUTURE PLANS:

A press release was issued on January 20, 2007 to heavily promote the FarmLink program, Web site and out reach efforts. Printed materials and promotional items such as pins, pencils/pens, and magnets will also be purchased. Other efforts that have been discussed include increased public outreach to Town Assessors and Town Planners, and a possible grant program to assist producers with farm estate planning.

APPENDIX

A.1 – Joint Venture Grant Winners

2005-2006

- Stamford Downtown Special Services District, Stamford Farmers' Market - \$600
Printing of a street banner – 4' high by 37' wide
- Misti, LLC - \$500
Advertising in local papers and to develop posters and road banners
- Town of Coventry - \$648
Signage for the Coventry Farmers' Market
- Connecticut Apple Marketing Board - \$5,000
In store promotions, local newspaper, television and radio advertising
- Greenwich Farmers' Market - \$350
Advertising in newspapers in the town of Greenwich and throughout Fairfield county
- Sandy Hook Farmers' Market - \$650
Area promotion of special events at the farmers' market
- New London Farmers' Market - \$650
Advertisement of special events during the 20th anniversary of the market
- Maple Syrup Producers Association of Connecticut - \$1,026
Printing of a brochure listing all maple sugar houses in Connecticut
- Northwest Farmers' Cooperative - \$1,000
Replacement of old damaged signage at five farmers' markets
- Rockville Farmers' Market - \$250
Permanent outdoor signage for farmers' market
- Seymour Farmers' Market - \$1,000
Radio and newspaper ads promoting six different farmers' markets
- City of Norwalk - \$750
Creation of an advertising campaign and ad insertions in area newspapers
- Hartford Food Systems - \$400
Purchase of signs, printing costs, and advertising for the Laurel Street Farmers' Market
- Connecticut Poultry Association - \$350
Advertising in weekly newspapers for their annual egg dessert bake-off
- Northeastern Connecticut Farmers' Market Association, Inc. - \$1,200
Print and radio advertising to announcement the change in market location
- Connecticut Northeast Organic Farming Association - \$1,000
Print and distribute 10,000 copies of the 'Farm, Food and Land Care Guide'

- Certified Organic Associated Growers - \$700
Advertising for the Taste of Connecticut Organic Farmers' Market in Coventry
- SimonPure Productions, LLC - \$600
Production of a professional documentary of Connecticut Agriculture
- Maple Syrup Producers Association of Connecticut - \$636
Printing of an additional 10,000 brochures
- North Fordy Farm - \$645
Advertising in local papers and producer magazine and signage for farm stand
- West Hartford Farmers' Market - \$2,250
Newspaper advertising for seven months
- Stonington Village Improvement Association - \$3,000
Print and radio advertising for Stonington Farmers' Market
- Betsy's Stand - \$647
Advertisements in area papers and signage for trucks
- Northeast Connecticut Farmers' Market - \$1,650
Update and reprint schedule cards, print ads, outdoors signage and ad design.
- Dondero Orchard - \$2,000
Advertising in 6 area newspapers and website maintenance
- Fowler & Hunting - \$4,005
Development and printing of banners to select independent chain grocery stores that will utilize them in large CT Grown displays
- Priam Vineyards - \$360
Newspaper advertisement for vineyard and farmers' market
- Connecticut Farm Wine Council - \$2,000
Printing of 365,000 Wine Trail brochures
- Town of Suffield - \$375
Signage, advertising and t-shirts for the Suffield Farmers' Market
- Connecticut Christmas Tree Growers Association - \$2,020
Development of a website, pick-your-own and wholesale brochures, and coloring contest at 600 schools for K-2nd grade
- CitySeed, Inc. - \$3,468
Production of flyers and newsletters to producers in addition to a street banner and newspaper ad
- Bozzuto's Inc. - \$7,215
Purchase of 10 pop up tents, 26 banners, 26 posters, 150 signs, advertisements in are papers.
- Palazzi Orchard - \$1,880
Print advertisement in CT and RI papers

- West Hartford Farmers' Market - \$175
Printing magnets to promote farmers' market
- Connecticut Apple Marketing Board - \$1,752
Radio advertisements for the upcoming growing season

