

**NORTHEAST SARE
2003 FARMER/GROWER GRANT
FINAL REPORT**

Project Title:

Event Marketing

**Farmer/Grower Grant
Final Report FNE03-493**

Submitted by:

Richard Sisti

Catalpa Ridge Farm

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NORTHEAST SARE

2003 FARMER/GROWER GRANT FINAL REPORT

Project Title: **Event Marketing
Farmer/Grower Grant Final Report FNE03-493**

Goals of Event Marketing:

Catalpa Ridge Farm has developed over the years several different event marketing ideas involving other farmers and implemented them on a small scale. In addition, the concept of event marketing involves working with different local community groups. With different local community groups we developed additional marketing opportunities involving local farmers.

What this project did is develop, promote and evaluate the possibilities of event marketing on a larger scale than we have done in the past, yet still manageable on the local level using:

- multiple farmers
- local groups
- public participation
- education (i.e. guest speakers at events, display boards, handouts, etc)

"Event Marketing" events that we modeled:

- Spring Transplant & Spring Allium Sale at Lafayette Village (May 2003)
- Tomato & Garlic Tasting at Sussex Farm & Horse Show-New Jersey State Fair (August 2003)
- Tomato Tasting & Sale at Hoboken Historical Museum (August 2003)
- Tomato Tasting & Sale at Ramsey Day (September 2003)
- Tomato Tasting & Sale at the Lafayette Village Farmers Market (September 2003)
- Garlic Gathering at Lafayette Village (October 2003)

Updated farm information since receiving the grant:

The 2003 season yielded cold & extremely wet conditions which impacted our tomato transplants & tomato production over the season. We were still able to maintain our schedule of events, though it was difficult and the multiple farm model proved invaluable as the tomato tastings were the main attraction at most of the events.

The share-cropping model for planting garlic (2002 SARE grant) was duplicated again during 2003. This involved three farms participating. New fields were developed and unfortunately with the wet conditions during the spring the garlic planted became flooded and the crop in that area was lost. Garlic planted in other areas at the farms with the help of the share-cropping model as well as outside community help did well. This garlic was sold at the 2nd Annual Garlic Gathering in October.

Collaborators & their roles in this project:

Collaborator	Role
Rutgers Cooperative Extension of Sussex County Dan Wunderlich County Agent 3 High Street First Floor Newton, NJ 07860	Coordinate farmers at Lafayette Village Farmers' Market events Unfortunately Dan Wunderlich was "downsized" from his position as County Agent early in the year, and was not replaced. <i>All coordination with the Farmers Market farmers was done one-on-one with the associations directed by Susan & Rich Sisti.</i>

Collaborator	Role
Rutgers Cooperative Extension of Sussex County Brian A. Oleksak Horticultural Program Associate 3 High Street First Floor Newton, NJ 07860	Education resource
Linda S. Cappaze General Manager Olde Lafayette Village Route 15 Lafayette, NJ 07848	Assist in coordinating events at Lafayette Village addressing resources needed, Advertising of Lafayette Village events.
Sussex County Farmers Marketing Association 3 High Street First Floor Newton, NJ 07860	Assist in coordinating events at Lafayette Village with the farmers at the Lafayette Village Farmers' Market
Olde Lafayette Village Farmers' Market Association 3 High Street First Floor Newton, NJ 07860	Assist in coordinating events at Lafayette Village with the farmers at the Lafayette Village Farmers' Market
Holly Metz - Hoboken Historical Museum 1301 Hudson Street PO Box 3296 Hoboken, NJ 07030	Coordinate the Hoboken Tomato Tasting event at the Hoboken Historical Museum
Barbara Porteous - Ramsey Woman's Club 332 Maple Street Ramsey, NJ 07446	Coordinate the Tomato Tasting event at Ramsey Day
Valley Fall Farm (Land of Milk & Honey) Roman Osadca 10 Old Stage Road Newton, NJ 07860	Assist in information dissemination with Garden State Garlic Grower of garlic for events
Starbrite Farm Dick Moran 4 Old Orchard Road Hardwick, NJ 07825	Grower of tomatoes & garlic for events
Maple Farm Scott Steinetz 191 Lott Road Wantage, NJ 07641	Grower of tomatoes & other produce for events
Diane Keary "Veggie Woman" 74 Wantage School Road Wantage, NJ 07641	Grower of tomatoes & other produce for events
Shawna Bengivenni 31 Clove Road Wantage, NJ 07641	Grower of tomatoes & other produce for events
John Krueger Newton, NJ 973-300-9167	Grower of tomatoes & garlic for events
Susan Sisti PO Box 257 Newfoundland, NJ 07435	Computer Support; Desktop publishing: Newsletter, flyers, questionnaires and reports. Display board & handout production. Webmaster

Event Marketing & how it was done:

Each type of event was unique in its marketing potential and was approached differently. Each event is briefly outlined below:

Spring Transplant & Allium Sale at Olde Lafayette Village Farmers' Market:

This event was held Saturday & Sunday of Memorial Day Weekend (May 24 & 25, 2003)

- Catalpa Ridge Farm grew the transplants for sale at this event held in the center of Lafayette Village. 30-40 different varieties of heirloom tomato transplants were offered for sale.
- Heirloom seed packets were also offered for sale during the event.
- Other participating farmers offered the following during this event:
 - flowering plants
 - baskets
 - herb plants
 - goat cheese
 - honey
 - garlic greens
 - ramps
- Offered educational guidance for the home-grower.
- Garden State Garlic participated with garlic tasting, educational displays & recipe handouts.

