

**un**  
**UNCLASSIFIEDS**  
 One photo and 20 words  
**\$75<sup>00</sup>**  
 Call now to book your ad!  
**1.877.358.7773**

**MARKETS**  
**ONTARIO Farmer**



TUESDAY, AUGUST 3, 2010

# Orchard looks to help others market their juice apples

Filsinger's Orchard is doing more organic juice and cider vinegar production as demand increases

**BY SCOTT HILGENDORFF**  
*Ontario Farmer*

With fewer places available for processing, Deb Becker is looking at ways to become an organic apple purchasing hub for juice and vinegar production.

"We've got to the point where we can't grow enough apples to supply the juice and products going out," said Brandon Weaver, Becker's nephew who helps manage the farming and machinery aspects of the 100-acre operation just east of Ayton on Grey Road 9.

Becker, who had worked at Filsinger's Organic Foods and Orchards for about four years in the 1980s, purchased it in 2006 from Alvin Filsinger. Filsinger has been one of the original organic farmers of any kind back in 1953 after making changes in how his apples were grown and cared for when Becker said he had become sick from some of the chemicals they were using.

"I liked the whole concept and loved the farm," said Becker, who purchased it with the understanding she'd have the involvement of her nephew's agricultural and heavy equipment experience and the help of her two sons, Shaun and Corey.

Shaun came on to handle working with organic inspectors and the paperwork and traceability for organic production. Corey works in production and the operation of the store at the farm.

When purchasing, they also kept long-time employee Scott Foerster who had worked at the farm for 20 years.

With 3,000 trees in production at the start, they now have 3,500 producing fruit and another 300 pick-your-own trees coming on this year for the first time. They hope to have another 2,500 trees begin producing fruit soon as demand for organic juice and cider vinegar continues to grow past what they can produce.

"A lot of apples are leaving Ontario for processing," said Weaver. While they aren't producing a big enough crop at the moment to meet their demand, they have the presses, bottling equipment to process as many apples as could be brought to their farm and two large cold storage units that could hold hundreds of crates of apples and other products.

Becker said most other organic orchards don't have cold storage facilities or processing equipment and need somewhere to sell their apples.

They are already working with three other organic orchards and Weaver said, "Ontario organic apple growers are finding it harder to market their apples. We're always trying to find more organic growers."

A large cannery in the Niagara area had recently shut down along with a couple others in other parts of the province which Becker said is making it harder for organic growers, whose largest percentage of crops go to juicing.

About 20 per cent of Becker's crop is sold as fresh apples with the rest being juiced, made into cider vinegar



**Deb Becker has some pick-your-own trees producing apples for this season, just one expansion that's taken place since buying Filsinger's Organic Foods and Orchards near Ayton. The organic apple producer hopes to become a hub for processing much of Ontario's organic juice apple production.**

• See APPLES page 3

## Make the SWITCH

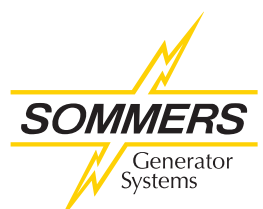


**Trust Canada's Power House in Generator Systems for**

- clean controlled power for sensitive control equipment
- remote monitoring technology
- advanced noise reduction
- expert service and support

**to the New GENERation in Clean Farm Power**

See us at  
**Canada's Outdoor Farm Show**  
 September 14-16, 2010



1.800.690.2396  
 www.sommersgen.com  
 Authorized **WINGO** Distributor



—**Bob Connelly, Ontario Sheep Marketing Agency**



of 3,599. The total number of lambs decreased by 253 head from 2,887 last week to 2,634 this past week. Sheep volume decreased 310 head from 712 last week to 402 this past week.

Lamb prices compared to last week: Lambs under 50 lbs decreased \$0.12 to \$174.38, Lambs 50-64 lbs increased \$0.06 to \$181.98, lambs 65-79 lbs increased \$0.07 to \$171.80, lambs 80-94 lbs increased \$0.05 to \$161.02, lambs 95-109 lbs increased \$0.02 to \$152.31, and finally lambs 110

lbs and up increased \$0.10 to \$144.68. Sheep prices increased \$0.11 to \$101.62.