2006-2007

- Pramer Oyster Co. – \$3,000
Custom made CT Grown shellfish bags
- Misti, LLC - \$309
To create a public awareness of dates, locations and vendors
- Connecticut Creative Store - \$7,285
To develop a tri-fold brochure and website promoting the store and its 102 CT Grown vendors.
- Connecticut Apple Marketing Board - \$5,000
Newspaper ads, in-store promotions and brochures promoting CT Grown apples.
- North Central Conservation District - \$3,000
2007 Calendar of Farms in North Central CT
- Connecticut Agricultural Education Foundation - \$5,000
An educational 2007 CT Agricultural Calendar for every 3rd grade teacher in Connecticut.
- Connecticut Seafood Council - \$4,144
CT Grown promotional materials for the Farm-To-Chef seafood tour
- Highland Park Market, Inc. - \$390
Outdoor display of CT Grown produce
- Briarpatch Enterprises, Inc. - \$8,068
CT Grown, mesh seafood bags
- Bogue Farms, LLC - \$992
CT Grown signage to increase traffic to and visibility of farm
- Greenwich Farmers' Market - \$1,142
Advertising of farmers' market in area newspapers
- Town of Westport - \$784
Banner and lawn signs for Westport Farmers' Market
- Priam Vineyards - \$137
Advertisement in Colchester Town Guide 2007-2009
- Simmons Family Farm - \$1,064
For new milk bottle labels

B.1 – Copy of the CT Grown Radio Ads

For November:

Hi, I'm Maria Conlon. To perform like a champion or to simply look and feel your best, you need to fuel your body and mind with the highest quality food – Connecticut-Grown food. On average, your food travels for 2 weeks to get on your plate - losing precious nutrients. Connecticut-Grown foods are fresher, and healthier – better tasting and better for you. This holiday serve Connecticut-Grown meats and seafood, apples, squash, cider, and wines. Ask your retailer for Connecticut Grown. Visit CT.gov/CTGrown for more info. Take it from Connecticut-Grown Maria Conlon - choose Connecticut Grown!

For December:

Hi, I'm Maria Conlon. When you chose Connecticut Grown, not only are you buying the freshest, highest quality products – you're also fueling our local economy – keeping your money and about fifty thousand jobs right here in the state. You're supporting your neighbor, preserving open space and even lowering your taxes! Connecticut Grown foods are fresher and healthier – better tasting and better for you. From Christmas trees and holiday plants to foods and flowers, ask your retailer for Connecticut Grown. Visit CT.gov/CTGrown for more info. Take it from Connecticut-Grown Maria Conlon - choose Connecticut Grown!

For January, February:

Hi, I'm Maria Conlon. As an athlete, I know how important good nutrition is to performing well. The best foods you can get are grown right here in the state by your "home team," the Connecticut Farmers. Connecticut Grown foods are fresher and healthier – better tasting and better for you. Connecticut Grown eggs, dairy, meats, and seafood are available year-round - ask your retailer. Visit CTGrown.gov for more info. Take it from me, Connecticut-Grown Maria Conlon - choose the best for you and your family. Choose Connecticut Grown!

For March:

Hi, I'm Connecticut-Grown Maria Conlon. When you chose Connecticut Grown, you get the freshest, highest quality products. You fuel our local economy by keeping your money and thousands of jobs here in the state. Your choice supports your neighbor, preserves open space, combats global warming, and even lowers your taxes! Connecticut Grown products are fresher and healthier for you and your family. From plants and flowers to delicious and nutritious produce, meats, seafood, eggs, and dairy, ask your retailer for Connecticut Grown. Visit CTGrown.gov for more info.

C.1 – CT Grown Mascot Photos



The CT Grown Mascots with their 'Namers' and Commissioner Prelli during the Mascot naming ceremony at Connecticut Day during the 2006 Big E.

CT Grown Mascots mingling with the crowd during the 2006 CT Day at the Big E.



The CT Grown Mascots entertaining the crowd before a UConn Basketball game.