A very important component of the heirloom transplant sale, was to show the consumer what the tomatoes would look like when ripe on the vine, plus background information on the variety as well as when to plant, days to maturity, etc. This was accomplished by producing "header cards" that were placed in each flat of plants so the consumers could see pictures of the tomatoes & read all about them. In addition, the consumer was given the opportunity to hand label the varieties that they brought home by utilizing white thrifty tags & sharpie markers. This also added an element of participation on the part of the buyer who was quite excited to look around, seek out which varieties they wanted and then write up the tags and place them with the plants they were purchasing. The plants offered were in 3" or 4" pots. To make sale successful it was also very important to have a high volume of plants on display. During the event we had over 2500 plants on display.

We were fortunate to be set up inside a building in the center of Lafayette Village (mostly due to the pouring rain) during the 2 day event. An event of this magnitude and being set-up inside over the 2 days allows one to re-supply for the 2nd day of the event, so the area will not look empty.

This event will become an annual event, always being held the Saturday & Sunday of Memorial Day Weekend.

A handout was also available for the buyers to bring home to learn more about heirloom tomatoes.

Attached:

Sample Header Card
Photos
Handout
Pricing Sign
Poster

Tomato & Garlic Tasting at the New Jersey State Fair - Sussex Farm & Horse Show:

Held mid-week during the fair on August 6, 2003.

- This event we have been coordinating and producing over the past 4 years.
- Tomatoes & garlic were supplied from over 7 local farms.
- Volunteers were supplied by the Sussex Farm & Horse Show Vegetable Committee members as well as members of Garden State Garlic as well as some of the farmers.

- See "**What is needed for Tomato Tasting Events**" for supplies & volunteer duties.
- Education is the key component as no sales are made. The local farmers who supply the tomatoes are encouraged to attend to interact and answer questions from the fairgoers.
- Display boards & handouts were posted so fairgoers know where they can purchase locally grown produce from the farmers supplying the tomatoes & garlic at the tasting. Future events were also listed on the handout.
- Each year the participation has grown with lines forming before we "open" the tasting with over 400 fairgoers taking part this past year.

This annual event is always held the first Wednesday evening of the New Jersey State Fair.

Attached:

Photos
Handout
Poster
Recipe Cards

Tomato Tasting & Sale at the Hoboken Historical Museum:
Held the Last Sunday of August – Held on August 24, 2003

- Catalpa Ridge Farm set up as the exclusive vendor at the event, but offers tomatoes for tasting & tomatoes & other produce (fruit included) for sale from 7 different local farms. Other tie-ins at this event have been: the museum offering a silent auction during the event, and bringing in other local vendors, such as an orchard offering peaches & plums. These tie-ins have enabled the museum to increase membership and offer a unique outing that encourages buying locally as well as CSA membership outreach.
- We have set up at this event over the last 4 years, and each year the sales have grown and have increased about 30% this year. This shows the potential for sustainability during "annual" events.
- A portion of the proceeds from the sale of tomatoes is donated back to the Hoboken Historical Museum.
- Volunteers are supplied by Hoboken Historical Museum & CSA members who also provide outreach for CSA membership.
- See "**What is needed for Tomato Tasting Events**" for supplies & volunteer duties.
- At this event a display board is set up with photos of the local farmers who have supplied the tomatoes for the tasting, as well as a handout where the consumer can purchase produce from the farmers.

This annual event is always held the last Sunday of August.

Attached:

Photos
Recipe Handout
Poster

Tomato Tasting & Sale at Ramsey Day:
Held on September 6, 2003

A similar set-up to the Hoboken Tomato Tasting, but a township day event. At this event township community groups, schools, local music, craft vendors, boys & girl scouts, township fraternal organizations, etc set up at "Ramsey Day". This was the second year we were sponsored by the township Woman's' Club as a fundraiser for their charity work.

- Catalpa Ridge Farm set up the tomato tasting & sale and offered tomatoes & produce for sale from 6 other farmers.
- Volunteers are supplied by the membership of the Woman's' Club.

- Two tents are set up (1 for the tasting area & 1 for sales areas) *see photos*.
- See "**What is needed for Tomato Tasting Events**" for supplies & volunteer duties.
- Handouts include contact information on the participating farmers, upcoming events & recipes.
- Outreach to promote the event included an article in two local papers by the Women's Club as well as poster being distributed and posted in local store fronts through the town.
- CLAIM CHECKS were available at this event. Due to the nature of the event where people come for hours at a time to check out all the events, music and vendors we offered to hold their produce purchases until they were ready to go home. We realized that no one would want to carry around pounds of tomatoes and to encourage sales, the claim checks were well received and were widely used.
- A portion of the proceeds are donated back to the Woman's' Club to supplement their funds for charity.

This annual event is always held in early September (date will vary due to Labor Day), but is well publicized by the township.

Attached:

***Photos
Recipe Handout
Poster
Claim Checks***

Tomato Tasting & Sale at Olde Lafayette Village Farmers' Market:

This event was held on August 17, 2003 at the weekly Farmers' Market

- This event was coordinated by Catalpa Ridge Farm, Sussex County Marketing Association, Olde Lafayette Village Farmers' Market Association, and Olde Lafayette Village management.
- At this event we set up a tent for the tasting area and we elicited volunteers from Garden State Garlic who cut tomatoes & other produce supplied by the vendors in the Farmers' Market.
- A tag was made up showing the tomato variety name and the farm vendors name (so the consumer could then buy the tomatoes directly from that farmer).
- See "**What is needed for Tomato Tasting Events**" for supplies & volunteer duties.
- This was our 2nd Tomato Tasting in conjunction with the Farmers Market & tomatoes sales did double from last year. Very positive feedback was received from the farmers & the public participating.

