



Connecticut Department of Agriculture

Dannel P. Malloy, Governor; Steven K. Reviczky, Commissioner  
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Marketing & Technology Bureau, (860) 713-2503

Linda Piotrowicz, Interim Editor  
Wednesday, May 18, 2011

## NOTES from the DEPARTMENT . . .

### PRICELESS PRICING

By John Stanley, John Stanley Associates

During recent months I have written a number of articles on pricing. Consumers have always been price sensitive, but seem more price sensitive today than they have ever been, or so we are led to believe.

The new Generation X and Y consumers seem to be more price sensitive than older consumers and have driven the price debate for many retailers. I recently worked with a client who was a Gen X and he was adamant that price was a major driver when he went shopping. Although when I challenged him, his perception of pricing was the same as the rest of the population.

The release of the book *Priceless, The Myth of Fair Value and How to Take Advantage of It*, by William Poundstone (Scribe Publishing), should be essential reading for anyone in retailing, as it has some fascinating ideas on how to play the price game. It implies that price is not always the driver we think it is, but there are still game rules we need to apply.

Joseph Blair of Hortitrends in Ireland ([www.HortiTrends.com](http://www.HortiTrends.com)) recently sent me a press release about Dunnes Stores in Ireland. It related to Valentine's Day roses and the selling of bouquets of flowers. We all believe that prices go up for this occasion. Dunnes decided to play the price game and promoted "half-price" dozen red roses from €3.99. Nothing wrong with the concept, except when you went into the store, the cheapest bouquets of roses were €39.99.

It is interesting that both prices contained the same numbers in them, something that I suspect was not planned by accident, perhaps they were hoping nobody would notice. One consumer did notice and complained to the ASCI, The Advertising Standards Authority for Ireland, who agreed this was misleading advertising.

Another store I visited in Ireland put their prices on an arrow going downwards, again giving the impression the price had gone down in price, when in fact it had not. The shape of the price sticker was giving a subliminal message that the product was cheaper. I am not suggesting this is something unique to Ireland, it just happens that the two last examples I have come across come from that country.

Look at your pricing with new eyes. The examples above indicate that you do need to look at your pricing with new eyes and

using the eyes of the customer. There is more to pricing than taking the buying price and doubling it, something some retailers still use as their pricing strategy.

William Poundstone talks about the different pricing strategies that make a difference to consumer perception. These include "charm" pricing. There are various theories about how "charm" pricing evolved. One theory is that in the US they used to have the dollar price and for imports from the UK the old penny price. These old penny-priced products were considered to be of higher value than the US products and the price often ended in 99, hence 1.99, 2.99, 3.99 and so on. These were called "charm" prices because they increased sales.

Whether this is the origin or not, research carried out by Kahneman-Tversley in the 1980s showed a 24% increase in sales when a "charm" price was introduced.

When scanning was introduced on June 26, 1974, at Marsh's Supermarket in Troy, Ohio, at the launch of scanning, it meant that pricing using a 9 at the end became a lot more easier for retailers to manage.

One of the challenges today is the multitude of choice, both for the retailer and the consumer. It seems every supplier has a variation on a product and thinks it will sell better than the previous identical product from another supplier, but under a different brand.

Retailers need to make life easier for the consumer. Pricing can play a role in this with the good, better, and best product strategy. Consumers want choice, but limit that choice to three products that do the same job. In today's marketplace you may want to consider super cheap, bargain, and premium as three price strategies. I have run webinars on my Members Club on pricing ([www.johnstanley.com.au](http://www.johnstanley.com.au)). The aim is that the premium and super cheap products are decoys so you can sell more of the bargain product, and hopefully at a higher gross profit. The bargain product should be perceived as the safe compromise choice for the consumer. Some handbag shops do this very well by displaying a few very expensive bags with the aim of selling you up to a more expensive bargain bag. This theory can be applied to a wide range of categories on the shelf.