Two CT Grown Mascots that have yet to be officially named.
The Cow and the Lobster



D.1 - Participating Farm-to-School Schools/School Systems

Ansonia Public Schools

G & A Produce - apples, various vegetables

Avon Public Schools

Hayward Orchard - apples, cider

Berlin Public Schools

Drazen Orchard - apples, peaches, plums,
various vegetables

Bloomfield Public Schools

Dondero Orchards - apples, pears
Auer Farm/Michael Buchanan - callaloo, winter
squash

Bridgeport Public Schools

Bluejay Orchards - apples, pears
G & A Produce - variety of produce
Fowler & Huntting - variety of produce

Brooklyn Public Schools

Palazzi Orchard - apples

Canterbury Public Schools

Palazzi Orchard - apples

Canterbury School (New Milford, CT)

Stuart Farm - beef

Cheshire Public School

Drazen Orchard - apples

Colchester Public Schools

Palazzi Orchard - apples

Coventry Public Schools

Apples

East Hartford Public Schools

Buell's Orchard - apples

Ellington Public Schools

Johnny Apple Seed's Farm - apples, peaches
Shafer Farm - potatoes
Dzen Brothers Farm - strawberries

Fairfield Public Schools

G & A Produce - cucumbers,
peppers, yellow squash, zucchini,
apples

Farmington Public Schools

Dondero Orchard - apples

Glastonbury Public Schools

Dondero Orchard - apples
Old Maids Farm - vegetables

Greenwich Public Schools

Sardilli Produce & Dairy Co., LLC -
fresh fruits and vegetables

Griswold Public Schools

Palazzi Orchards - apples

Guilford Public Schools

G & A Produce - apples, various
vegetables

Hartford Public Schools

Dzen Brothers Farm - strawberries
Fowler & Huntting - variety of
vegetables

Kent School

Starberry Farm - peaches, apples
Stuart Farm - beef

Killingly Public Schools

Palazzi Orchards - apples,
vegetables

Klingberg Center

Rogers Orchard - apples
Michael's Produce - various produce

Litchfield Public Schools

Hayward Orchards - apples
Holiday Farms - apples

Manchester Public Schools

Dzen Farms - strawberries,
blueberries

Mansfield Public Schools
Palazzi Orchards - apples

Meriden Public Schools
Crooke Orchard - apples
G & A Produce - variety of
vegetables

Middletown Public Schools
Mancarella Produce - apples, various
vegetables

Montville Public Schools
Palazzi Orchards - apples

New London Public School
Palazzi Orchard - apples

New Milford Public Schools
Starberry Farm - apples, peaches

Norwalk Public Schools
Rogers Orchard - apples

Norwich Public Schools
Palazzi Orchards - apples

Orange Public Schools
G & A Produce - apples, various
vegetables

Plainfield Public Schools
Palazzi Orchards - apples

Pomfret Public Schools
Lapsley Orchard apples

Putnam Public Schools
Woodstock Orchard - apples

Scotland School System
Palazzi Orchards - apples

Simsbury Public Schools
Bushy Hill Orchard - apples

South Windsor Public Schools
Dondero Orchard - apples
Shafer Farm - potatoes

Dzen Brothers Farm - strawberries
Groszyk Farms - various vegetables
Fair Weather Acres - green beans
Beckett Farm - asparagus

Taft School
Stuart Farm – beef

Thompson Public Schools
Woodstock Orchard - apples

Tolland Public Schools
Wright's Orchard - apples

Trumbull Public Schools
G & A Produce - apples, vegetables

Wallingford Public Schools
Drazen Orchard - apples, pears, plums, peaches
Groszyk Farms - corn on the cob, squash

Waterbury Public Schools
G & A Produce - apples, vegetables

Waterford Country School
Hunt's Brook Farm

West Hartford Public Schools
Dondero Orchard - apples, pears
Pell Farms - strawberries

West Haven Public Schools
Rogers Orchard - apples

Winchester Public Schools
Burdick's Orchard - apples
Windham Public Schools
Michael's Produce – variety of vegetables

Windsor Public Schools
Dzen Farms - strawberries
Thrall Orchard - apples

Regional District #10
Hayward Orchard - apples, pumpkins

Regional District #16
Drazen Orchard - apples, pears

Regional District #17
Mancarella Produce - apples, vegetables

Department of Agriculture

Welcome to the Connecticut Farm-to-School Program



[Participating Schools & Districts](#) | [Participating Farmers](#)

[Farm-to-School Promotional Materials & Programs](#)

[Other Links](#) | [Publications](#) | [Wholesalers](#)

[Contact Us](#)

The Farm-to-School Program is a statewide program designed to use Connecticut Grown fresh fruits and vegetables in your schools' cafeteria meals and snacks. This project is twofold: to support local farms and to offer fresher, more nutritious produce in the school meals. Getting locally grown products into school cafeterias is a win-win situation for you and your school kids! It will meet newest guidelines to improve children's health and nutrition while also increasing marketing opportunities and income for our Connecticut farmers. The alarming upswing in childhood and adult obesity rates affect health care costs for us all as taxpayers in Connecticut. Eating healthier lunches and snacks at school is one way to improve the diets of our young people.

