



**Open Mon.—Sat. 7am - 7pm
Sunday 7am - 6pm**

South Amherst Drive-Thru 5am - 1pm Daily

*www.atkinsfarms.com * email: info@atkinsfarms.com*

****TWO LOCATIONS!****

**ATKINS FARMS
COUNTRY MARKET
1150 WEST STREET
SOUTH AMHERST, MA 01002
413-253-9528**

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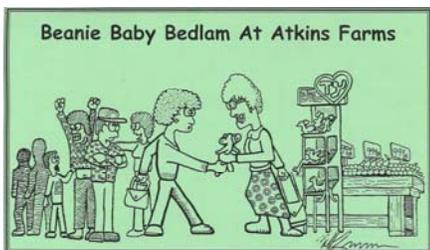
**ATKINS FARMS
YOUR LOCAL MARKET
113 COWLS ROAD
NORTH AMHERST, MA 01002
413-230-3226**

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MARCH 2019 NEWSLETTER

Atkins Farms Tidings by: Pauline Lannon, President

When I am writing one of our monthly newsletters, I often look back on previous years to see if I've missed anything that would be of interest for you. For instance, it was in 1999, 20 years ago, that the Beanie Babies were the rage. I don't know about you, but I still have several of them myself and they often have come out when grandchild or nieces come to my house. Twenty years ago, many of us believed they would someday be more valuable than what we paid for them at that time - especially those special ones like the princesses. Now they are treasured by young ones who can come up with a story around them.



Cartoon from Atkins 1999 Newsletter

But going back over old newsletters, often saddens me when I see some of our former customers of the month who have passed. In April of 2000 we had Joseph Contino's story (local musician and teacher at UMass), in 2004 there was Ruth Ann Eastman (a local, beloved favorite aunt to many), in 2005 Ruth Hooke, (a University Counselor at Without Walls at UMass) and in 2008 Joseph Abdow (artist/illustrator). They were all friends of mine or soon became friends once I interviewed them. Each one with interesting, distinctive backgrounds and

delightful personalities.

While reviewing prior years' March Tidings, there were many years that I referred to a January thaw; or at least a February one. Have you noticed that we have not had one this year? A 'thaw' generally means that temperatures shoot up to the 50's. I can't even remember what 50 degrees feels like.

How does the cold weather affect the apple and peach crops? The buds for these tree fruits form the prior year and they have to make it through the winter months. The apples are quite hardy, but the peaches sometimes run into problems when the temperatures go below 10 degrees. But even worse, if we do have a January thaw, the buds react by swelling. They are then more sensitive and can be damaged if the temperatures then fall back to below 20 degrees. Therefore, even though the temperatures felt cold to us, the constant cold was not harmful and never so cold that our peaches were damaged.



However, we still need to worry about having a spring that jump-starts with hot weather too early and then turns cold again. Once again, the warm weather would entice the buds to swell, open and even blossom and then the frost comes along, killing the buds. The one year that Atkins Farms lost all of their peach crop was when the trees blossomed early and a frost killed the peaches in May when they were already 1/2" in diameter.

The apples are not as quick to bud out and blossom as the peaches are, so apples have

a little more time to get past potential frosts. With apples, the prior year's crop affect the size of the new crop. If we had a light year such as in those orchards where we lost apples due to frost the prior spring, then the buds would be plentiful for the New Year. Some varieties are naturally bi-annual and produce a light crop one year and a heavier one the next. Of course, how we care for the trees has a great deal to do with the quality of the fruit that we produce. Such as with



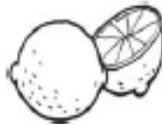
pruning, which is very important because it encourages the tree to produce, to allow the apples to grow large, and to allow more sun into the branches of the trees to help redden and ripen the apples.

Although we are still in the throes of winter, we can get a pretty good idea of what our fall production of apples will be like based on the amount of buds already formed in the apple trees. We are optimistic, even though we know we might have to weather through spring frost, crop pollination, drought, hail and hurricanes before our crop is pick and safely stored.

Being optimistic about our crop, helps make us optimistic about spring. There are signs of spring around us with tulips and daffodils becoming more plentiful and better priced in the flower shop. I haven't seen a robin yet, but I would say it is just a matter of days. The official first day of spring is March 20th, which will have gone by before our next newsletter is out. That will be here before we know it so we can cheer up and enjoy our pre-spring anticipation. ▲

Helpful Food Hints

FRESH LEMON JUICE will remove onion scent from hands.



TO CUT DOWN ON ODORS WHEN COOKING CABBAGE, CAULIFLOWER, ETC...add a little vinegar to the cooking water.