(continued on Page 4)

**NORTHEAST EGG PRICES USDA**

May 16, 2011

Prices to retailers, sales to volume buyers, USDA Grade A and Grade A, white eggs in cartons, warehouse, centers per dozen. (Range)

EXTRA LARGE	88-102
LARGE	81-95
MEDIUM	78-91

**MIDDLESEX LIVESTOCK AUCTION**

Middlefield, Conn., May 16, 2011

Live animals brought the following average prices / cwt. Auction will be open Memorial Day, May 30.

	Low	High
Bob Calves:		
45-60 lbs.	26.00	35.00
61-75 lbs.	45.00	55.00
76-90 lbs.	65.00	70.00
91-105 lbs.	75.00	80.00
106 lbs. & up	85.00	90.00
Farm Calves	100.00	180.00
Started Calves	40.00	50.00
Veal Calves	85.00	175.00
Open Heifers	77.50	120.00
Beef Heifers	77.00	105.00
Feeder Steers	83.00	110.00
Beef Steers	89.00	112.00
Stock Bulls	75.00	130.00
Beef Bulls	80.00	103.00
Butcher Hogs	85.00	127.50
Lambs each	165.00	210.00
Goats each	145.00	185.00
Kid Goats each	None to	report
Canners	Up to	72.00
Cutters	73.00	78.00
Utility Grade Cows	80.00	83.00
Rabbits each	5.00	31.00
Chickens each	5.00	17.00
Ducks each	7.00	19.00

**ORGANIC FRUITS AND VEGETABLES**

BASIL, 1lb,GA	8.25	8.25
BEANS,Green,bu,FL	48.75	48.75
BEETS, 25lb sacks,CA	42.75	42.75
BLUEBERRIES, 12/ 6oz,GA	34.50	44.75
BOK CHOY,35lb,FL	37.75	37.75
CILANTRO,30s,CA	35.75	35.75
CORN,4dz,FL	42.00	42.00
DANDELION,Greens, 12s,GA	28.75	28.75
LETTUCE,Greenleaf,24ct,CA	43.25	43.25
MUSHRM, Wht,10lb,lg,PA	25.50	25.50
NECTARINES,1/2bu,NC	55.00	55.00
ONION,Vidalia,40lb,GA	36.75	36.75
PEAS,Snow,10lb,GA	23.50	23.50
PEPPER,Green bell,xl,FL	42.75	42.75
RASPBERRIES,12/6oz,CA	40.00	40.00
SPINACH, 4lb,CA	18.50	18.50
STRWBRY,8/1lb,CA	25.00	25.00
TOMATOES,10lb,md,FL	25.75	25.75

**NEW HOLLAND LIVESTOCK AUCTION**

Monday, May 16, 2011

Bulk/ High/ Low Dressing

**SLAUGHTER COWS:**

Breakers 75-80%lean	80.00-84.00	85.00-87.00	N/A
Boners 80-85% lean	74.00-76.00	77.00-79.00	N/A
Lean 85-90% lean	69.00-73.00	74.50-76.00	66.00-69.00

**SLAUGHTER BULLS: Yield Grade 1**

1425-1780 lbs 89.50-94.00

**FRESH FRUITS & VEGETABLES**

**NEW ENGLAND GROWN**

APPLE CIDER, 4 one-gal	18.00	18.00
CHIVES,1lb,bnchd,12s	8.00	8.00
BEAN SPROUTS,10lb,filn	4.50	5.00
LETTUCE, Boston,grnhse,12/4oz	14.00	16.00
TOMATOES,Grnhse,25 loose	12.00	16.00
ASPARAGUS,24 bnchs	50.00	50.00
SPINACH,12 bnchs	12.00	12.00
FIDDLEHEADS per lb	4.50	5.00