A connection to the food system through the promotion of local food and the people that grow it can be used to make kids more interested in learning and living a healthier lifestyle, including the consumption of more Connecticut Grown fresh fruits and vegetables! We now have colorful Point of Sale signage for participating schools.

We are very happy the Connecticut Department of Education received one of only six federal \$1 million grants to be used by 25 schools across our state to buy Connecticut Grown produce. This is the first of many future efforts to really improve your opportunity to participate in the Farm-to-School Programs. We are also working with other state agencies such as Dept of Administrative Services, Dept of Public Health, as well as other organizations like the CT Food Policy Council, Hartford Food Systems, CT Apple Marketing Board, 5-3-1 for Healthy Kids, Food Land and People, among others.

The Farm-to-School Program at the Connecticut Department of Agriculture would like to thank those of you already in the program. For those non-participating schools we encourage you to contact Jane.Slupecki@po.state.ct.us and begin participation in the Farm-to School Program!

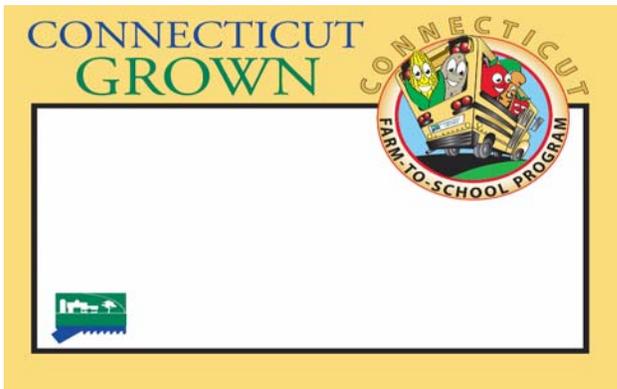
Our showcase school lunch program is at the [Bloomfield Public Schools!](#) Take a peek!

Content Last Modified on 12/29/2006 3:30:14 PM

D.3 - Photos from Farm-to-School Activities and Other Promotional Items.



Food Service Director for the Bloomfield Public Schools, Timothy Cipriano, displays his support for the program.



Point-of-Purchase materials that were developed for participating schools to promote the purchase of CT Grown products.



The official Connecticut Farm-to-School logo.



A sample of the Farm-to-School banner that was customized for each participating school that requested one.

E.1 - Sample of the Farm-to-Chef E-Newsletter

CONNECTICUT FARM-TO-CHEF PROGRAM NEWS

Happy Holidays!

All of us at the CT Department of Agriculture wish you and your loved ones a very healthy and happy holiday season.

CT Chefs Spring Workshop

Save the date! **Monday, May 21, 2007** is the tentative date for the next Farm-to-Chef workshop. This event will expand on the theme of our event last October, and will feature not only seafood, but also dairy and meat. You will have the opportunity to tour the fishing docks and dairy/meat farm, and learn directly from the men and women who produce this incredible food. Stay tuned for additional information and details.

CT Oysters Making a Comeback

The CT Bureau of Aquaculture is pleased to announce that CT Oysters are making a comeback after the devastating die-off in 1998 that was caused by two naturally occurring disease outbreaks. Oysters are now available and supply is expected to continue to increase in coming years. WFSB-TV Channel 3 News ran a special report on the industry's comeback on last night's 6:00 PM evening news. To watch the segment, go to <http://www.wfsb.com/money/10570367/detail.html>. For additional information about CT Aquaculture, including shellfish production and sanitation and safety measures that ensure the premium quality of all shellfish harvested in CT, go to <http://www.ct.gov/doag/cwp/view.asp?a=1369&q=259168&doagNav=1>

CT Farm-to-Chef Website on the Way

The CT Department of Agriculture is in the process of creating a Farm-to-Chef website. The site will include listings of farmers and producers; wholesalers and distributors; and restaurants and facilities using CT Grown. It will be designed to help connect chefs to sources of CT Grown products, as well as provide a resource to members of the public interested in dining in facilities serving CT Grown. If you would like your business listed on this website, please contact me at 860-713-2558 or Linda.piotrowicz@po.state.ct.us.

