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CONNECTICUT WEEKLY AGRICULTURAL REPORT

The latest news and updates in Connecticut agriculture

Brought to you by the Connecticut Department of Agriculture

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October 8, 2020; Vol. C, No. 37

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October 12th is National Farmer's Day. Thank you to all of our Connecticut farmers, producers, growers, and shellfish harvesters for all you do each and every day to provide the food and materials that our country needs to succeed.

CLICK HERE FOR COVID-19 TESTING RESOURCES FOR YOUR FARM AND EMPLOYEES

Department of Agriculture begins initiative to increase market share for Connecticut producers

Plans include research, development and roll out of a 12-month marketing campaign to promote Connecticut Grown agriculture and aquaculture

To expand its efforts to promote Connecticut's robust agriculture and aquaculture industries, the Connecticut Department of Agriculture (DoAg) has announced plans to research, develop and execute a comprehensive marketing

campaign surrounding the current Connecticut Grown brand. These efforts will include the promotion of all Connecticut farm products – from fruits and vegetables to shellfish and wine, maple syrup and honey, dairy and fiber.

This refreshed branding and comprehensive marketing campaign, based on research, will seek to connect with new audiences, engaging those not currently buying Connecticut Grown agriculture and aquaculture products and the importance of supporting these industries. Additionally, this investment will provide Connecticut farmers with tools and materials to engage in the campaign and promote the Connecticut Grown brand.

After an extensive RFP and vetting process, Norwich-based brand management firm, Miranda Creative, Inc. was selected to partner with DoAg to manage the comprehensive scope of work. Miranda Creative has more than two decades of experience working with agriculture/aquaculture industries — serving as brand manager for the Connecticut Wine Trail, and long-standing producers such as Bishop’s Orchards, March Farms and Val Wilgen’s Garden Center.

Originally developed by DoAg in 1986, the Connecticut Grown program — over the past three decades — has blossomed into a multifaceted initiative targeting diverse local, regional, national and international markets through both direct-to-consumer and wholesale-oriented program components. In order to continue growing brand awareness of the program, DoAg has identified the need for significant investment into the branding and marketing of Connecticut Grown.

“In order to promote the small businesses that grow and produce our agricultural products in Connecticut, it’s vital that we engage with consumers in effective and meaningful ways,” said Agriculture Commissioner Bryan P. Hurlburt. “While DoAg has invested in the promotion of Connecticut Grown for years, the initiative’s growth has highlighted the need to develop a comprehensive approach to effectively and efficiently expand awareness, build sustainability, and drive sales of Connecticut Grown products. This effort supports our agricultural economy, and the state’s economy, while making the highest quality, local goods available to Connecticut’s residents.”

Through the end of 2020, DoAg will conduct market research and strategic analysis of consumer awareness and reaction to the Connecticut Grown brand. This research will shape and identify overall branding and marketing strategies for the program. This new marketing approach will be deployed in early 2021 as a comprehensive 12-month campaign inclusive of all farm products, for the Connecticut Grown brand and the state’s agriculture and aquaculture industries.

For regular updates to the program, please follow @ConnecticutGrown.

Organic Certification Cost Share Grant Program

Deadline: October 15, 2020

The Connecticut Department of Agriculture is applying for the National Organic Certification Cost Share Program (NOCCSP) Grant from the USDA Farm Service Agency.

Through this grant, Connecticut certified organic growers and processors can be reimbursed part of the cost of receiving and maintaining organic certification.

The amount reimbursed will be 50%, **up to \$500**, of the certification cost paid between October 1, 2019, and September 30, 2020.

To apply, please visit **CTGrown.gov** for required materials. Completed applications are to be submitted electronically by **October 15, 2020**, to Amanda.King@ct.gov.

COVID-19 Resources for Agricultural Producers

COVID-19 CONSUMER RESOURCES

[Connecticut Grown Farm Map](#): online, interactive listing of open farm stands, farm stores and farmers' markets to access Connecticut Grown produce, dairy, meat, shellfish, greenhouse and nursery stock.

COVID-19 PRODUCER RESOURCES

Find the latest guidance on best practices, resources and updates related to COVID-19 visit: <https://portal.ct.gov/doag-covid>

List your farm, farmers' market or farm stand on CTGrownMap.com by clicking [here](#).