**SHIPPED IN**

APRICOTS,80ct,CA	34.00	34.00
ARUGULA,4lb bag,FL	13.00	13.00
BEANS, Green,bu,FL	24.00	26.00
BLUEBERRIES,md,12/1pt,GA	22.00	24.00
CABBAGE,Green,md,50lb,FL	13.00	15.00
CANTALOUPE,9ct,GU	10.00	12.00
CARROTS,50lb,md-1g,FL	26.00	27.00
CHERRY,16lb,9-1/2 rows,CA	75.00	80.00
CILANTRO,30 bnchd,NJ	13.00	13.00
COLLARDS,1-3/5bu,NJ	11.00	12.00
CUCUMBERS,1-1/9bu,md,GA	18.00	24.00
DANDELION,Greens,crate,NJ	16.00	16.00
EGGPLANT,1-1/9bu,md,FL	12.00	14.00
ESCAROLE,1-1/9bu,NJ	20.00	22.00
KALE,16-18s,NJ	11.00	12.00
KOHLRABI,1-3/5bu,NJ	16.00	26.00
LEEKs,12s,NJ	25.00	18.00
LETTUCE,Greenlf,24ct,NJ	14.00	16.00
MUSHROOM,10lb,white,lge,PA	16.50	17.50
ONION,Vidalia,swt,40lb,jbo,GA	13.00	15.00
PEACHES,1/2bu,2-1/2min,SC	21.00	21.00
PEAS,English,bu,FL	42.00	42.00
PEAS,Snow,10lb,GU	14.00	15.00
PEPPER, Green bell,1-1/9bu,xl,FL	17.00	22.00
PEPPER, Red,11lb,xl,grnhse,CAN	22.00	26.00
POTATOES,50lb,white,szA,FL	22.00	25.00
RADISHES,1/2bu,NJ	13.00	15.00
RHUBARB,20lb,field,OR	38.00	40.00
ROMAINE,24CT,NJ	15.00	16.00

Above quotations are based on Boston Terminal Prices

**CALVES: All prices per cwt.**

Holstein Bull Calves: Number 1

95-125 lbs 155.00-175.00

80-90LBS -130.00-150.00

Holstein Heifers: Number 1

90-105 lbs 275.00-320.00

**SLAUGHTER LAMBS: Non-Traditional Markets:**

Wooled & Shorn Choice and Prime 2-3

40-60 lbs 228.00-250.00

60-80 lbs 226.00-240.00

80-90 lbs 230.00-242.00

90-110 lbs 228.00-243.00

110-130 lbs 228.00-240.00

130-150 194.00-208.00

Wooled & Shorn Choice 2-3

40-60 lbs 202.00-218.00

60-80 lbs 212.00-224.00

80-90 lbs 216.00-230.00

90-110lbs 204.00-220.00

110-130LBS 186.00-200.00

**SLAUGHTER EWES: Good 2-3: Medium Flesh**

120-160 lbs 84.00-100.00

160-200 lbs 86.00-100.00

200-300LBS 65.00-79.00

Utility 1-2: Thin Flesh

120-160 lbs 66.00-81.00

160-200 lbs 65.00-80.00

**WEEKLY NEW ENGLAND SHELL EGGS**

Prices paid per dozen. Grade A brown egg in carton delivered store door. (Range)

XTRA LARGE	146-155
LARGE	135-145
MEDIUM	119-130

**PENNSYLVANIA WEEKLY HAY REPORT**

May 16, 2011

Hay and straw market for eastern Pennsylvania. All hay prices paid by dealers at the farm and per ton.

	Premium
Alfalfa	200.00-225.00
Mixed Hay	200.00-225.00
Straw	100.00-170.00
	Good
Alfalfa	160.00-200.00
Mixed Hay	170.00-200.00
Timothy	145.00-165.00
	Fair
Alfalfa	140.00-160.00
Mixed Hay	130.00-170.00
Timothy	130.00-150.00

**NEW HOLLAND, PA HOG AUCTION**

Monday, May 16, 2011

Hogs sold by actual weights, prices quoted by hundred weight.

49-54	220-270lbs	65.50-68.00
	270-300lbs	63.00-67.00
	300-400lbs	52.00-62.00
45-49	220-270lbs	61.00-62.00
Sows: US 1	300-450lbs	45.00-48.50
	450-700lbs	53.00-55.00
Boars:	300-800lbs	30.00-34.00

**SLAUGHTER GOATS:**

All goats are Selection 1, sold by the head, on estimated weights.