Edible Nutmeg Winter Issue Now Available

Edible Nutmeg, the new publication about Connecticut food, has just published its second issue. This winter issue contains a story about the CT Seafood-CT Chefs event held in Stonington last October, as well as many other very interesting articles. For more information, go to www.ediblenutmeg.com

Footsteps Farm Named First Certified Humane Farm in CT

Footsteps Farm, a certified organic farm in Stonington, CT, has been named the state's first Certified Humane Farm. Craig Floyd, owner, was a guest on WNPR's Faith Middleton Show on November 15, 2006. To hear the interview, go to <http://www.publicbroadcasting.net/wnpr/arts.artsmain?action=viewArticle&pid=173&sid=15&id=997469> For more information about Footsteps Farm, visit www.footstepsfarms.com

New Haven Wooster Square Market To Run Through Winter

This year City Seed in New Haven will be running its popular Wooster Square farmers' market through the winter, on the third Saturday of each month. For details, see www.cityseed.org

CT Grown Marketing Assistance

The CT Department of Agriculture has matching funds available to assist you in promoting CT Grown in your restaurant or facility. The Joint Venture Grant Program is designed to promote CT Grown products through the use of the CT Grown logo. If you would like to include the logo in your signage, menus, advertising, etc. to promote your use of CT Grown products, we would love to help you! Please contact me at 860-713-2558 or Linda.piotrowicz@po.state.ct.us for a grant application or for more information about the program.

CT Department of Agriculture Mascots

In addition to our four Veggie Mascots, Juicy Lucy (cucumber), Beta Carrot, Smiley Sprout, and The Colonel (corn), we also have a cow, a lobster, and are in the process of obtaining a chicken. The Veggie Mascots will be making appearances at select UConn basketball games this winter to promote the benefits of nutritious CT Grown foods. All of the costumes are available to borrow for special events. For more information, please contact me at 860-713-2558 or Linda.piotrowicz@po.state.ct.us.

CT Grown New Year's Resolutions

When making your New Year's Resolutions, why not consider resolving to eat and use more locally grown and produced foods? The average food on America's dinner plate has traveled 1,500 miles and spent two weeks getting there. CT Grown is fresher, tastes better, and is better for you, because it contains more vital nutrients that begin to diminish after harvest. Buying CT Grown also fuels the local economy and keeps money and jobs here in Connecticut. More and more, people want to know from where their food comes...when you purchase CT Grown, you know exactly where that food was produced, and who produced it. It is a win-win situation for all.

CT Department of Agriculture Website Easier to Find

The CT Department of Agriculture has made it easier to find our website. Now just type **CTGrown.gov** into the address bar of your browser to get to our home page. Click on "Publications" at the top of the page to get resource listings for many different CT Grown commodities.

GET CT GROWN! www.CTGrown.gov Please feel free to contact me with any questions or comments, or if you would like to be removed from this distribution list. Linda.Piotrowicz@po.state.ct.us or 860-713-2558.

E.2 – Photos from the First Farm-to-Chef Tour



John Turenne, cooking for attendees.



Mike Theiler from the Connecticut Lobsterman's Association, explains to chefs about the physical differences between male and female

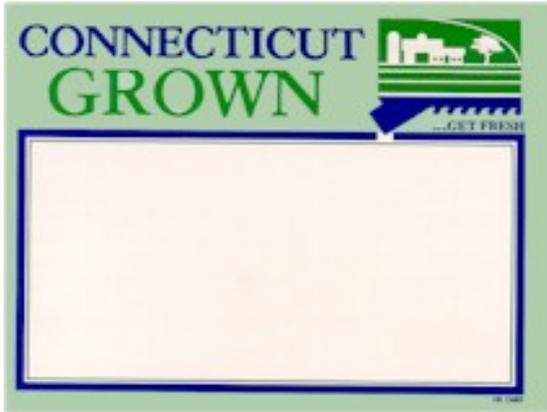


Jacques Pepin, famous chef, prepares a Connecticut seafood specialty for tour attendees.