Garden State Garlic Gathering at Olde Lafayette Village Farmers' Market:

This event was held on October 4 & 5, 2003.

- This event we started in October 2002 as a direct off-shoot of the formation of the local garlic discussion group proposed in 2002 Multi-Farm Garlic Growers grant project that was funded by SARE.
- A large (25' x 30') tent is set-up for the display, education and tasting areas.
- We used about 25 tables for the education & display area as well as a number of chairs.
- Hay bales were purchased for seats throughout the gathering area as well as for decoration. Corn stalks & mums were displayed around the tent for decoration.
- The garlic vendors then set up in close proximity to the "main" tent and adjacent to the Garlic Gathering area, the weekly Farmers' Market vendors set up their tents.
- The 2003 event was spread over 2 days (and many weekly Farmers' Market vendors also participated on Saturday as well as their usual Sunday).
- 6 local growers offering garlic seed for sale
- Regional farmers (NY, NJ and Pennsylvania) offering other value-added products: garlic vinegar, garlic bread, garlic cheeses (both goat & cow cheeses), garlic braids & wreaths
- Garlic Tasting including raw garlic (from mild to hot), pestos, breads, garlic infused honey, etc.

- Educational offerings:
 - Foodshed Alliance of the Ridge & Valley
 - Garden State Garlic group
 - Set up display for the Garlic Seed Foundation – New York
 - Garden State Garlic members offering a planting demonstration, question & answer periods
 - Display of over 100 varieties of garlic (the 2003 event had 150 varieties on display with cards describing the variety name, origin, type, etc.)
 - Display boards – “How to Grow Garlic” and “Garlic Varieties”
 - Handouts on how to grow garlic
 - Planting box showing how garlic is planted
 - Garlic sizing board for demonstrating how to sort the different sizes of garlic easily.

The largest draw to the event is the display of over 150 varieties of garlic, many of which are for sale from the local vendors. This was important, as the knowledgeable consumer wants to buy garlic that they know will grow in their local climate. Although many just like to come for the tasting and a day out and buy garlic for cooking, there was a large segment wanting to learn more about growing great garlic!

The garlic tasting table had many offerings. The most popular area was the raw garlic tasting from mild to hot (about 6 different varieties are cut up for tasting) On the tasting card, the vendor(s) name where the consumer can buy the garlic is listed. The volunteers behind the table would also direct anyone to the proper area within the “gathering”. We also had pestos, dips and salsas along with recipe handouts at the tasting table. Other garlic farmers also contributed items to the tasting table such as garlic/pepper corn bread, garlic-infused honey, & roasted garlic. Apple cider was also available at tasting table from one of the farmers’ market vendors.

This annual event is always held the first full weekend of October.

Attached:

- Photos***
- Poster***
- Handouts***

Findings & accomplishments

The main focus of this project was to develop and document the many unique marketing opportunities for local farmers that can be implemented over the course of the season which will increase income of the small grower. We were able to work with other farmers giving them an outlet for their produce that they normally would not have. We also partnered with local community groups to promote “local” agriculture.

Education, collaboration, building partnerships & unique marketing ideas were generated over the course of the event year. These factors combined become the event and thereby become the destination for the public to attend. Becoming the destination on an annual basis is the overall goal that we have set for the events listed here.

Were there any unexpected results?

The County Agent’s (our advisor) employment was terminated in April 2003, prior to any of our events. This affected many of our events where his collaboration & resources would have been very beneficial.

The educational offerings at the Garden State Garlic Gathering were disappointing, even though a number of organizations were invited to participate and contribute during the event.

Site conditions that affected the outcome:

Overall, the spring weather in our area was quite rainy. During our first event, the Heirloom Tomato Transplant Sale, it rained both days of the event. The advertising & posters did however work well and the sales were very encouraging and exceeded our expectations. We hope that the 2004 event will be a bright & sunny weekend and we can improve results.

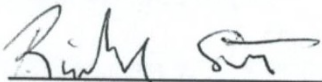
Outreach Program

This report will be made available at:

- NOFA Winter and Summer Conferences
- Farmer to Farmer meetings and conferences
- Mailings to those interested
- Posted on website for broader dissemination
- Garden State Garlic group meetings
- SARE Conference October 2004

Submitted on 3/28/2004

by:

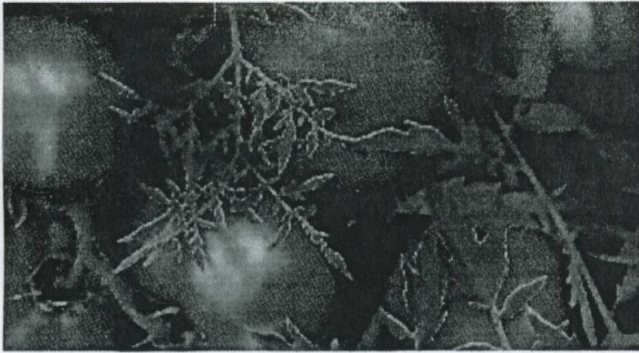


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e-mail: ssisti@nac.net

Attachments:

Spring Transplant Sale	<i>Poster Sample Header Card Photos Handout Pricing Sign</i>
Tomato Tasting at the New Jersey State Fair	<i>What is needed for Tomato Tasting Events Poster Photos Handout w/future events Recipe Cards</i>
Tomato Tasting & Sale at Olde Lafayette Village	<i>Photos Sign marking tomato variety</i>
Tomato Tasting & Sale Hoboken Historical Museum	<i>Poster Photos Handout w/future events Recipe Handout</i>
Tomato Tasting & Sale at Ramsey Day	<i>Poster Photos Recipe Handout Claim Checks</i>
Garden State Garlic Gathering	<i>Photos Poster Handouts</i>
<i>Flyer with Calendar of Events & Discount Coupon</i>	



Silver Fir Tree

This 2 ft. dwarf, early fruiter from Russia makes a productive container plant, and unlike most tomatoes grows well in overcast coastal areas. Determinate. Carrot-leaf foliage. Good for edible landscaping!



Days: 55-60
Early Season





Heirloom Tomato Transplants

Prices

3" Pots	\$2.00 each	6 for \$10.00
4 1/2" Pots	\$5.00 each	6 for \$25.00



Locally Grown

*Catalpa Ridge Farm
Wantage, NJ*





Catalpa Ridge Farm

Richard Sisti

PO Box 257

Newfoundland, NJ 07435

Phone: (973) 209-4903 Fax: (973) 858-0258

e-mail: catalpacsa@aol.com

What is needed for Tomato Tasting Events:

Sufficient staff to man the tomato tasting table - there should be at least 3-4 people (depending on the size of the event)

Supplies for Tomato Tasting:

- 2-3 Tables (and a backup work table)
- Tablecloths
- Plates (8-9')
- Small plates (for people to put their samples on)
- Toothpicks (for people to sample)
- Napkins -small
- Cutting Boards
- Knives
- Gloves for hygienic handling the tomatoes
- Small buckets with water to wash the tomatoes
- Towels to dry & clean tomatoes
- "Slop" bucket for the tomato debris

The Tomatoes need to be:

Washed & cut up into bit-size pieces by the volunteers.

Each tomato variety should be labeled with variety name & which vendor is selling the variety.

For each variety, what we usually do is display one whole tomato on the plate with the bit-size pieces.

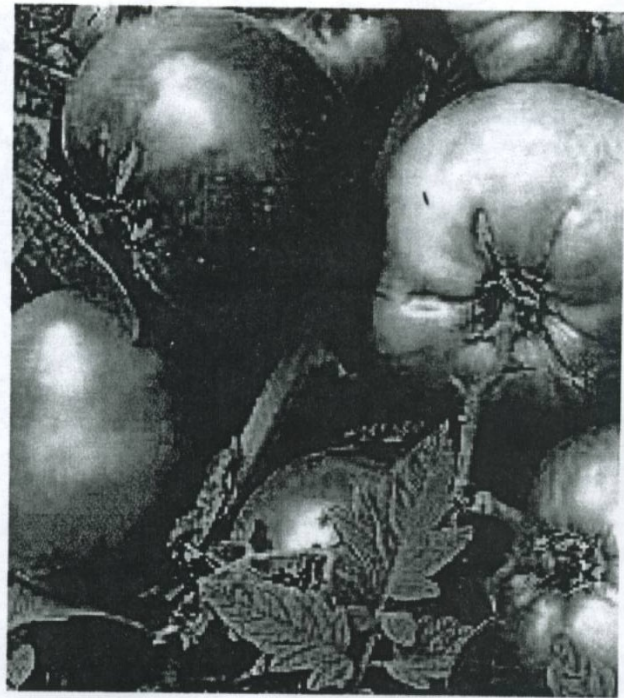
A good sampling should be over 10-20 different varieties. These can include Heirlooms and hybrids. All types, plums, beefsteaks, cherries, etc. make for a good sampling.

**** It is very important that you cut up tomatoes for tasting that you have sufficient quantity for sale.**

We also like to make salsas, pestos & dips for tasting during an event like as it promotes people wanting to buy local fresh produce. Chips (tortilla for salsas, Wheat Thins for pestos, & Potato Chips for dips), bowls & recipes cards to place on the tasting table.



4th Annual
Tomato Tasting
With a Taste of Garlic
Wednesday August 6th
6-8 pm
in the tent at Ag Central
*Come enjoy the tastes of
New Jersey!*



Tomatoes & Garlic will be provided from the following farms

Catalpa Ridge Farm – Wantage, New Jersey

Valley Fall Farm – Johnsonburg, NJ

Medicine Row – Wantage, New Jersey

Valley Brook – Layton, New Jersey

L & S Farm – Wantage, New Jersey

Ideal Farms – Lafayette, New Jersey

& other LOCAL growers



4th Annual Tomato Tasting
with a Taste of Garlic
Sussex Farm & Horse Show

Tomatoes & Garlic have been provided by the following farms:

Catalpa Ridge Farm –
 Rich Sisti - Wantage
 973-209-4903

CSA Deliveries to: Hoboken
Heirloom Transplant Sales:
 Olde Lafayette Village- Memorial Day
 Weekend
 Whole Foods – Northern NJ

"Veggie Woman"