Kids: 40-60 lbs 118.00-148.00

60-80 lbs 148.00-165.00

80-90 lbs 166.00-181.00

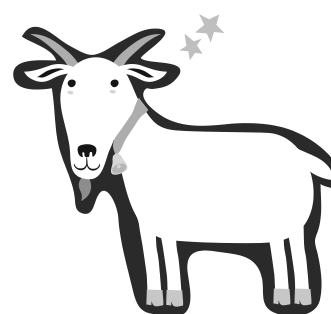
110-120lbs 170.00-184.00

Nannies/Does: 80-130 lbs 131.00-144.00

130-180 lbs 134.00-149.00

Bucks/Billies: 100-150 lbs 176.00-191.00

150 250 lbs 202.00-218.00



## ADVERTISEMENTS

### FOR SALE

1-R. CT Christmas Tree Growers, CT Sheep Breeders and CT Beekeepers Associations Special Insurance Packages available through Blumenthal/Donahue Insurance Agency—Toll Free 1-800-554-8049, 1-877-267-8323, 1-888-526-8815, [dtonahue01@comcast.net](mailto:dtonahue01@comcast.net) or [www.hobbyfarmusa.com](http://www.hobbyfarmusa.com). Farm Commercial Auto Coverage now available.

2-R. Farm Insurance for all types of farming at very competitive rates. 1-800-554-8049, 1-877-267-8323, [dtonahue01@comcast.net](mailto:dtonahue01@comcast.net) or [www.hobbyfarmusa.com](http://www.hobbyfarmusa.com), Blumenthal/Donahue Insurance Agency. Farm Commercial Auto Coverage now available.

4-R. Gallagher electric fencing for farms, horses, deer control, gardens, & beehives. Sonpal's Power Fence 860-491-2290.

6-R. Packaging for egg sales. New egg cartons, flats, egg cases, 30 doz and 15 doz. Polinsky Farm 860-376-2227.

9-R. Rough sawn lumber, fence boards, trailer planks, tomato stakes, custom and portable sawing 203-788-2430.

70-R. Hay, 1st cut \$4.00/bale. Feeder calves .90/lb live. Firewood, cut and split \$150/cord – you pick up. 860-916-9449.

73-R. Rye straw clean, seedless, excellent for garden mulch. Newly seed lawns, erosion control, animal bedding. \$5.00 per bale. 860-289-5188; 860-289-5055.

76-R. JD 1219 haybine-\$1500.00. Many extra parts, runs well, stored indoors. 860-437-7828; [tomnancy8934@sbcglobal.net](mailto:tomnancy8934@sbcglobal.net).

85-R. Good hay. Good prices. Round bales, wrapped, conventional and organic \$30.00 and up. Square bales: good hay \$4.50, mulch \$3.50. 860-429-9698 or 860-234-1605. Ask for Tom.

104-R. Tomato stakes, tobacco lath, landscape beams, rough cut lumber. Staehly Products Co. LLC 860-873-9774.

109-R. 3 Jersey family cows looking for a good home. Will not separate. Hand or machine milk. Goshen. 860-601-0798.

111-R. Pair Black Percherons well broke with wagon and harness. Tel. 860-871-0171. Cell 860-559-5031.

112-R. I.H. #184 2-row planter. Good condition. Extra sweet corn plates. \$600.00. Call evenings 860-423-8561.

113-R. J.D. 375 round baler silage kit, recently serviced, good condition. \$8,240.00. 203-410-1078.

114-R. Yearling horned Hereford bull, polled yearling heifers, registered. Old Beech Farm 860-693-2052.

### WANTED

82-R. Wanted: 18.4-38 Radial tractor tire. Good condition. Call Bill @ 203-237-9400 or 203-641-2284 or [wkogut@cox.net](mailto:wkogut@cox.net).

110-R. Wanted: 1 Row Potato Digger, small grader, working. 860-749-7435. Leave message.

### MISCELLANEOUS

7-R. Farm/Land Specializing in land, farms, and all types of Real Estate. Established Broker with a lifetime of agricultural experience and 40 years of finance. Representing both Buyers and Sellers. Call Clint Charter of Wallace-Tustin Realty (860) 644-5667.