Farm-to-Chef attendees had the opportunity to tour one of the fishing boats to have a better understanding where their food comes from.

F.1 – CT Grown Promotional Materials



Point-of-purchase materials are available to producers to promote their CT Grown products.

For more information Contact:
Connecticut Department of Agriculture
100 Capitol Avenue
Hartford, CT 06106 (860) 733-2503
<http://www.ct.gov/depag>

CONNECTICUT GROWN CROP AVAILABILITY CALENDAR

CROP	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Apples									
Asparagus									
Beans									
Berries									
Blackberries									
Broccoli									
Cabbage									
Cauliflower									
Chard									
Chardonnay									
Eggplant									
Garlic									
Green									
Herbs									
Lentils									
Macadamia (raw roset)									
Nectarines									
Onions									
Peaches									
Pears									
Peppers									
Pineapples									
Potatoes									
Raspberries									
Squash									
Strawberries									
Summer Squash									
Sweet Corn									
Tomatoes									
Greenhouse Tomatoes									
Turkey									
Watermelon									
White Squash									

The Crop Calendar is a great explanation of when commodities are available throughout the year in Connecticut.



The Resource Map highlights the commodities that are most prevalent in each county.



CT Grown pins, pens, stickers, and magnets are the most distributed promotional items. The CT Grown posters are popular among producers, while the CT Grown folders are very useful for compiling handouts for meetings and presentations.



G.1 – 2006 Agriculture Viability Grant Winning Projects

Producers:

- Blue Hills Farm - Richard Vynalek, Durham.
 - Expansion of Polled Hereford pasture to increase organic beef production.
 - \$15,018
- Easy Pickin's Orchard, Brian Kelliher, Enfield. (photo attached)
 - To ensure a more sustainable crop production through the use of a wind machine for frost protection in the orchard.
 - \$14,000
- George Hall Farm, Darren Hall, Simsbury.
 - Expanding a Community Supported Agriculture production to include greenhouse facilities to provide a year round food supply.
 - \$10,000
- Haney Farm, Megan Haney, Kent.
 - A beginning farmer constructing a greenhouse for propagation and tomato production and opening up a organic vegetable, flower, herb and seedling farm.
 - \$6,707
- Holmberg Orchards, Richard Holmberg, Gales Ferry.
 - A processing facility for hard ciders and fruit wines.
 - \$32,400
- Jones Family Farms, Jamie Jones, Shelton.
 - A winery crush pad for expansion of a wine making facility.
 - \$44,000
- Kasulaitis Sugarhouse, Raymond Kasulaitis, Barkhamsted.
 - Promote, diversify and increase maple syrup sales through purchase of maple cream machine for value added product, promotion, storage tank, and storage facilities.
 - \$7,700
- Laurel Ridge Farm, John Morosani, Litchfield.
 - A retail marketing program for grass fed beef.
 - \$33,293
- May Hill Farm, David and Jared Morse, East Woodstock.
 - Expansion of new barn facility needed to increase efficiency and production.
 - \$50,000
- Norman's Sugarhouse, Richard and Avis Norman, Woodstock.
 - Increase maple syrup production and efficiency by installing a vacuum system in two sugarhouses.
 - \$4,000
- Old Maids Farm, George Purtill, Glastonbury.
 - Refrigerated storage facility for produce.
 - \$7,500

2006 Agriculture Viability Grant Winning Projects Continued

- Riverbank Farm, David Blyn, Roxbury.
 - A commercial kitchen to process produce into value added products.
 - \$16,615
- Rowledge Pond Aquaculture, Todd Bobowick, Sandy Hook.
 - Increased aquaculture production by installation of infiltration wells.
 - \$23,500
- Sargents Cove, Geoff Denham, Darien.
 - Purchase of equipment in order to diversify existing operation into bay scallop production.
 - \$8,900
- The Farmer's Cow, Robin Chesmer, Lebanon.
 - Promotional plan for brand recognition of Farmer's Cow retail milk from six Connecticut dairy farms.
 - \$50,000
- The Salem Herb Farm, Joe and Anne Duncan, Salem.
 - Construction of three bay-gutter-connect greenhouses and an expand outdoor sales plant area with an events area.
 - \$44,962

