

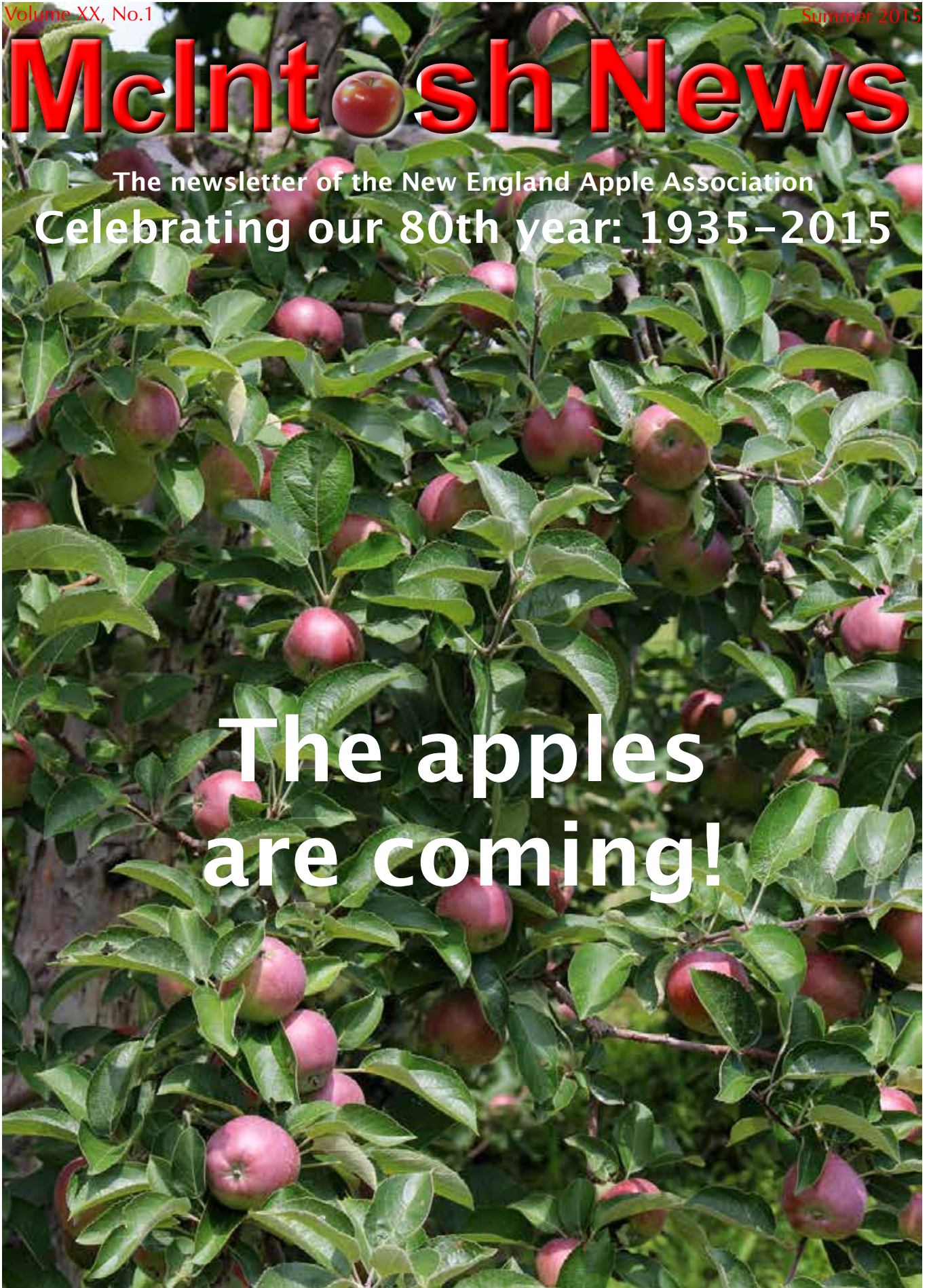
Volume XX, No.1

Summer 2015

# McIntosh News

The newsletter of the New England Apple Association  
Celebrating our 80th year: 1935-2015

The apples  
are coming!





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*McIntosh News* is published quarterly by the New England Apple Association and distributed free to apple growers, agricultural organizations, and other friends of the New England apple industry. The nonprofit New England Apple Association is a grower-funded organization charged with raising awareness of apple varieties grown in New England.