Lamb prices compared to last year: lambs under 50 lbs were down \$0.12, lambs 50-64 lbs were down \$0.09, lambs 65-79 lbs were down \$0.06, lambs 80-94 lbs were down \$0.04, lambs 95-109 lbs were down \$0.07, and finally lambs 110 lbs and up held steady. Sheep prices were up \$0.30.

Nothing to report from St. Hyacinthe for the week.

Prices from Sunterra Meats in Alberta: \$120.00 to \$155.00/cwt for lambs 50-100 lbs. Ewe prices were \$30.00 to \$40.00/cwt. Rail (45-56 lbs dress weights) reported at \$3.04 - \$3.07 / lbs index 100).

## Cattle

The live fed cattle market continued to hold steady for the week ending July 28. There were 876 fed cattle sold through auction markets down 25 from last week and 128 more than last year at this time. Steers ranged from \$86.44-\$98.95 averaging \$93.63 down \$0.23 from last week but \$4.17 stronger than year ago prices. Heifers ranged from \$86.66-\$97.18 averaging \$92.10 up \$0.25 from last week and \$5.21 higher than the same time last year. Auction markets all reported active trading with prices remaining steady to last week.

There were 1,900 slaughter cows sold through auction markets down 446 from last week and 31 more than last year at this time. Slaughter cows sold from \$43.47-\$59.89 averaging \$51.86 down \$0.71 from last week but \$8.14 stronger than year ago prices. Auction markets reported active trade with early prices as steady to stronger as the week progressed.

There were 3,032 replacements sold through auction markets down 3% from last week and 14% less than the same time last year. Auction

markets reported a good demand with prices holding steady on all classes.

Ontario railgrade prices started the reporting week at \$156-\$162 dressed for steers and \$155-\$161 for heifers. By Monday prices were at \$158-\$162 for steers and \$157-\$161 for heifers. By Wednesday the bottom end of the range had pulled back with prices reported at \$157-\$162 for steers and \$156-\$161 for heifers. The overall average for the week is \$0.50 higher than last week. Rail prices reported for one year ago at this time were \$149-\$155 steer and \$148-\$154 heifer.

Alberta's fed cattle market for the week ending July 23rd saw heifers trade steady to \$1.00 higher and steers \$1.00-\$1.78 higher on average. Steers were reported at \$147.50-\$148.85 flat rail. Heifers sold at \$87.75 live and \$144.25-148.85 flat rail. Trade for this week is currently unavailable.

The U.S. cash cattle trade was light to moderate in the north on Wednesday with live sales \$2.00 lower at \$93.00 and dressed sales \$3.00 lower at \$147-\$150 dressed with most sales reported at \$147-\$148. The south remains at a standstill at this time however active trade is expected to surface at any time as well as more sales in the north. Asking prices are at \$96.00 live and \$149.00 dressed.

—**Jamie Thomas, Ontario Cattlemen's Association**

## DAIRY SALES

OLEX July 22 Rcpts: 114	
Fresh Milk Cows	1750-2850
Springers	1350-2100
Open heifers	500-950
LEO'S July 22 Rcpts: 13	
Milk cows	840-1520
Sp. cows, heifs.	910-1640
Open heifers	-
Bob calves	.65-1.11

## HORSES

OLEX sales and prices, July 20, \$/Cwt	
TOTAL RECEIPTS:	34
WEIGHT	RANGE
Over 1000 lb.	\$34-46
800-1000	\$24-64
Ponies, Lights	-

## GOATS

Volume and price range in \$/Cwt for kids and goats sold at auction across Ontario, for the week ending July 28. Price reflects various levels of quality and condition

Total GOAT sales: 229	Total KID sales: 363
Price range: \$94.53-235.32	Price range: \$94.67-200.81
Weighted avg: \$173.42	Weighted avg: \$155.46
Last week's avg: \$139.78	Last week's avg: \$148.33
Year ago average: \$166.66	Year ago average: \$161.15

## POTATOES

From the Ontario Potato Board: These are prices for 2010 new crop potatoes delivered wholesale warehouse (July 7)  
5 lbs. - \$1.50 (paper only)  
10 lbs. \$2.65; 20 lbs. \$5.26  
50 lbs. \$12.50; 75 lbs. \$18.51; Bulk f.o.b. packhouse, gradeout basis - \$19.2w5



• *Continued from page 1*

or now, apple butter and apple sauce. She said the presence of scab occurs on a larger percentage of organic apples because of the non-conventional spraying and treatment of the fruit, leading to more apples going into juice production.