Non Profits

- City Seed, Jennifer McTiernan, New Haven.
 - A broad based marketing plan that will enhance the marketing and promotional infrastructure behind farmers markets across the state.
 - \$41,504
- CT 4-H Farm, Lynn Brown, Bloomfield.
 - Expand and improve production farm through equipment purchase, land management techniques and upgrade and restoration of existing crops.
 - \$11,850
- CT Beekeepers Association, Becky Jones, Farmington.
 - To expand the outreach of CT Beekeepers Association to promote the opportunities for a Connecticut beekeeper.
 - \$1,961
- End Hunger Connecticut, Sally Mancini, Hartford.
 - For farmers' markets and food stamp customers to utilize new technology that will increase sales and connect food stamp recipients and farmers.
 - \$6,220
- FRESH New London, Arthur Lerner, New London.
 - A broad proposal to cultivate the market for local produce in the city through marketing and sales at a local foods market.
 - \$20,000
- Town Farm Dairy, Jennifer Frank, Simsbury.
 - To upgrade, expand and diversify existing dairy in order to produce organic milk and sell it retail.
 - \$50,000

Municipalities

- Town of Canterbury
 - A proposal to update the Plan of Conservation and Development.
 - \$30,000
- Capitol Region Council of Governments
 - Improving agriculture's viability in the capitol region.
 - \$10,000
- Central Connecticut Regional Planning Agency
 - A proposal to present model regulations that are agriculture friendly for local land use boards to implement.
 - \$10,000
- Town of Farmington
 - Improvement of Fisher Farm production facility by repairing barn.
 - \$50,000
- Town of Lebanon
 - Promotion of town's farm economy and preservation of its agricultural base through town policies.
 - \$49,080
- Town of Madison
 - A plan to reestablish the town oyster beds.
 - \$22,300
- Town of Middletown
 - A plan to improve direct marketing opportunities for locally grown products and to develop a plan for farmland and open space preservation.
 - \$50,000
- Town of New Milford,
 - To expand maple sugar production and efficiency.
 - \$12,400
- Stratford Shellfish Commission,
 - To remove oysters and shell from a proposed dredged area and placed on state designated shellfish beds in the Housatonic River.
 - \$20,104
- Town of Thompson,
 - Loss of Farmland Fiscal Impact Study and Willingness to Pay Survey.
 - \$50,000
- Town of Thompson, Land Use Leadership Alliance,
 - The development of sustainable agriculture communities through the promotion of innovative land use strategies.
 - \$38,100

G.2 – Winning Agriculture Viability Grant Project Photos



Brian Kelleher, Easy Pickin's, Enfield with his new windmill.

A promotional/marketing campaign was developed for this Farmer's Cow logo.



Holmberg Orchard's new fermentation tanks for hard cider and fruit wines in their refurbished, up-to-code, processing facility.



Winning Agriculture Viability Grant Project Photos



The beginning stages of Riverbank Farm's new commercial kitchen, where they'll be processing their own soups, salads and salsas.



Mayhill Farm utilized the grant to purchase a new manure spreader (right) and the materials needed to complete the new free stall 'greenhouse' for their milking cows.





The Jones Winery expansion of their current winery included a new outside pad, a grape press (right) and a grape de-stemmer and crusher (below).



H.1 - PA 228 Farmland Preservation Program Funding Summary (as of December 19, 2006)

Farm Number	Farm	Acres	Cost Estimates								State \$ PA-228	Total \$ State & Twn
			Town dlr \$	State dlr \$	Total dlr \$	Legal	Record	Title Ins	Appraisal	Survey		
01.pa228 .11.17.06	Farm 1 (orchard) Ashford	140.4		361,822	482,428	3,500	300	1,596		16,082	383,300	506,406
			120,606						St 2,500			
02.pa228 .11.17.06	Farm 2 (tobacco) Suffield	80.6		431,210	575,000	3,500	300	1,700	0	8,967	445,677	592,967
			143,790						3,500			
03.pa228 .11.17.06	Farm 3 (support) Lebanon	157		535,000	535,000	3,500	300	1,600	0	16,215	556,615	559,515
									2,900			
04.pa228 .12.19.06	Farm 4 (support) Lebanon	64.6		290,880	290,880	3,500	300	1,024	St 2,900	6,000	304,600	304,600
Totals	4 Farms	442.6	264,396	1,618,912	1,883,308	14,000	1,200	5,920	11,800	47,264	1,690,192	1,963,438