For information regarding membership, editorial submissions, or advertising, please contact:

New England  
Apple Association

P. O. Box 41, Hatfield, MA 01038

203-439-7006

info@newenglandapples.org

**newenglandapples.org**

## Orchard Run Bar Lois Weeks, Executive Director

# A new look for our 80th year

Excerpt from a letter dated June 13, 1935, to John Lyman, Lyman Orchards, Middlefield, Connecticut, from E. Stuart Hubbard, Hudson River Apples, Poughkeepsie, New York:

“With a large crop of apples in prospect for the United States and Canada, it is the belief of many growers, dealers, and cold storage men, that the systematic advertising of apples in our leading consumptive districts is absolutely necessary if prices are to be maintained at levels which will permit the distribution of all usable grades at prices which will show a profit to not only the grower, but also to those who store or distribute them. The splendid results secured by the Western Winesap campaign this spring demonstrated conclusively that consumption can be greatly increased by the proper advertising with resulting higher prices. The main difficulty in financing such advertising in ... the East has been the lack of machinery for impartially collecting contributions from the greater part of the fruit produced.

“A movement is being considered by an Advertising Committee ... whereby the cold storages whether commercial or grower owned shall agree to add to commercial rates for storage one cent a bushel for each bushel stored to be used for advertising apples.”

With this, on September 27, 1935, what is now known as the New England Apple Association was established under the name New York & New England Apple Institute.

As New England Apple Association enters its 80th year, it is high time to invest in the future. Top priority is a public facelift, that is, a redesigned website that allows visitors to navigate quickly and effortlessly to find an orchard, apple variety, or recipe whether they are on their home computer or a mobile device.

A new app will allow mobile users to easily find information, too. Augmented by a freshly designed logo that will be unveiled at the Eastern States Exposition (the Big E) in September, we will swing into our 80s in style.

Without belaboring the analogy, our booth at the Big E needs some uplifting, too. Last year we needed to invest

heavily in the new booth's infrastructure; this year we begin a two-year decorating scheme for the brick walls (and to hide some of the infrastructure).

We're really going out on a limb with our next project: re-naming the remarkable, though often overlooked, Jonagold! Through a Specialty Crops grant, we have hired a marketing specialist to come up with an apt name, one that identifies Jonagold's unique texture, color, and flavor.

The new name, like the new logo and website, will be introduced in September, and New England growers will have the option to use this exclusive name to attract consumers to this notable variety.

This harvest season, member orchards will once again receive the popular and revised New England Apple brochure/poster. We've added detail to apple descriptions, a ripening chart, as well as new recipes. This is one more way we strive to carry on the mission of our predecessors.

All indications so far is that New England expects a good 2015 apple crop, and we will put a



### **The first apples are in!**

Vista Bella, a moderately juicy apple with white flesh and mildly tart flavor, with hints of raspberry, are already available at orchard farm stands like the one at Red Apple Farm in Phillipston, Massachusetts, above. Their season is short, but other early season apples like Jersey Mac and PaulaRed will soon follow. (Russell Powell photo)

fresh face on it in our 80th year. The first apples are already being picked, and the official kick-off of the New England fresh harvest will be Wednesday, September 2.

## **Members: is your website listing complete and up-to-date?**

With the new season upon us and a new and improved website in the works, now is the time for member orchards to take full advantage by reviewing their listing at [newenglandapples.org](http://newenglandapples.org). To make changes, click on "For Members," on the home page and then enter your email, password, and security code to access your page.

Visitors to the website can search for orchards by the apple varieties they grow, a useful tool – especially for hard-to-find apples.

Be sure that your listing includes all of the apples and products you sell, and has up-to-date hours and contact information.

Email [info@newenglandorchards.org](mailto:info@newenglandorchards.org) or call 203-439-7006 if you need help updating your listing.

### **Do you ship apples?**

We receive frequent calls and emails from people looking for apples. Many of these queries come from beyond the region from apple lovers who previously lived in New England or have some strong connection to the area. Often people are looking for specific varieties or quantities, and many of the requests come off season.

For the new website, we will add an icon next to member orchards that ship apples. This will join existing icons for pick-your-own and farm stands, as we look for ways to streamline consumers' experience on the website and steer them quickly and easily to the information they most frequently need.

If you ship apples, let us know, and we will add the new icon to your listing.

# A full season of apple events ahead

New England Apple Association will participate in a number of events to promote the 2015 fresh harvest, beginning in late August and continuing through early November. Here is the current schedule:

## [Mount Wachusett Farm Fresh Fest](#), Princeton, Massachusetts

Saturday, August 29, and Sunday, August 30, 10 a.m. to 5 p.m.

We will bring early season apples Akane, Ginger Gold, Pristine, and Sansa to our booth for sampling.

## **New England Apple Day**

Wednesday, September 2

Commissioners of agriculture and their staffs in the six New England states will officially kick-off the 2015 fresh harvest with orchard visits and other events.

## [Eastern States Exposition](#) (“The Big E”), West Springfield, Massachusetts

Friday, September 18, through Sunday, October 4, 10 a.m. to 9 p.m.