Diane Mylecrane – Wantage

Restaurant Sales

Valley Fall Farm –Roman
 Osadca – Johnsonburg, NJ
 908-852-7362

On Farm Produce Stand
In Season Produce for Sale
 Gourmet Garlic & Shallots
 Eggs & Honey
 Location: Route 661 Between
 Rts 519 & 94 Johnsonburg, NJ

Ideal Farms – Jan & Ben
 Morritsma - Lafayette
Ideal Farm & Garden Center
 973-579-3893

Location: 222 Route 15
 Lafayette, NJ
Farmers' Market @ Olde
 Lafayette Village – Sundays 11-4

Medicine Row – Scott Steinetz –
 Wantage 973-726-7658

Farmers' Markets:
Morris Plains – Saturdays 9 – 2
 By Railroad Station
 (Speedwell Avenue & Route 202)
Tentative: Madison Thurs 2-7

Valley Brook Farm –
 Russell Spinks – Layton
 973-948-5781

On Farm Produce Stand
In Season Produce for Sale
 Location: 42 Bevans Road
 Layton, NJ

L & S Farm – Shawna Bengivenni -
 Wantage 973-875-0131

On Farm Produce Stand
In Season Produce for Sale
 Specializing in Heirloom Varieties
 Location: 31 Clove Road -
 Wantage, NJ



Upcoming Events

Brought to you by:
Catalpa Ridge Farm



Tomatoes & Garlic will also be available for purchase

- **August 17th** – 2nd Annual Tomato Tasting @
 Olde Lafayette Village - Lafayette, NJ
- **August 24th** - 4th Annual Hoboken Tomato
 Tasting @ Hoboken Historical Museum – 13th &
 Hudson Streets Hoboken, NJ
- **September 6th** - 2nd Annual Tomato Tasting @
 Ramsey Day – Ramsey, NJ
 - sponsored by the Womens Club of Ramsey



**GARDEN STATE
 GARLIC**

Co-founded by: Rich Sisti & Roman Osadca

- **September 20th & 21st** - Garden
 State Garlic will be participating
 in the **Small Farm Expo** –
 Warren County Fair Grounds
- **October 4th & 5th Garlic Gathering** –
 Olde Lafayette Village- Lafayette, NJ
 More info: catalpacsa@aol.com
 Info available soon on: www.garliconline.com

Hot Salsa Ingredients:



Make your base by pureeing:
 Hot peppers to taste
 1 bunch cilantro
 small onion
 1-2 tomatoes
 salt

- optional - add parsley or celery

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper, more hots if you desire.

visit: www.garliconline.com

Mild Salsa Ingredients:



Make your base by pureeing:
 1-2 Jalapeno peppers
 1 bunch cilantro
 small onion
 1-2 tomatoes
 salt

- optional - add parsley or celery

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper.

visit: www.garliconline.com

Italian Purple Pesto



Blend:
 1-2 bulbs Italian Purple Garlic
 Add Purple Ruffles Basil, 1-2 bunches
 Add Parsley & Celery
 Add olive oil to make it smooth
 Salt to taste

Optional items: cheese & pine nuts

visit: www.garliconline.com

German White Arugula Pesto



Blend:
 1-2 bulbs German White Garlic
 Add Arugula, 1-2 bunches
 Add olive oil to make it smooth
 Salt to taste

Optional items: cheese & pine nuts

visit: www.garliconline.com



4th Annual Hoboken Tomato Tasting

With a Taste of Garlic

Sunday August 24th

*Come enjoy the
tastes of
New Jersey!*

@ the
Hoboken Historical Museum



**Hoboken Historical
Museum**
13th & Hudson Streets

Tomatoes & Garlic will be provided from the following farms

Catalpa Ridge Farm – Wantage, New Jersey

L & S Farm – Wantage, New Jersey

Medicine Row – Wantage, New Jersey

& other LOCAL growers

Recipes



Pestos

Blend 1-2 bulbs of garlic
Add other ingredients
Add olive oil to make it smooth
Salt to taste

Optional items: cheese & pine nuts

Ingredients:

Italian Purple- Green Pesto

Italian Purple Garlic

Sweet Green Basil, 1-2 bunches

Parsley & Celery optional

Music -Lemon Balm Pesto

Music Garlic

Lemon Balm 1 bunch



Hot Salsa:

Make your base by pureeing:

Hot peppers to taste

1 bunch cilantro

small onion

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper, more hots if you desire.

1-2 tomatoes

salt

optional - add parsley or celery

Mild Salsa:

Make your base by pureeing:

1-2 Jalapeno peppers

1 bunch cilantro

small onion

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper

1-2 tomatoes

salt

optional - add parsley or celery

Fresh Tomato-Garlic DIP - First - cut your

tomatoes in half & squeeze out the water before processing.

In a food processor or blender combine

½ Yellow Tomato & ½ Red or Black Tomato

3-4 cloves of fresh German White Garlic

Then add: 12 ozs of cream cheese. Process until the desired consistency is reached.

Chill until ready to serve.



Recipes



Pestos

Blend 1-2 bulbs of garlic
Add other ingredients
Add olive oil to make it smooth
Salt to taste

Optional items: cheese & pine nuts

Ingredients:

Italian Purple- Green Pesto

Italian Purple Garlic

Sweet Green Basil, 1-2 bunches

Parsley & Celery optional

Music -Lemon Balm Pesto

Music Garlic

Lemon Balm 1 bunch



Hot Salsa:

Make your base by pureeing:

Hot peppers to taste

1 bunch cilantro

small onion

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper, more hots if you desire.