J.1 – Sample of the CT FarmLink Web Site



For New Farmers | Farm Transfer | Estate Planning | Farm Partnerships | CT FarmLink Associates | Financing | Resources



Welcome to Connecticut FarmLink Program

Do you and your family have a plan for the farmland you own? Are you a young farmer who is looking for land? According to [state statute](#), The Connecticut FarmLink Program and website is designed to be a clearinghouse for the transition between generations of farmers with the goal of keeping farmland in production. Farmland is irreplaceable. There is a new generation of young farmers who want to be tomorrow's Stewards of the Land. But they do not have land to work.

We hope you use this site as a place to link people who have land to farm with people who want to farm but don't have land.

Help us to keep farmland working. Use this site to find farmland partners, to transition and plan, and help us keep farming in Connecticut, for generations to come.

Farm owners or farm seekers can use this site to share information with other owners and seekers registered with the FarmLink Program. Below you will find a summary of the procedures for the program. If you have any questions, or need further assistance, please call the Connecticut Department of Agriculture, Marketing Division at (860) 713-2503.



How Do I Find A Match

The Connecticut FarmLink Program offers a free, abbreviated website listing for registered farm owners and registered farm seekers.

The following links provide lists of current opportunities available in the Connecticut FarmLink Program.

[Farm Seeker List](#)
[Farm Owner List](#)

Staff in Department's Marketing Division can then send the full application from our listings to any registered program member as requested.

If you find a listing that looks promising, call (860) 713-2503. You will be asked for your own case number along with the case number of the description of interest.

How to Join the Farm Link Program

Farm Owners and Farm Seekers must register by completing either a [Farm Seeker Application](#) or [Farm Owner Application](#) which includes a description of your farm or your needs for farmland. It is important this description is a true representation of your situation since it will serve as your advertisement on the website. You will be contacted by others based upon this description. Please mail the signed and completed and signed questionnaire to:

Connecticut FarmLink Program
CT Department of Agriculture
Marketing Division
165 Capitol Avenue, Room 129
Hartford, Connecticut 06106

Please Note: No email or faxed copies can be accepted.

What's Next?

After we receive your completed Application we will send you a confirmation letter including your assigned case number. The description you provided in your application will be added to the Connecticut FarmLink website along with your case number, which will serve as your only identification on the site. Published listings will never include your full contact information. Updates to your description are your responsibility and must be submitted in writing to the Department of Agriculture at the address listed at left. Submitted updates will be published on the website a minimum of four times a year.



Farm Owner's & Farm Seeker's Responsibility

\$150,000 CT GROWN MARKETING CAMPAIGN

As a result of additional funding to the Connecticut Department of Agriculture 2006-2007 Budget, Other Expenses line item, \$150,000 has been added to the budget. According to PA 06-186, Section 65-66 the monies shall be used for the following purposes:

“...require the DOAG to design, plan and implement a marketing/ad campaign for CT Grown products, establish and update a web site, conduct efforts to promote interaction and business relationships between farmers and restaurants, grocery stores, institutional cafeterias and others. The DOAG already undertakes a majority of the work required within its existing budgetary resources. The FY 07 budget provides an additional \$150,000 for these purposes.”

Due to the infusion of new money, the Department of Agriculture, Marketing Bureau currently has interviewed proposals from media consultants and advertising agencies. Cashman and Katz, Glastonbury, has been selected as the marketing firm for the job and has put together a comprehensive, mixed-media campaign promoting the benefits of CT Grown products. The campaign will run throughout the 2007 growing and harvest seasons and will include print, radio, and television advertising, as well as promotional events, public relations, and product-identification strategies.

The goals of the campaign are improved awareness and recognition by the public of the CT Grown logo and brand name, heightened knowledge by consumers as to the benefits of CT Grown products, and increased sales of CT Grown products. The campaign also will publicize other important Department of Agriculture programs included in PA 228.

Although the CT Grown logo and brand name have been in existence for two decades, this additional funding provides The Department of Agriculture its first real opportunity to market the logo and brand name on a comprehensive, state wide basis, and to achieve solidified public awareness of the CT Grown brand and its value. This campaign will play a significant role in ensuring the future success of Connecticut agriculture.