At our booth in the Massachusetts Building for all 17 days of New England’s largest fair, we will have fresh apples, apple pies and crisp, fresh cider and cider donuts, and information about our orchards and the 2015 apple crop.

## [Juvenile Diabetes Research Foundation](#) fundraising walks

September and October

Our member orchards will once again supply apples for walkers and volunteers at sites around New England, as they have every fall for the past decade.

## [AppleFest](#), Mount Wachusett, Princeton, Massachusetts

Saturday, October 17, and Sunday, October 18, 10 a.m. to 5 p.m.

Executive Director Bar Lois Weeks and Senior Writer Russell Powell will talk about apples and serve as judges at Saturday’s 6th Annual Great New England Apple Pie Contest. For an entry form, click [here](#).

## [Franklin County CiderDays](#), Franklin County, Massachusetts

Saturday, November 7, and Sunday, November 8

New England Apple Association is a proud sponsor of this popular event, now in its 21st year. Cider aficionados and apple lovers from across the country convene to sample and discuss fresh and hard ciders, and taste dozens of apples, apple baked goods, and other apple products. Tours, workshops, and demonstrations are held at participating orchards, including Clarkdale Fruit Farms in Deerfield and Pine Hill Orchards in Colrain. Powell and Weeks will appear at a number of locations throughout the weekend to discuss apples and sign their book *Apples of New England*.

Pollard Library, Lowell, Massachusetts

Thursday, October 22, at 7 p.m.

Powell will read from *Apples of New England* and bring a variety of apples for sampling as part of the 2015-2016 [Moses Greeley Parker Lecture Series](#).

## [White Memorial Conservation Center](#), Litchfield, Connecticut

Saturday, October 24, 2 p.m.

For the third year Powell and Weeks will make a presentation about apples and bring popular Connecticut varieties for tasting. Program Director Gerri Griswold will make her famous homemade apple pies to sample at the event.

To schedule an event, contact us at [info@newenglandapples.org](mailto:info@newenglandapples.org), or 203-439-7006.

# J.P. Sullivan expands solar energy system, installs new packing line

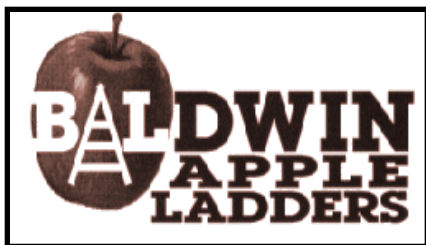
Joseph P. Sullivan & Co., Inc., a family-owned packer and shipper of apples grown in New England and eastern New York state, has partnered with Solect Energy Development to install a 260 kilowatt (kW) solar energy system on the roofs of its Ayer, Massachusetts, apple packing and storage facilities. This project, combined with an earlier 99.5 kW solar project with Solect atop its office building, will cover more than 75 percent of the company's electricity use.

J.P. Sullivan supplies fresh apples to supermarkets throughout the eastern United States, Canada, and the United Kingdom. At the Ayer facility, employees wash, sort, label, and pack apples in bags, trays, totes, and boxes. Much of the company's electricity use comes from refrigerated storage, which keeps apples fresh for months after they are picked. Although the company completed an energy audit and installed new energy-efficient lighting, J.P. Sullivan Vice President Ned O'Neill says that the company wanted to further reduce operating expenses.

J.P. Sullivan is also installing a new packing line this summer. Work began in June at the end of the 2014 packing season, and the new line is expected to be fully operational by mid-August, in time for the 2015 fresh harvest. Look for photographs and details in the fall edition of *McIntosh News*.

## On our cover

The trees are loaded at New England's orchards, including these young McIntosh apples at Red Apple Farm in Phillipston, Massachusetts. (Russell Powell photo)



**Peter Baldwin, Proprietor**

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**The difference a month makes**

Well, not quite a month — the young McIntosh apples on the left were photographed at Brookfield Orchards in North Brookfield, Massachusetts, July 2, while the ones on the right, at Red Apple Farm in Phillipston, Massachusetts, were photographed July 25. A month ago, the apples were just a little bigger than golf balls. They have slowly gained size and color and are now half again as big, with about six weeks to go before harvest. (Russell Powell photos)

**Working Orchard Manager:** Seeking a passionate, hard-working manager and farmer for a family owned and operated fruit orchard in central Connecticut that has been in business for more than 38 years. We grow apples, pears, peaches, nectarines, and plums for pick-your-own and wholesale on 33 acres with a country store, which is managed separately. The position will lead and oversee the property, farming, and management of staff, as well as hands-on work that includes, but is not limited to, pruning, fertilizing, spraying, herbiciding, harvesting, grading, and running wholesale and pick-your-own business. Experience in fruit growing is preferred but not necessary. On-site training from the owner of the orchard will be a large part of the on-boarding process to help you learn the details of the property and business. The owner will be your partner in management to ensure success, as we see this as a long-term career opportunity for you. Thank you for your interest. Please call 203-213-8833 to learn more about this new position.



