

Connecticut Weekly AGRICULTURAL REPORT

Dannel P. Malloy, Governor
Steven K. Reviczky, Commissioner



Connecticut Department of Agriculture
February 14, 2018

Connecticut's Dairy Families:
Sustaining Connecticut
Environment • Community • Economy

Home About Us

MEET CONNECTICUT'S DAIRY FARM FAMILIES

Sustaining Connecticut
Environment • Community • Economy

LEARN MORE NOW

CTDairy.org homepage invites visitors to learn more about how dairy farm families are sustaining Connecticut's environment, community, and economy.



Connecticut's dairy farm families have been helping provide children with a healthy start through school nutrition grants. Photo courtesy New England Dairy & Food Council.



Meet Connecticut dairy farm family Brush Hill Dairy in Bozrah, winners of the 2017 Green Pastures award. Photo courtesy New England Dairy & Food Council.

MEET CONNECTICUT'S DAIRY FARM FAMILIES Promotional Campaign Connects Consumers to the Dairy Industry

Rebecca Eddy Murphy, Bureau of Agricultural Development and Resource Conservation

Can you name the agricultural product that provides nine essential nutrients in just one glass, takes only two days to get from the farm to your fridge, and is always in season? If you guessed milk you're not only correct, you are in touch with where your food comes from.

The Connecticut Milk Promotion Board, funded through contributions from Connecticut dairy farm families and in the Connecticut Department of Agriculture for administrative purposes, is spearheading a comprehensive promotional campaign to educate consumers on how committed the dairy farm families of Connecticut are to a sustainable environment, community, and economy in an effort to increase consumption of milk and value-added dairy products.

"Dairy production is a large and important sector of Connecticut's agricultural industry and represents a significant portion of our farm families. From the milk our children drink each day in school, to the cheese and yogurt that have become frequent components of our meals, and the ice cream we so enjoy, Connecticut dairy farm families touch our personal health and that of our landscapes, contributing to the high quality of life Connecticut offers," states Steven K. Reviczky, Connecticut Commissioner of Agriculture and Connecticut Milk Promotion Board Chairman.

Outreach is more important now than ever before, since the average American is at least three generations removed from the farm.

The newly launched website, CTDairy.org, enables visitors to put a face to their farmers; learn about cow-care prac-

tices; receive facts about milk and value-added dairy products; and explore creative, delicious ways to incorporate dairy into their diet.

Compatible with mobile devices, the interactive map helps visitors locate a dairy farm with a retail location to purchase Connecticut Grown milk, cheese, yogurt, butter, or ice cream. Other site features include a calendar of upcoming events to help plan a trip to a local dairy farm hosting a tour.

Peter Orr, a member of the Milk Promotion Board and owner of Fort Hill Farms in Thompson, says, "It's with great enthusiasm that I welcome the release of the Connecticut Dairy website and other developments on behalf of our state's dairy farmers. This information allows for the public to see and understand the multitude of contributions—environmentally, nutritionally, and economically—made by Connecticut dairy farms. Connecticut Dairy is about more than just local milk."

The Milk Promotion Board is also using social media to engage the public and drive consumers to the website. A dairy producer toolkit outlining how to take advantage of these social media channels is in the works and will be distributed in the near future.

Connecticut Dairy is sharing daily farm happenings, nutrition facts, and more through the use of hashtags, such as #ctdairy and #ctmilk, on Facebook. On Pinterest, boards featuring dairy recipes for breakfast, lunch, snacks, dinner and beverages, showcase the many ways dairy can be incorporated into one's diet. Plans include expanding to other popular social networking sites as well.

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The dairy farm families of Connecticut know that youth are our future and they are passionate about supporting healthy communities where children can flourish. Through a partnership with the New England Dairy and Food Council, they have been helping provide children with a healthy start.

Heidi Harkopf, director of Nutrition Programs at New England Dairy & Food Council, explains, "Through the Fuel Up to Play 60 program, Connecticut dairy farmers contributed over \$71,000 in grants to schools in 2017 to help support the expansion of breakfast programs, improvements to school lunch programs, and to provide increased opportunities for students to get closer to the goal of 60 minutes of exercise a day." More than 900 Connecticut schools have signed up to participate in Fuel Up to Play 60.

