



2019 Harvest New England Agricultural Marketing Conference and Trade Show

Pre-Conference Bus Tour
Tuesday, February 26th
8:30AM – 5:30PM

Taking place the day before the start of the Marketing Conference and Trade Show, the Harvest New England Pre-Conference Bus Tour offers a unique and exciting opportunity for attendees to learn first-hand how farms and venues across the region are diversifying marketing opportunities to expand their customer base. Sign up today to join us on this day long journey across Southern New England. Space is limited! Details and itinerary are as follows:

8:30AM – Bus departs Sturbridge Host Hotel

9:15AM-10:15AM – Wrights Dairy and Bakery in Smithfield, RI

Wright's is a 5th generation dairy farm first deeded in 1896 and began with milk delivery to houses in cans in the early 1900s. In 1930, an onsite processing plant was built and a successful home delivery route of milk and cream in glass bottles was established. In 1976, the bakery was officially opened and has continued to expand into a 4000 sq. ft. space including a Cake Shop featuring a wedding consultation room and viewing area. Visitors are also welcome to view the cows being milked daily from 3pm-5pm through a large viewing window in the state of the art milking barn or a 120 cow free stall barn

11:30AM-1:15PM – Lunch at Wachusett Mountain in Princeton, MA (with guest speakers Tom Myers – Director of Marketing and Al Rose – Owner of Red Apple Farm)

Wachusett Mountain is a ski resort, located on Mount Wachusett in the towns of Princeton and Westminister. Attracting area skiers from the Boston and Worcester areas, it has 27 trails, 8 lifts, and has 100% snow-making capacity while offering night-time skiing on most of its trails as well. In addition to skiing, Wachusett Mountain hosts several Agricultural related events throughout the year including an annual multi-day Farm Fresh Festival that includes a farmers' market, craft fair, cooking demos, agricultural demonstrations, and live music. In recent years, Wachusett has partnered with nearby Red Apple Farm to provide skiers and visitors to the Mountain their products at their base lodge and up the mountain at Bullock Lodge Cider House, originally built in the 1930s by the Civilian Conservation Corps. and today serves freshly made apple cider donuts, apple turnovers, apple cider, fresh fudge, and coffee.

**Lunch will consist of mixed green salad, red bliss potato salad, choice of sliced turkey, roast beef and tuna salad sandwiches with sliced cheeses, lettuce, tomato, red onion and pickles accompanied by chips, assorted Polar Beverages and dessert from Red Apple Farm*

1:45PM-2:45PM – Red Apple Farm in Phillipston, MA

Red Apple Farm has been owned and tended by the Rose family for 4 generations. Their location in Phillipston is unique at a high 1250 feet above sea level which means their orchards offer customers some of the best naturally-colored, extra-crisp apples in all of New England. In addition to a robust PYO operation (apples, blueberries, peaches, pears, pumpkins and raspberries), Red Apple Farm boasts a year-round country store selling a wide variety of value-added products including fresh baked goods, cider donuts, homemade fudge and other merchandise. A new addition is the Country Barn space that can be used for weddings and other private functions. During the Summer and Autumn months and in partnership with Moon Hill Brewing Co. in Gardner, the Country Barn is transformed into the Brew Barn, serving local beer and a unique Apple Ale, a Red Apple Farm exclusive. In recent years, Red Apple Farm has expanded beyond its original footprint in Phillipston to include multiple operations in nearby Wachusett Mountain and an outpost in Boston at the Boston Public Market.

3:30PM-4:30PM – Hardwick Vineyard & Winery in Hardwick, MA

Hardwick Vineyard & Winery was started by the Samek family and is currently in its sixteenth year of operation. It is located on a quiet country road that winds around the Quabbin Reservoir in the central Massachusetts town of Hardwick in a restored two-hundred-year-old house that was built during the Presidency of George Washington. The vineyard is known for their best-selling Massetts Cranberry: a blend of grapes from the vineyard with locally grown cranberries for a balanced sweet and tart flavor. The wine's name comes from the abbreviation used for Massachusetts during the nation's Federal era when the house was built.

5:30PM – Return to Sturbridge Host Hotel