1-2 tomatoes

salt

optional - add parsley or celery

Mild Salsa:

Make your base by pureeing:

1-2 Jalapeno peppers

1 bunch cilantro

small onion

then add chopped tomatoes, onion, tomatillos, green or red sweet pepper

1-2 tomatoes

salt

optional - add parsley or celery

Fresh Tomato-Garlic DIP - First - cut your

tomatoes in half & squeeze out the water before processing.

In a food processor or blender combine

½ Yellow Tomato & ½ Red or Black Tomato

3-4 cloves of fresh German White Garlic

Then add: 12 ozs of cream cheese. Process until the desired consistency is reached.

Chill until ready to serve.





4th Annual Tomato Tasting
with a Taste of Garlic
@ Hoboken Historical Museum

Tomatoes & Garlic have been provided
by the following farms:

Catalpa Ridge Farm –
 Rich Sisti - Wantage
973-209-4903

CSA Deliveries to: Hoboken
Heirloom Transplant Sales:
 Lafayette Village- Memorial Day
 Weekend
 Whole Foods – Northern NJ

“Veggie Woman”

Diane Mylecrane – Wantage

Restaurant Sales

Valley Fall Farm –
 Roman Osadca – Johnsonburg, NJ
908-852-7362

On Farm Produce Stand
In Season Produce for Sale
 Gourmet Garlic & Shallots
 Eggs & Honey
 Location: Route 661 Between
 Rts 519 & 94 Johnsonburg, NJ

Windy Brow Farms – Linda &
 Jim Hunt - Fredon

Farm Store & Pick-Your-Own
973-579-9657

Location: Route 519
 Fredon, NJ

Medicine Row – Scott Steinetz –
 Wantage **973-726-7658**

Farmer’s Markets:
Morris Plains – Saturdays 9 – 2
 By Railroad Station
 (Speedwell Avenue & Route 202)
Tentative: Madison Thurs 2-7

Valley Brook Farm –
 Russell Spinks – Layton
973-948-5781

On Farm Produce Stand
In Season Produce for Sale
 Location: 42 Bevans Road
 Layton, NJ

L & S Farm – Shawna Bengivenni
 - Wantage **973-875-0131**

On Farm Produce Stand
In Season Produce for Sale
Specializing in Heirloom Varieties
 Location: 31 Clove Road -
 Wantage, NJ



Upcoming Events

Brought to you by:
Catalpa Ridge Farm



Tomatoes & Garlic will also be
available for purchase

- **August 24th** - *4th Annual Hoboken Tomato Tasting @ Hoboken Historical Museum – 13th & Hudson Streets Hoboken, NJ*
- **September 6th** - *2nd Annual Tomato Tasting @ Ramsey Day – Ramsey, NJ*
 - *sponsored by the Womens Club of Ramsey*

GARDEN STATE
GARLIC

Co-founded by: Rich Sisti & Roman Osadca



- **September 20th & 21st** - *Garden State Garlic will be participating in the Small Farm Expo – Warren County Fair Grounds*

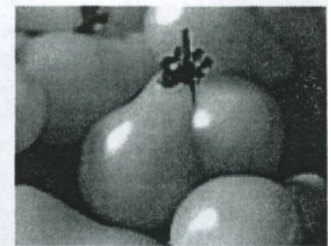
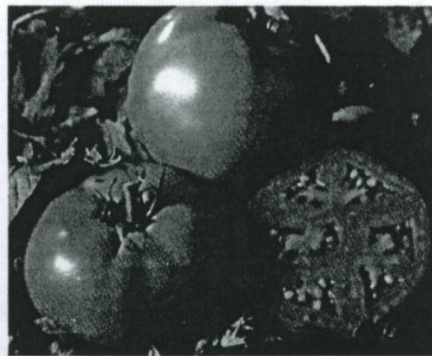
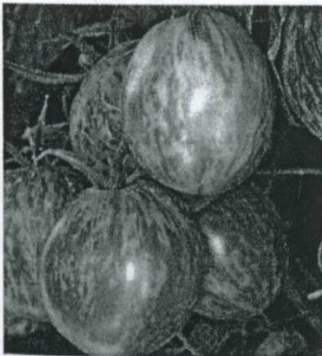
- **October 4th & 5th Garlic Gathering** –
 Olde Lafayette Village- Lafayette, NJ
More info: catalpacsa@aol.com
Info available soon on: www.garliconline.com



2nd Annual
Tomato Tasting
& Produce Sale
with a Taste of Garlic!

@ Ramsey Day
A Fundraiser Sponsored by the
Women's Club of Ramsey

- Come taste the goodness of the tomatoes of yesteryear
- A variety of Heirloom & hybrid Tomatoes
- Garlic
- Farm Fresh Local Produce for sale



Join us Saturday – September 6th
@ Ramsey Day
11 am to 5 pm
Raindate: September 7th



2nd Annual Tomato Tasting

with a Taste of Garlic

Sponsored by the Women's Club of Ramsey

Tomatoes & Garlic have been provided
by the following farms:

Catalpa Ridge Farm –

Rich Sisti - Wantage
973-209-4903

CSA Deliveries to: Hoboken

Heirloom Transplant Sales:

Lafayette Village- Memorial Day

Weekend

Whole Foods – Northern NJ

"Veggie Woman"