The Milk Promotion Board has also partnered with the Hartford Yard Goats, Connecticut's minor-league baseball team, to be a presenting sponsor and bring dairy to the ball field on Sunday, June 3, 2018.

Connecticut Dairy will be centerfield with a captive audience and will benefit from this opportunity leading up to the game by exposure to fans in and out of the ballpark, and through television, newspaper, digital, and radio marketing.

During the game, Connecticut Dairy will be prominently featured on the video board and public address and will interact with fans. In addition, a Connecticut Dairy member will throw out the ceremonial first pitch—cow costume included.

Dairy Day at the Hartford Yard Goats will also serve as the unofficial start of June Dairy Month to promote Connecticut dairy farms hosting a tour. Tours will be listed on CTDairy.org, and for many visitors, it will be their first opportunity to see, or touch, a cow in person.

Melissa Greenbacker-Dziurgot, herd manager at Greenbacker's Brookfield Farm in Durham, adds, "Reaching out to the public is really important. We're located on a state road, and people see the cows grazing or get behind one of our tractors, but they don't really get what's going on. Open houses and social media helps them to understand. Watching their faces light up when they touch a cow is always a good feeling and they are reassured by our commitment to providing high quality care for the animals. The calves are always a big hit, especially with the students we host. Not only are we putting a face to the farmer, but the animals who produce the milk too."

Connecticut is home to more than 110 dairy farm families working hard to put high-quality, healthy, and nutritious dairy products on the tables of Connecticut residents. In 2015, Connecticut cows produced 396 million pounds of milk, valued at more than \$73.1 million.

Connecticut dairy farm families are committed to a sustainable environment, community, and economy. Meet your dairy farm family and learn more about Connecticut dairy at CTDairy.org.

Dairy producers interested in receiving a toolkit and learning how they can take part in the promotional efforts, can contact Rebecca.Eddy@ct.gov or call 860-713-2538.

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.

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

5-R. Nationwide Agribusiness Insurance Program, endorsed by the CT Farm Bureau, save up to 23% on your farm insurance and get better protection. References available from satisfied farmers. Call Marci today at 203-444-6553.

10-R Greenhouse furnaces, 300,000-400,000 BTU's. Price range from \$1,500 to \$3,000. Call Alex 203-223-4853.

15-R. Hay for sale. Timothy/orchard grass mix, \$5.00 for first cut, \$6.00 for second cut. Call 860-536-2588. Bulk discounts available.

16-R. Farm stand for rent May and June. 30x30 building with attached greenhouse. Established customer base for annuals, bedding plants and perennials. Contact Alex Arisco @ 203-217-0549.

17-R. Registered, mature Belted Galloway bull. Excellent genetics, black and white. \$1,400.00. John Deere 1240 4 row plate corn planter. 30" rows. \$650.00. 48" X 50" round bale bedding straw. Net wrap under cover. 860-355-1264.

18. Smart Net System (poles, wire, netting). 860-707-6372.

19. 350 mature blueberry bushes (4 varieties). Last pruning and production 2017. 860-7070-6372.

21-R. Round hay bales – 52" X 48" – Triple plastic wrapped, 1st, 2nd, 3rd, dry, haylage, grass, alfalfa. \$40.00 and up. 860-884-2889.

WANTED

7-R. Livestock wanted: Dairy cattle, heifers of any age, beef cows, bulls, steers, feeder cattle, veal, groups of sheep and goats. RyanM01@comcast.net or 860-655-0958. If no answer, leave message. All calls returned.

MISCELLANEOUS

6-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-Tetreault Realty (860) 644-5667.

AG JOB CONNECTION

20-R. Salaried Manager for a Hop Farm. Connecticut's two largest hop farms seek a full-time, salaried farm manager. Salary, housing, vacation. If interested in learning about the qualifications, please send an email to info@ct-hops.com.