UPDATED: [COVID-19 Guidance for Connecticut Farmers' Markets](#)

UPDATED: [COVID-19 Guidance for Connecticut Farm Stands, Stores, and CSA](#)

UPDATED: [COVID-19 Guidance for Pick-Your-Own & Cut-Your-Own Farms](#)

COVID-19 Considerations for Animal Activities at Fairs, Shows, and Other Events available [here](#).

CONNECTICUT AGRICULTURE IN THE NEWS

[Visitors picking their pumpkins at Mystic farm](#), 10/3, The Day

[Cato Corner Adds Mozzarella to its Range of Well-Regarded Aged Cheese](#), 10/3, CT Examiner

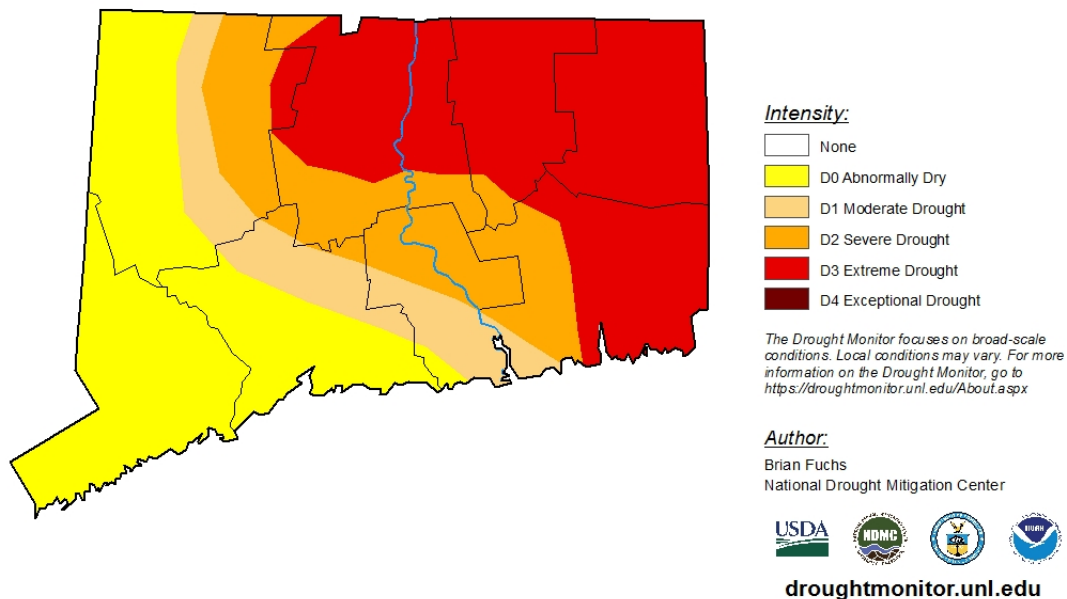
[How the Connecticut Drought Impacts Apple Orchards](#), 10/5, NBC CT

[State officials say four counties now in moderate drought](#), 10/5 CT Post

[Celebrating 'CT Grown For CT Kids Week' Oct. 5-9](#), 10/5, Patch.com

U.S. Drought Monitor Connecticut

October 6, 2020
(Released Thursday, Oct. 8, 2020)
Valid 8 a.m. EDT



FOUR COUNTIES MOVE TO STAGE 3 DROUGHT CONDITIONS

The Connecticut Interagency Drought Workgroup has increased the drought status for four counties to Stage 3 and one county has entered Stage 2. Even as September ended with heavy rain in most of the state, drought has continued to intensify over much of Connecticut. In particular, significant portions of Hartford, New London, Tolland, and Windham counties are now experiencing conditions consistent with a Stage 3 or “Moderate” drought. The highest drought stage, as specified by the Connecticut Drought Preparedness and Response Plan, is Stage 5.

Stage 3 is comparable to the highest intensity of drought Connecticut experienced during 2016-2017. Conditions can vary locally, inside and outside the Stage 3 area and preparations are beginning for the possibility of targeted emergency response should conditions continue to worsen. The Interagency

Drought Workgroup has also determined that conditions in Middlesex County are consistent with Stage 2 drought, which is an emerging drought event potentially impacting water supplies, agriculture, or natural ecosystems. Litchfield County remains at Stage 2 and Fairfield and New Haven Counties remain at Stage 1.