### **Feeding the pollinators**

Brookfield Orchards in North Brookfield, Massachusetts, leaves a wide swath of wildflowers between rows of trees in one of their orchards. While most New England orchards are situated in diverse landscapes with plenty of surrounding flora, more and more farmers are taking additional steps to ensure that cultivated and wild bees and other pollinators have plenty of food and habitat long after the last apple blossom petals have fallen to the ground. (Russell Powell photo)

## **With changes coming, traffic to website continues at record clip**

Traffic to the New England Apple Association website, [newenglandapples.org](http://newenglandapples.org), continues to grow at a record pace. For the first six months of 2015 — traditionally the slowest time of year — the site attracted 32,817 total visitors and 21,788 unique visitors, compared to 22,304 and 14,052, respectively, in 2014, an increase of more than 30 percent.

Visitors are spending more and more time on the site when they visit, as hits from January 1 to

June 30, 2015, increased by a whopping 136 percent, from 569,978 in 2014 to 1,348,328.

With a new site under development and on schedule for a September launch, the fall season should be the site's busiest ever. Changes to the site include new and improved listings for member orchards, and a specially designed version for mobile devices, making it easier for people using their smart phones to quickly and easily access the information they need most.

## Apples of New England

By Russell Steven Powell  
Photographs by Bar Lois Weeks



*Apples of New England* (Countryman Press) is an indispensable resource for anyone searching for apples in New England orchards, farm stands, or grocery stores — or trying to identify an apple tree in their own backyard.

Featuring color photographs and notes about flavor and texture, history, ripening time,

storage quality, and best use of more than 200 apples discovered, grown, or sold in New England, *Apples of New England* offers practical advice about rare heirlooms and newly discovered apples.

*Apples of New England* includes chapters on the rich tradition of apple growing in New England, and the “fathers” of American apples, Massachusetts natives John Chapman (“Johnny Appleseed”) and Henry David Thoreau. *Apples of New England* presents the apple in all its splendor: as a biological wonder, as a super food, as a work of art, and as a cultural icon.

### Here is what the critics are saying about *Apples of New England*:

*“Like Thoreau and Chapman, Powell knows his apples. Like them, too, he is fundamentally an apple romantic. He writes eloquently and passionately about the lure of this ordinary yet infinitely appealing fruit.”*

— *The Associated Press*

*“Powell dives deep into the subject, sharing facts about growing and using the fruit to how they connect us to our past.”*

— *Worcester Telegram and Gazette*

*“Readers who mostly know this fruit from their supermarket may be surprised to see how many varieties there are.”*

— *The Salem News, Salem, Mass.*

*“Apples of New England reflects a contemplative and literary approach to landscape, agriculture and the apple’s role both as fruit and symbol.”*

— *Daily Hampshire Gazette, Northampton, Mass.*

*“Apple fans have a new resource to expand their appreciation of the fruit.”*

— *The Herald News, Fall River, Mass.*

*“How much do you really know about these fruits? With this book, you’ll learn a lot more. ... Colorfully illustrated.”*

— *Cape Cod Times.*

*“Powell, former executive director of the New England Apple Association, gets into the nitty gritty ... describing more than 200 apple varieties found in New England, and sets out the history of the apple in the region in a detailed way.”*

— *The Valley News, West Lebanon, New Hampshire*

***Apples of New England and America’s Apple are available at fine bookstores and orchards or from booksellers online.***

**For information about wholesale discounts, write to [newenglandapples@verizon.net](mailto:newenglandapples@verizon.net)**

## America’s Apple

By Russell Steven Powell  
Photographs by Bar Lois Weeks

*America’s Apple* (Brook Hollow Press) tells a rich and detailed story about apple growing in America, from horticulture to history to culinary uses. Powell writes about the best ways to eat, drink, and cook with apples, describes the orchard’s beauty and introduces readers to some of the family farms where apples are grown today.

*America’s Apple* looks at how America’s orchards are changing as a result of the trend toward intensive planting and the trademarking of new varieties, and what that means to consumers. Powell also writes about the fragile underpinnings of modern agriculture: the honeybees needed to pollinate the crop and the labor required to pick it, plus new and exotic pests and increasingly volatile weather.

Available in both hardcover and paperback.

### America’s Apple



**Russell Steven Powell**  
With photographs by Bar Lois Weeks