106-R. Bulldozing in E. CT. Land clearing, ponds, especially for farmers. Don Kemp Excavating, 860-546-9500.

### CT NOFA ON-FARM BOER GOAT WORKSHOP MAY 31

CT NOFA will host an on-farm workshop on raising boer goats Tuesday, May 31, 2011, from 5:00-8:00 p.m. at 685 North Stone Street in West Suffield, CT. The workshop will cover management practices that include rotational grazing/browsing, integrated pest management and sustainable practices, and will be taught by Erica Fearn (VP of Land for Good, Executive Director for the CT Environmental Council, and beginning farmer) and Joyce Meader (Dairy/Livestock Educator with the Cooperative Extension System of the University of Connecticut).

Registration is \$15 for CT NOFA members and \$20 for non-members, and can be done by phone 203-888-5146 or online at [www.ctnofa.org](http://www.ctnofa.org).

### POST YOUR FARM EVENT FOR FREE ON THE COMMISSION ON CULTURE AND TOURISM WEBSITE

The Connecticut Commission on Culture & Tourism is now collecting listings for fall and winter events for the state's official tourism website, [www.CTvisit.com](http://www.CTvisit.com). The deadline for submission is May 31, 2011.

If you're offering a special travel deal this summer, you can promote your special package(s) on [ctvisit.com](http://ctvisit.com). CTvisit.com can help you get the word out about your family-fun travel deals. Remember, the earlier you submit information, the more time long-range travel planners will have to book your offerings.

Submissions should be made through [www.manage.ctvisit.com](http://www.manage.ctvisit.com). You must first register as a partner of [ctvisit.com](http://ctvisit.com) through the link above prior to posting your event information. Once registered, a user guide explaining the process of entering events will be available.

More than 2 million people use CTvisit.com as a vacation planning resource. Take advantage of this offer! Contact Jean Hebert ([Jean.Hebert@ct.gov](mailto:Jean.Hebert@ct.gov)) or Rob Damroth ([Robert.Damroth@ct.gov](mailto:Robert.Damroth@ct.gov)) with any questions.

### IMPORTANT MESSAGE TO PRIVATE LANDOWNERS OF CONNECTICUT'S WOODLANDS

The Emerald Ash Borer (EAB) is a non-native insect that kills ash trees. EAB was recently detected in Saugerties, New York, about 25 miles west of the northwestern corner of Litchfield County, Connecticut. All natural and planted species of ash found in Connecticut are susceptible. (Note: mountain ash is not truly an ash tree.) This invasive beetle from eastern Asia has caused considerable mortality in the ash populations of the 15 states and two Canadian provinces where the insect has been found. Once infested, ash trees quickly decline and die within three to five years. Treatments exist for individual trees; however, there are no area-wide controls currently available.

The website [www.emeraldashborer.info](http://www.emeraldashborer.info) is an excellent clearing-house for information. The State of Connecticut also has developed resource materials that can be found online through DEP's Division of Forestry ([www.ct.gov/dep/forestry](http://www.ct.gov/dep/forestry)), the Connecticut Agricultural Experiment Station ([www.ct.gov/caes](http://www.ct.gov/caes)), and UConn's Cooperative Extension Service (<http://www.extension.uconn.edu/pages/environment.html>).

### DEP OFFERS FREE INVASIVES WORKSHOP JUNE 1

The CT Department of Environmental Protection (DEP) will host a free workshop on June 1, 2011, at Sessions Woods Wildlife Management Area in Burlington, CT, on invasive plant control and ways to improve wildlife habitat. The event may qualify for pesticide or forestry recertification credits (CEUs). That and other information will be posted on the CIPWG website ([www.hort.uconn.edu/cipwg](http://www.hort.uconn.edu/cipwg)) as the event approaches.