"It seems our market is going the process-way," said Weaver. Because the farm is well-known for being a pioneer in organic production, he is hoping that will help them connect with other organic growers needing a market to sell their juice crop.

When they took on the farm, Weaver said they knew they had the ability to produce much more juice and products with the available cold storage not being used up by their own operation.

Right now, they produce about 39,000 gallons of juice from 12,000 bushels of apples grown at the farm but are pre-

pared to run 24-hour shifts if they can purchase enough fruit to keep up with orders now that grocery store chains are looking to carry more organic products.

Demand for organic cider vinegar is also growing and Weaver said while they can produce about 40,000 gallons, they could increase the capacity there of the product that takes a full year to produce.

Juice goes to distributors in Toronto, Quebec and out west and they just purchased an automated labeller for products that are now going to grocery chains.

While juice and vinegar had always been produced at the farm, they have also added equipment for producing apple butter, apple sauce and plans to produce a pear sauce from their own trees this season.

While visits to their store on site is both a local and national draw, Becker said their future goal is now set on being a significant processing facility for the province's organic apple crop.

## Grain commission releases search tool

The Canadian Grain Commission recently launched an interactive search tool on its web site that offers users a way to target their searches for statistics about licensed grain elevators in Canada. The search tool is available at [www.grain-scanada.gc.ca](http://www.grain-scanada.gc.ca).

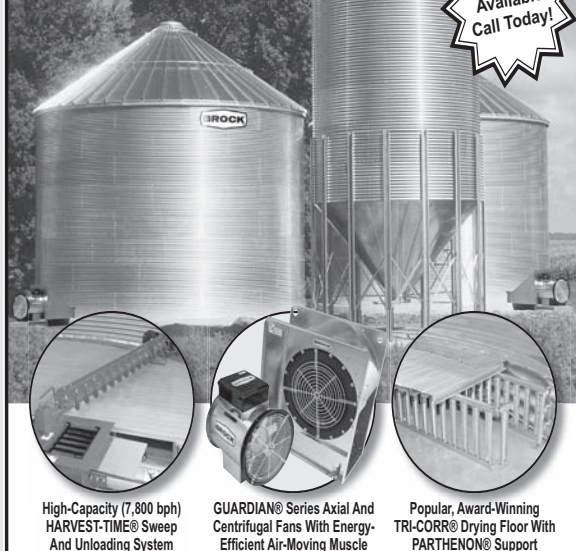
"When you use this tool, you can look for any type of grain elevator operating in your province, plus you can research historical changes in grain

elevator numbers and capacity. The tool allows you to make selections according to your needs," says Chief Commissioner Elwin Hermanson.

The search tool can be used to:

- Find the location of any grain elevator and its capacity, starting at 2009.
- Find the number of elevators and the total elevator capacity in a crop year or a range of crop years, starting at 1962.

**The Leader You Can Trust!**



Brock's industry-leading grain systems are designed to perform together to match your needs and to provide a better return on your investment. You can trust Brock for:

- ✓ High-quality grain storage - capacities up to 730,000 bushels for the largest commercial grain bin models.
- ✓ Reliable grain handling systems - engineered for farm or commercial use.
- ✓ Innovative, energy-efficient grain conditioning and drying systems.

Now is the best time to plan for and purchase new equipment. Contact us today to order an industry-leading system from Brock - the leader you can trust.



#8582 Hwy. #23 N., Listowel, ON  
1-800-463-7622  
[www.fcbagri.ca](http://www.fcbagri.ca)

High-Capacity (7,800 bph) HARVEST-TIME® Sweep And Unloading System

GUARDIAN® Series Axial And Centrifugal Fans With Energy-Efficient Air-Moving Muscle

Popular, Award-Winning TRI-CORR® Drying Floor With PARTHENON® Support

**Protect Yourself With Gencor's Quality Dust Masks**



- ◆ Designed to provide comfortable, reliable protection
- ◆ Soft nose foam and adjustable nose clip to help provide a custom fit and secure seal
- ◆ Basic & Deluxe styles available
- ◆ Deluxe mask provides "Cool Flow" exhalation valve for heat & humidity reduction

Ask your Gencor Representative about these products or visit our website at

[www.gencor.ca](http://www.gencor.ca)