Reports of low water levels in private wells, streams, agricultural water supplies, and fire suppression ponds have been increasing especially in eastern Connecticut. Due to the unusually dry soils, the rain that does fall does not soak into the ground and the threat of fire returns soon after the rain ends. Residents are reminded to monitor daily forest fire danger reports and plan outdoor burning accordingly, especially in areas dependent on fire ponds that might not be usable.

Please visit the [Connecticut Drought Information Center](#) for more information.

GEER FARM PERMANENTLY PROTECTED

Connecticut Farmland Trust (CFT) and Connecticut Department of Agriculture (CT DoAg) are pleased to announce the preservation of Geer Farm in Lebanon. This 96-acre farm was protected in concert by the Town of Lebanon, USDA-Natural Resources Conservation Service (USDA-NRCS), CT DoAg, and CFT.

“The Geer family is pleased to preserve the farmland that has been in our family for nearly 200 years for agricultural uses,” said Linda Heatherly, owner of Geer Farm. “2020 has served as a reminder of the importance of agriculture in our nation’s food supply, and we are honored to join several surrounding farms throughout Lebanon in Connecticut’s farmland preservation program.”

Read more [here](#).

NORTHEAST SARE INVITES APPLICATIONS FOR FARMER GRANT PROGRAM

The Northeast Sustainable Agriculture Research and Education Program (SARE) is now accepting applications for its Farmer Grant Program. Up to \$15,000 is available per project. Applications are due online at 5 p.m. ET on Nov. 17. The Farmer Grant Program funds farmers to enable them to explore new concepts in sustainable agriculture on production, marketing, labor, farm succession, social capital and other areas through experiments, surveys, prototypes, on-farm demonstrations or other research and education techniques. Grants may not be used to help start or expand farm businesses. Application materials, including detailed instructions and supporting documents, are posted on the Northeast SARE website at www.northeastsare.org/FarmerGrant.

Questions about the grant program should be directed to Northeast SARE grant coordinator Candice Huber at candice.huber@uvm.edu. Farmer Grant projects address issues that affect farming with long-term sustainability in mind. There are no restrictions on the topics that may be addressed as long as the proposed project leads to new information that enhances Northeast agriculture. Reviewers look to fund projects that are well-designed to meet the objectives

and promise significant benefit to farming communities.

For more information, please visit <https://northeast.sare.org/news/northeast-sare-invites-applications-for-farmer-grant-program/>.

DEEP PESTICIDE EXAMS UPDATE

Supervisor Exams are being temporarily administered at Lockwood Farm Pavilion, Hamden, weather permitting. Junior Operator exams will continue be administered in an online format. Private Applicator Exams will soon be available in an online format. Applications may be submitted through the mail, you will be given your test date and time by email. Any questions or concerns can be directed to: DEEP.PesticideProgram@ct.gov

Other information can be found on their website: <https://portal.ct.gov/DEEP/Pesticides/Pesticide-Management-Program>



NORTHEAST GREENHOUSE CONFERENCE AND EXPO OFFERING WEBINAR SERIES

Northeast Greenhouse Conference and Expo is pleased to announce that they will offer a webinar series this fall, beginning Nov. 4 sponsored by New England Floriculture Inc., in order to deliver content relevant to greenhouse pests, diseases, biocontrols, PGRs, and sanitation. Although they regret having to postpone the Northeast Greenhouse Conference and Expo to 2021 due to the Coronavirus pandemic, they hope that these webinars will provide important education (and pesticide recertification credit) for the greenhouse community in 2020. They have received pesticide recertification credits for the New England

States and New York.

Visit <https://www.negreenhouse.org/virtual-series-schedule.html> for the dates/topics and registration information.



FSA Farm Loans

• Real Estate • Operating • Youth Loans

Farm Loans through the USDA Farm Service Agency are available to agricultural producers who are not able to obtain commercial credit.

- Family farms
- Beginning farmers
- Those with no down payment
- Youth between the ages of 10-20
- Visit: farmers.gov/funds

USDA is an equal opportunity provider, employer and lender.

