



Connecticut Farm Fresh Cooperative Association Inc.  
P.O. Box 1217  
Southbury, CT 06488  
860-951-8459  
info@ctfarmfresh.org  
http://ctfarmfresh.org

Happy New Year!

I hope that the holidays treated you and your family well, and that you are enjoying the peace of the winter season. As the New Year begins, we are looking back at 2010 and remembering all of the work that went into a successful year. We appreciate the efforts of those who have helped CFF make a difference.

We kicked off 2010 with our annual meeting in February. It was a terrific meeting with an informative and engaging speaker, Bruce Baker, who spoke to us about how to better market ourselves and our products.

At the annual meeting, you also elected a new board member – John Kern of Freshwater Farm in Morris, CT. John has been a terrific addition to the board. We're looking forward to another successful year with him!

In March, we attended Ag Day at the Capitol. It was a fantastic day where we were able to meet with our state representatives. We passed out newsletters and brochures, as well as tomato seed packets, which were donated by Johnny's Selected Seeds.

The year also brought us a new web manager, Laura Genese, who volunteered her time and completely redesigned the CFF website. If you haven't visited our website lately, you should! (<http://ctfarmfresh.org/>) It looks wonderful!

Alice Ely, our volunteer newsletter editor, published four successful newsletters, which were emailed to our contact list and uploaded to the CFF website. You can go online to view the most recent Late Fall Edition.

We made many contacts in our state and federal legislatures and reached out to them on several occasions to fight for farmers' rights. We lobbied for the pickle bill (HB-5287 which allows the preparation and sale of pickled/acidified foods on residential farms), and it ended up passing. We worked with our legislators to ensure the rejection of the DEP's proposed stream flow regulations, which would have negatively impacted farmers and their ability to use water to irrigate their crops. We contacted our Connecticut senators, Dodd and Lieberman, asking for their help in voting down the Food Safety Modernization Act (FSMA), which has passed into law, but now has an amendment in the bill that exempts smaller farms in two ways: Farms that sell their products within a 275-mile radius and that make less than \$500,000 annually in sales are not expected to comply with the new FSMA.

And now looking forward to 2011... We're almost ready for our annual meeting on February 5, 2011 at The Gallery in Glastonbury, CT. The meeting starts at 8:00am with registration and breakfast. Throughout the day, we will have many dynamic speakers and interesting workshops. We will also have a hot buffet lunch with a carving station and cash bar at lunchtime. We are seeking volunteers to help coordinate next year's meeting. Please let us know if you are interested.

We are also looking for volunteers for a committee for Ag Day at the Capitol on March 16. Volunteers are needed for sampling products and handing out brochures. We are also in need of donated items for the legislator bags. If you are able to donate your time or items, please email or call.

We will be making further upgrades to our website – offering a PayPal option, and we will have an online store, where you can buy CFF apparel, like hats and t-shirts. This will offer consumers another way to contribute to our success.

As an added member benefit, each CFF market will be listed on <http://buyctgrown.com>. Nicole Berube of CitySeed and BuyCTGrown will be at our annual meeting to discuss the management settings on the website.

In order for our organization to better serve you, the grower, we need your support now! Our biggest obstacle has always been getting membership dues paid promptly. Without an accurate projection of income, the board cannot provide appropriate benefits to our members. Your help is desperately needed! Please send your membership dues immediately. If all dues are collected by March 1, the board can proceed to utilize revenue from dues to better serve you. Please do your part, so we can move forward to a more productive growing season.

I hope to hear from you soon and want to see you at the annual meeting on February 5 at The Gallery in Glastonbury, CT.

Thank you,  
Alexis Gazy  
President, Connecticut Farm Fresh



## 2011 Member Application

Farm/Business Name: \_\_\_\_\_

Farm/Business Location: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Mailing Address if different from business address:*

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

List of products: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sold at:

\_\_\_\_\_ farm \_\_\_\_\_ farmers markets – please list: \_\_\_\_\_

\_\_\_\_\_ wholesale \_\_\_\_\_ CSA \_\_\_\_\_

\_\_\_\_\_ other (list) \_\_\_\_\_

\_\_\_\_\_

\*Attach 2009-2011 crop plan if a new CFF member.

**\*Mail application and \$80 membership fee to:**

***Connecticut Farm Fresh Cooperative Association, Inc.***

***P.O. Box 1217***

***Southbury, CT 06488***

Any questions? Ask us at: 860-951-8459 or [info@ctfarmfresh.org](mailto:info@ctfarmfresh.org)

A tip for you from Carol McManus (who will be offering one of the workshops at our annual meeting):

### **Free Publicity You Can Access Right Through Your Email**

A few weeks ago I made a passing reference to HARO. I was overwhelmed by the number of people who requested more information and wanted to know how to use this service to get free publicity.

Free publicity using Peter Shankman's service is easy and practical. There are hundreds of TV, Radio, and print media personalities who are looking for stories every day. In addition there are folks looking for valuable content for their freelance articles, blogs, and books.

Here's how it works and it's absolutely FREE!

1. Go to [www.helpareporter.com](http://www.helpareporter.com) and sign up today. On the landing page you will be asked for your full name, company, and email address.
2. You will receive a confirmation email within the next few minutes that you MUST respond to or you will not be fully activated.
3. Beginning the next day you will receive three emails a day (early morning, midday, and late afternoon) from Peter Shankman with a list of reporters or writers who are looking for people to interview.
4. Scan the list to see what topics fall into your area of expertise. Be very conscious of what the reporter is looking for and don't respond if you don't have expertise or value to add to their query. Also, be sensitive to the deadlines posted and geographic or other restrictions.
5. You respond directly to the email address given in the query. Try to give enough information that allows the writer to know you have something valuable to contribute to their project. Do not, however, write a tome. These are busy people. They will pay attention to your first few lines to determine if you are what they are looking for, and if so, they will get back to you for more details.
6. If you don't hear anything, don't be surprised or disappointed. Perhaps they already found what they were looking for. Perhaps your angle didn't suit their story. Very few will actually respond to you if they don't find your communication valuable to their project – it is not personal – it is simply a matter of time.
7. Don't give up. Check every email when it comes in. You may go days or weeks before you find something that truly resonates with you, but when you do, it can be extremely valuable to your business, your professional expert positioning, and your future networking.

Bravo Peter for making this incredible service available to potential experts and writers. I have already been quoted and I used it as a 'reporter' to interview people for my new book. This is an amazing value to professionals.

Good luck and let me know how it is working for you. I expect to see everyone on my ever-expanding list to be quoted in upcoming articles, blogs, books, and even live interviews.

**http://facebook.com/ctfarmfresh**  
**Become a fan on Facebook!**

**2011 Annual Meeting Date – 2/5/2011**

**Newsletter enclosed**



**CT FARM FRESH COOPERATIVE**

ASSOCIATION INC.  
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**DATED MATERIAL – OPEN IMMEDIATELY!**  
**ANNUAL MEETING INFORMATION AND**  
**MEMBERSHIP RENEWAL ENCLOSED**