Diane Mylecrane – Wantage

Restaurant Sales

Valley Fall Farm –

Roman Osadca – Johnsonburg, NJ
908-852-7362

On Farm Produce Stand

In Season Produce for Sale

Gourmet Garlic & Shallots

Eggs & Honey

Location: Route 661 Between

Rts 519 & 94 Johnsonburg, NJ

Windy Brow Farms – Linda &

Jim Hunt - Fredon

Farm Store & Pick-Your-Own

973-579-9657

Location: Route 519

Fredon, NJ

Medicine Row – Scott Steinetz –

Wantage 973-726-7658

Farmer's Markets:

Morris Plains – Saturdays 9 – 2

By Railroad Station

(Speedwell Avenue & Route 202)

Tentative: Madison Thurs 2-7

Valley Brook Farm –

Russell Spinks – Layton

973-948-5781

On Farm Produce Stand

In Season Produce for Sale

Location: 42 Bevans Road

Layton, NJ

L & S Farm – Shawna Bengivenni

- Wantage 973-875-0131

On Farm Produce Stand

In Season Produce for Sale

Specializing in Heirloom Varieties

Location: 31 Clove Road -

Wantage, NJ



Upcoming Events

Brought to you by:

Catalpa Ridge Farm



*Tomatoes & Garlic will also be
available for purchase*

▪ September 6th - 2nd Annual Tomato Tasting @
Ramsey Day – Ramsey, NJ

▪ *sponsored by the Women's Club of Ramsey*

GARDEN STATE GARLIC

Co-founded by: Rich Sisti & Roman Osadca



• September 20th & 21st - Garden
State Garlic will be participating
in the Small Farm Expo –

Warren County Fair Grounds

• October 4th & 5th Garlic Gathering

– Olde Lafayette Village-

Routes 15 & 94 Lafayette, NJ

More info: catalpacsa@aol.com

Info available soon on:

www.garliconline.com

Recipes



Pestos:



Italian Purple-Sweet Basil Pesto

Ingredients:

Italian Purple Garlic 1-2 bulbs
Sweet Green Basil, 1-2 bunches

Armenian - Lemon Balm Pesto

Ingredients

Armenian Garlic 1-2 bulbs
Lemon Balm 1 bunch

By using the ingredients above - Blend the garlic with olive oil until smooth then add the basil (or lemon balm) until desired consistency is reached. Salt to taste

Parsley, celery, cheese & pine nuts are optional



Salsas:

Mild Salsa:

Ingredients:

3 tomatoes
 $\frac{1}{2}$ - 1 bunch cilantro
3 tomatillos
1 small onion
1-2 Jalapeno Peppers
1-2 Sweet Pepper

First make your base by pureeing in a food processor:

1-2 tomatoes, cilantro, $\frac{1}{2}$ onion, Jalapeno peppers & salt.

Then add the remaining tomatoes, $\frac{1}{2}$ onion, tomatillos & sweet peppers using short strokes so they chop to a nice consistency.

optional - add parsley or celery

Hot Salsa:

Ingredients:

3 tomatoes
 $\frac{1}{2}$ - 1 bunch cilantro
3 tomatillos
1 small onion
2 Jalapeno Peppers
1-2 Sweet Pepper
2 Other hots (Zippy or Anaheim)

First make your base by pureeing in a food processor:

1-2 tomatoes, cilantro, $\frac{1}{2}$ onion, hot peppers & salt.

Then add the remaining tomatoes, $\frac{1}{2}$ onion, tomatillos, Jalapeno peppers & sweet peppers using short strokes so they chop to a nice consistency.

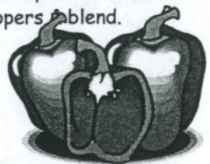
Fresh Garden Pepper Pesto:

Ingredients:

Italian Purple Garlic 1 bulb
Sweet Green Basil, 1 bunch
6-7 Sweet Peppers

By using the ingredients on the left:

Basically make your pesto base. Then add chopped peppers & blend.
Salt to taste



Fresh Tomato-Garlic DIP

Ingredients: (makes 2 containers)

1-2 Tomatoes (Yellow, Black, Red or Orange)
1 bulb of Italian Purple Garlic ($\frac{1}{2}$ for each container)
2 - 12 oz containers of Cream Cheese
Option- 1 Lipstick or 3 Jingle Bell Sweet peppers

First - cut your tomatoes in half & squeeze out the water before processing.

In a food processor or blender combine:
 $\frac{1}{2}$ Yellow Tomato & $\frac{1}{2}$ Red or Black Tomato
3-4 cloves of fresh Italian Purple Garlic
Option - add sweet red pepper(s)
Then add: 12 ozs of cream cheese.
Process until the desired consistency is reached.
Chill until ready to serve.

Baked Green

Tomatoes:

Quarter the tomatoes and place in a shallow baking dish with olive oil, salt & pepper to taste. Bake at 375° F for 20-25 minutes. Quicker and tastier than "fried green tomatoes"!

www.iersevarown.com e-mail: catalbacsa@aol.com





**Claim
Check**

All items **MUST** be
picked up by 4:00 pm

Name _____



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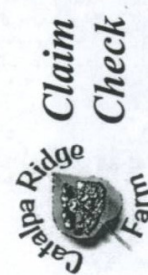
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2nd Annual Garden State Garlic Garlic Gathering

@ Olde Lafayette Village

at the junction of Routes 94 & 15 - Lafayette, NJ

Come join us to celebrate the tastes & joy of garlic!