Connecticut Farm Loan Office:
238 West Town St
Norwich, CT 06360
860-887-9941

Carolyn Marlowe
Farm Loan Officer
Melanie Exley
Farm Loan Assistant
Skye Budney
Farm Loan Program Technician



Ag Market Pricing

[Middlesex Livestock Auction - CT](#)

UPDATED: October 7, 2020

[New Holland Dairy Auction - New](#)

[Holland, PA](#)

[Northeast Regional Eggs](#)

[New Holland, PA Hay Report](#)

[New England Shell Eggs](#)

[Wholesale Fruits & Vegetables - Boston](#)

[Pennsylvania Weekly Cattle Auction Summary](#)

[Wholesale Ornamental Flowers - Boston](#)

[Pennsylvania Livestock Auction - Eighty Four, PA](#)

Advertisements

For Sale

1-R. Blumenthal & Donahue is now Connecticut's first independent NATIONWIDE Agri-Business Insurance Agency. Christmas tree growers, beekeepers, sheep breeders, organic farmers and all others, call us for all your insurance needs. 800-554-8049 or www.bludon.com

2-R. Farm, homeowner and commercial insurance—we do it all. Call Blumenthal & Donahue 800-554-8049 or www.bludon.com

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

5-R. Pollination services for small scale farms. Call Hilltop Apiaries for information at 860-408-9039.

24-R. Seven foot International 3-point hitch cultivator. \$300. 860-779-2107.

28-R. Christmas Greens, wreaths, and roping. Many sizes and varieties. Excellent for fund raisers and honoring fallen veterans. 203-457-1344

Wanted

22-R. Orchard worker/manager needed. Experience worker preferred with equipment and orchard or farm experience. the right person could have a long-term opportunity. Please call 203-213-8833.

Interested in Advertising? Click [here](#) for details on rates and submission.

Upcoming Events



The Delaware and Maryland Eastern Shore coastal communities' farm enterprises are diverse and rich with tradition. They also face challenges to their health and well-being requiring support from health and other professionals. Yet, these professionals may not be confident in their ability to prevent or reduce impacts of stressors and increase resilience of the farming population.

This three-part webinar series is designed to increase your familiarity with the unique characteristics, nature and culture of farmers, farming and their communities. The series will build your confidence in applying what you've learned to your resource building, outreach and network development to better serve the farming population.

Webinar Series for the three part series

Continuation of completion: Provided to those completing the program series.

Social Work CEUs: will be offered for Maryland participants

[Register online at:](#)

<https://www.ecoec.com/culture-and-resilience-of-farmers-in-your-community>

Presenters:

- Alexander E. Chan, PhD, SMPP, University of Maryland Extension Specialist, Mental and Behavioral Health
- Debra Jones, PhD, University of Maryland Extension, Specialist of Public Health & Professor Emerita
- Maria Riggall, MS, NCC, ETC, University of Delaware Cooperative Extension, Extension Educator
- Laura Wollnitz, MS, University of Delaware Cooperative Extension & Dr. Northeast Extension Risk Management Education Center

Sponsors:

University of Delaware Cooperative Extension
University of Maryland Extension
Delaware and Maryland's Farm Stress Task Force

Funding provided by:

University of Delaware Sea Grant - Sustainable Coastal Communities



This program is made possible in part by the Delaware and Maryland Cooperative Extension, a member of the national system of land-grant colleges and universities. Natural Resource Extension programs are available. This publication is an equal opportunity provider. If you have special needs that need to be accommodated, please contact the office you would prefer to see this.

FOOD, FARMS, AND FORWARD THINKING

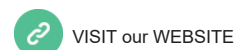
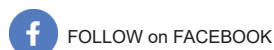


**Wednesday
October 21
6:30 - 8:00 PM
via Zoom**

New England farmland is vanishing at an alarming rate and the current food system presents consequences for individual health as well as the environment.

Learn more and ask questions of our expert panel from the New England Chapter of American Farmland Trust, Connecticut's Working Lands Alliance, and Connecticut Resource Conservation and Development.

For more information go to
www.granby-ct.gov/library
Register under the Calendar of Events tab.



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