FARM WINERY COUNCIL ACCEPTING DONATIONS

The Connecticut Farm Winery Development Council is accepting donations for prizes for the 2018 Passport to Connecticut Farm Wineries. For more information, contact Jane.Murdock@ct.gov or call her at 860-713-2588.

FMNP FARMER RECERTIFICATION MEETINGS

All fruit, vegetable, and honey producers currently certified with the Connecticut Department of Agriculture's Farmers' Market Nutrition Program (FMNP) must attend a recertification meeting to maintain their certification. The certification allows farms to accept the FMNP checks. Below is the list of meeting dates and locations.

- Wednesday, February 21, 9:30 – 11:30 a.m. New London County Ext. Center, 562 New London Turnpike, Norwich.
- Monday, March 12, 10:00 a.m. – 12:00 noon. CT Ag Experiment Station, 123 Huntington Street, New Haven. Consumer Protection will be offering scale certifications before and during this meeting. Farmers are encouraged to bring their scales for the required annual inspection.
- Tuesday, March 20, 9:00 – 11:00 a.m. CT Ag Experiment Station, 153 Cook Hill Road, Windsor.

Please RSVP no later than 24 hours in advance of the meeting to Mark Hood at 860-713-2503 or Mark.Hood@ct.gov.

EXHIBIT AT THE 2018 BIG E

The Connecticut Building at the Big E offers a unique opportunity for agricultural businesses, non-profits, and other entities with an agricultural mission to showcase the diversity of Connecticut agriculture. The 2018 Big E is scheduled to run from September 14 – 30, 2018. Connecticut Day will take place on Wednesday, September 19, 2018.

The Connecticut Department of Agriculture is accepting vendor applications for the agriculture booth spaces in the Connecticut Building with the purpose of providing Connecticut farms, small agricultural businesses, and agricultural non-profit organizations the opportunity to market and promote their products and/or service.

Applications are available at www.ctgrown.gov and are due by Friday, March 30, 2018. Please call 860-713-2538 or email Rebecca.Eddy@ct.gov to receive the application or more participation information.



Commissioner Reviczky interacts with USDA Secretary Sonny Purdue at the White House Conference on Rural Prosperity, January 30, 2018.

JACK TIFFANY MEMORIAL

On January 31, 2018, longtime farmer and former state representative John J. Tiffany II died. Jack, as he preferred to be called, continued to work on his family's dairy farm, Tiffany Farms in Lyme, CT, throughout his 30 years in the Connecticut General Assembly.

In 1963, the year Jack began his first of 15 terms as a legislator, he was one of the main supporters of Public Act 63-490, also known as Public Act 490, which became Connecticut's land-use-value assessment law for farmland, forestland and open space. It is considered one of the most important laws to help preserve agricultural, forest, and natural resource land in Connecticut.

Jack was the eighth generation of his family to operate Tiffany Farms, founded in 1841. In 1988, Jack and other members of the Tiffany family ensured the farm would forever remain in agriculture use by selling the development rights of the land through the Connecticut Department of Agriculture's Farmland Preservation Program. Tiffany Farms received the Century Farm Award in 1980, recognizing the farm had been in family operation for more than 100 years and had the potential to be successful for at least another 100 years.

Over the years, Jack served on several agricultural boards and commissions including the DoAg Milk Regulation Board. He was an active member on the New London County Farm Bureau Board of Directors and was also the Legislative Chair for New London County Farm Bureau.

Advertising Rates: Fifteen or fewer words: \$3.75 per insertion. More than 15 words: 25 cents per word per insertion. Ads must be related to agriculture in Connecticut and are accepted on a first-come, first-served basis. Payment must be received by noon on Friday before publication the following Wednesday. Make check or money order payable to the Connecticut Dept. of Agriculture, and mail copy and remittance to the department at 450 Columbus Blvd., Suite 701, Hartford, CT 06103. For more information contact Jane.Murdock@ct.gov or call 860-713-2588.

POSTMASTER: Send address changes to the Connecticut Department of Agriculture, 450 Columbus Blvd. Suite 701, Hartford CT 06103.

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