

Twilight Meeting at Tangerini Spring Street Farm in Millis, MA on Winter Production, IPM, and Marketing for Farmers

Hosted by Laura and Charlie Tangerini



Wednesday, Sept. 18, 2013
from 4pm to 7pm
139 Spring Street
Millis, Massachusetts 02054



Tangerini Farm is a 67-acre working family farm, established in 1995 on APR land that has been in agriculture since the early 1800's. The farm's fruits and vegetables are sold through their 4-season on-farm CSA, as well as at farmer's markets during the main season and winter.

The program will include:

- **Production and storage for fall, winter and early spring distribution.** Laura and Charlie will talk about aspects of extended-season production, including planting dates, weed management, winter pick-your-own, and low and high tunnel systems. They will give a tour of their custom-designed, half-underground produce storage facility, which has three bays and separate digital humidity and temperature controls.
- **Integrated Pest Management for fall and storage crops.** Six years ago Laura and Charlie began transitioning to what they believe are more environmentally sustainable practices and to using primarily OMRI-approved inputs. They have been working with UMass to implement a whole-farm IPM program. Arthur Tuttle and Ruth Hazzard, both of UMass Extension, will discuss how these strategies have worked in their extended-season crops. Arthur will discuss Apple scab and stink bug in apples; Ruth will lead a hands-on scouting demonstration in fall Brassicas & discuss Brassica, potato & onion IPM.
- **Farm marketing and consumer relations.** Heather Vitella is founder of Cover Crop Marketing, a marketing agency working specifically with small farms and food producers on web design, digital marketing, and customer retention strategies. She writes the Tangerini's weekly CSA newsletter and worked with Laura to put together an e-book for CSA first-timers called *The CSA Survival Guide*. She will discuss creating and maintaining customer relationships.

Attendance is free. A light supper will be served.

For pre-registration or more information contact Lisa McKeag at 413-577-3976 or lmckeag@umext.umass.edu.

Pre-registration is encouraged but walk-ins are welcome. This program is funded by UMass Extension and USDA Northeast SARE and is part of a collaboration with UNH Cooperative Extension, Seacoast Eat Local and CISA.