- 🧄 Garlic tasting of raw garlic, roasted garlic, pestos, etc....
- 🧄 Seed garlic for sale from local growers
- 🧄 Many varieties of garlic for sale
- 🧄 Garlic Vinegar
- 🧄 Garlic braids & wreaths
- 🧄 Educational displays and workshops
- 🧄 Garlic variety exhibit - over 100 different varieties!



**Join us Saturday & Sunday
October 4th & 5th**

Saturday 11 am to 5 pm

Sunday 11 am to 4 pm





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More info: ssisti@nac.net

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Curing

Choice of curing depends on the grower. They may be tie into bundles and hung in a dry, dark area or may be spread in single layers on drying rack or screens. The garlic will store longer if it is cured with its stalks or leaves attached. Good air circulation is essential. Curing can take from a few weeks to a few months, depending on humidity and air circulation.

Storing

Garlic should be stored at 45-55°F with about 50% relative humidity. Storing below 40°F may actually cause the garlic to sprout. The garlic can be stored in netted sacks, hung in dried bunches or be made into garlic braids & swags. The soft neck varieties can be braided and the hard neck varieties can be made into decorative arrangements.



Info available soon at:
www.garliconline.com
e-mail: catalpacsa@aol.com

GROWING GARLIC

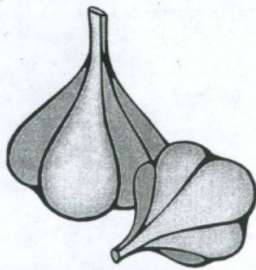


So many garlics ... so little time!

Garden
State
Garlic



*"To educate and promote
the growing and eating of
Good garlic"*



When to Plant

In the Northeast, plant 4-6 weeks before the ground freezes. This is usually around the middle of October.

Soil Preparation

Garlic needs fertile soil with lots of organic matter.

Planting

Break the bulb into individual cloves. Plant the larger cloves, as small cloves usually grow small bulbs. You can use the small cloves in your kitchen.

In the Northeast, the cloves should be planted about 2-4" deep, root side down. Mulch lightly immediately after planting. Minimum spacing should be 4x8", and to get larger bulbs, space about 6x12".

Growing

In the spring and into the summer, keep the garlic well weeded. The soil should be kept moist.

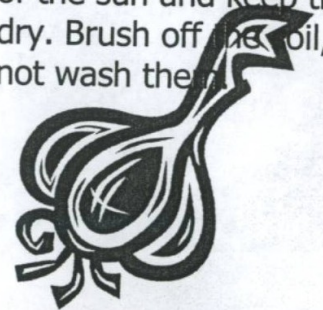
Garlic Scapes

Hard-neck varieties of garlic will send up a tall flowering stalk with a bulblet at the end. These are known as garlic scapes. These should be cut off as soon as the flower head is about 8-9" tall. These can be used in your kitchen to flavor your dishes.



Harvesting

The right time to harvest garlic is critical for good yields and for overall quality. If they are dug too soon, the skins won't have formed around each clove. If dug too late, hard-neck varieties may begin to spread apart in the soil. Observe the plants for when harvesting should begin. The leaves will turn brown as the bulbs mature. As the leaves are turning brown and there are just a few green leaves left, check the bulb on a few plants every few days to see if they are ready for harvest. Keep the bulbs out of the sun and keep them dry. Brush off the soil, do not wash the





2004 Event Schedule



Dear Friends –We invite you to visit us at the following events during 2004. We have an exciting line up starting in May. At the Heirloom Tomato Transplant Sales we will be offering 60-70 varieties of heirloom tomatoes and we are sure you'll find a few to try in your own garden. We'll also have a Taste of Spring Garlic Memorial Day weekend! In August & September we will have many varieties of heirloom tomatoes as well as garlic at our tasting events. You'll have not only the opportunity to taste many tomato varieties but will be able to purchase heirloom tomatoes, garlic varieties and many unusual items such as lemon cucumbers, white carrots, avocado squash, cocozelle and other heirloom vegetables. In October make sure you visit the Garden State Garlic Gathering at Olde Lafayette Village where we will be offering about 50-60 varieties of garlic for sale which will be just in time for planting or eating! Thank you, Farmer Rich

- **May 15th – 1st Annual Heirloom Tomato Transplant Sale**
 - Ramsey, NJ (at the Railroad Station)
- **May 29th & 30th – 2nd Annual Heirloom Tomato Transplant Sale –**
 - Memorial Day Weekend @ Olde Lafayette Village – Lafayette, NJ (Routes 95 & 15)
- **August 29th - 5th Annual Tomato Tasting at the Hoboken Historical Museum**
Tomatoes, Garlic & Farm Fresh Produce for Sale
 - Hoboken Historical Museum - 1301 Hudson Street Hoboken, NJ
- **September 11th - 3rd Annual Tomato Tasting @ Ramsey Day**
Tomatoes, Garlic & Farm Fresh Produce for Sale
 - sponsored by the Women's Club of Ramsey- Ramsey, NJ
- **October 2nd & 3rd – 3rd Annual Garden State Garlic Gathering**
 - Olde Lafayette Village – Lafayette, NJ (Routes 95 & 15)



****dates are subject to change – please visit www.jerseygrown.com , e-mail: catalpacsa@aol.com or call: 973-209-4903 for updated information ****

\$2.00 Off any Purchase at any of our Events Listed Above



Present coupon at Catalpa Ridge Farm's Table at any of our
2004 events
Redeemable at time of purchase.

Cannot be combined with any other offer. - Limit 1 per customer

\$2.00



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