### GOAT AND SHEEP PARASITE CONTROL WORKSHOPS

A goat and sheep parasite workshop will be offered Monday, May 23, 2011, from 5:00-8:00 p.m. at Sankow's Beaver Brook Farm, Lyme, CT, and Sunday, June 26, 2011, from 3:00-6:30 p.m. at Nathan Hale Homestead, Coventry, CT. Subjects include integrated parasite control in small ruminants, introduction to famacha, and the SARE grant "improving small ruminant parasite control." RSVP 860-774-9600 or [Joyce.Meader@uconn.edu](mailto:Joyce.Meader@uconn.edu).

News and events from local agricultural organizations are published on a first-come, first-served basis as space allows. Submit concise summaries (150 words maximum) to [linda.piotrowicz@ct.gov](mailto:linda.piotrowicz@ct.gov) for consideration. There is no guarantee that submissions will be published.

## USDA PROVIDES EMERGENCY ASSISTANCE TO HONEYBEE PRODUCERS

Beekeepers who have lost bees due to disease, adverse weather, or other conditions can apply for disaster assistance through the Emergency Assistance for Honeybees Program (ELAP). Agriculture Secretary Tom Vilsack notes that healthy productive honeybees are vital to America's food supply and economy.

Within 30 calendar days of the loss, producers must file a notice of loss with their local USDA Farm Service Agency office. An ELAP application will need to be completed by January 2012. ELAP reimbursement is about \$60/colony. Producers will be asked to provide an acreage report of the number of hives and type of honey produced and will need to obtain Noninsured Disaster Assistance. More information at [www.fsa.usda.gov/](http://www.fsa.usda.gov/) USDA is an equal opportunity employer and provider.

## CT POMOLOGICAL SOCIETY MEETING MAY 31

The CT Pomological Society's first twilight meeting of 2011 will be held May 31, 2011, from 5:30 p.m. until dark at March Farms, 160 Munger Lane, Bethlehem. The tour will cover the greenhouse tomato operation, orchards (moving toward a pick-your-own operation), and the new hayloft playscape (kids welcome). A picnic dinner will be held at the pond-side picnic area after the tour. Directions to the farm are available at <http://www.marchfarms.com/Location.asp>. Tour is open to both members and nonmembers. RSVP [Richard.Macsuga@ct.gov](mailto:Richard.Macsuga@ct.gov) (preferred) or 860-713-2544.

## PRICELESS PRICING

(continued from Page 1)

Alternatively you can bundle products together and offer a new price strategy that makes it difficult for the consumer to identify single unit prices. The fast food industry often does this exceptionally well. The perception is that it is a bargain, but in the mix is a loss leader whilst other products have a higher mark up.

One of the most interesting stories on pricing is in William Poundstone's book; it is the free 72-ounce steak that is available from Bob Lee at the Big Texan restaurant. His restaurant has become famous as a must-stop food outlet when travelling in Texas. The 72-ounce steak costs the customer \$72 if they cannot consume it at one sitting; if they can consume it, the steak is on the house. A great non-linear pricing strategy that many consumers fall for. The good news for Bob is that he knows most consumers will be unable to consume the steak at one sitting and they will have to pay \$72. More than they planned to spend, and they hand over the money with a smile on their faces.

The message is there are so many ways to get the consumer to buy roses for Valentine's Day rather than deceive them with misguided price advertising

*John Stanley of John Stanley Associates ([www.johnstanley.com.au](http://www.johnstanley.com.au)) was the keynote speaker at Harvest New England's Direct Marketing Conference in Sturbridge, Mass., March 1-3, 2011.*



**Advertising Rates:** Fifteen words or less \$3.75 per insertion. For ads of more than 15 words, 25 cents per word per insertion. Initial letters, hyphenated words, phone numbers, and addresses, etc., are counted separately. Print or type copy. Publication on a specific date cannot be guaranteed. Advertisements will be published on a first-come, first-served basis. Ads must be received by noon the Friday before a publication date to be considered for insertion. Only ads of an agricultural nature with a Connecticut phone number will be accepted. Remittance with copy required. Make check or money order payable to the Connecticut Department of Agriculture.

### CONNECTICUT DEPARTMENT OF AGRICULTURE

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Farmland Preservation	Joseph Dippel 860-713-2511
Aquaculture	David Carey 203-874-2855
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