OVER-RIPE BANANAS can be peeled and frozen in a plastic container until its time to bake bread or cake.



Savory Fresh Meals are a great way to bring the family to the table with a hearty meal!



Savory Fresh entrees are available Wednesday (after 3pm) through Monday. While supplies last! Each week, we feature two entrees from our Savory Suppers menus. Stop in for a taste during the demo! Fresh and frozen meals are located in the refrigerator and freezer between beer and wine and the registers.

Week #1

3/6-3/12

- Cheesy Bean Burritos
- Open Sesame Bistro Tenderloin

Demo 3/8 Friday 4-6pm

Week #2

3/13-3/18

- Buffalo Chicken Lasagna
- Pomegranate Pork Tenderloin

Demo 3/14 Thursday 4-6pm

Week #3

3/20-3/26

- Moroccan Chicken with Herbed Couscous
- Pork Chops Alfredo with Wild Rice and Mushrooms

Demo 3/20 Wednesday 4-6pm

Week #4

3/27-4/3

- Chinese Style Pork Roast
- Chicken with a Smoky Roasted Red Pepper Sauce

****No Demo this week**



Your Local Market
Cowls Road, North Amherst

SHOP OUR NORTH AMHERST LOCATION!



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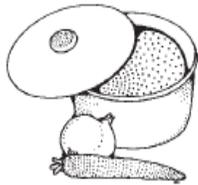
5 MINUTES FROM UMASS PVTA #33

Farm fresh & seasonal produce, deli & baked goods, full service meat counter, gift baskets, seasonal ice cream window, Katalyst Kombucha on tap, and much, much more!

ATKINS FARMS LOYALTY PROGRAM

Save time and join online! Start earning points next time you shop! www.atkinsfarms.com Click on the Promotions tab at the top then click Atkins Farms Loyalty Program! Signup and submit the completed form. It's free and rewards points don't expire. Earn and redeem points at both Atkins Farms Locations! **SIGN UP TODAY!**

How to cook the perfect CORNED BEEF



Simmered Corned Beef

For fork-tender results, never actually boil corned beef. Here is the classic method still preferred by most professional chefs: Put corned beef in cold water to cover, bring to the simmering point gradually, then hold at "just simmering" till done (5 lb. size simmers tender in 2-3 hours). Ready to eat hot. But, if you're serving it later, let the corned beef cool in its own liquid right in the pot before draining and refrigerating. Also, save the corned beef broth, as it makes a great base for heavy soups such as pea, bean or lentil. Always slice corned beef against the grain, diagonally and thin.

Oven Roasted Corned Beef

Simmer corned beef brisket as per package directions within about 30 minutes of being done. Drain, place in shallow baking pan. Score brisket and stud with cloves. For 8 - 10 lb. brisket, melt 2 tablespoons butter or margarine in saucepan. Stir in 1 teaspoon English mustard, 1/2 cup brown sugar and 4 tablespoons ketchup. Spread over corned beef. Bake at 350 F. for about 30 minutes, basting occasionally, till browned.

Corned Beef & Cabbage

5 lb. corned beef brisket, cover with water. When water boils, reduce to slow boil and skim well. Let boil briskly for 5 minutes, skim again. Add 1/2 c. brown sugar and simmer for 4 hours or more. Let cool in liquid. Start a pot of salted water containing 1/4 tsp. baking powder and small chunk smoked pork or ham bone. Cut cabbage in quarters. Cook uncovered from no more than 15 minutes. Use your preferred condiments, lots of butter, mild mustard, potatoes boiled in skins brushed with vegetable oil and dried in the oven. Enjoy!



BEER & WINE



A Warm Winter Welcome as we add to our shelves some new breweries from around the Pioneer Valley:
Progression from Northampton
Iron Duke from Ludlow
Drunken Rabbit from South Hadley

Winter also means that Spring is right around the corner... and for Wine, that means Rosé season is almost upon us!

We also continue to add fantastic monthly specials:
February into March — ALL Layer Cake varietals - only \$9.99 for whites and \$11.99 for reds (Reg \$15.99 for all) ALL De Loach varietals - reds & whites - only \$9.99 each (Reg \$11.99)

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Cheers!

March 2019

Atkins Farms Country Market...
Often imitated, never duplicated!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
March Flower of the Month: Daffodil Birthstone: Aquamarine	March is national: Peanut Butter Month Strawberry Month Noodle Month Frozen Food Month	Pizza Month Craft Month Nutrition Month Red Cross Month Women's History Month	It's Women's History Month! Take a moment to honor the many women who have impacted our world.	1 Employee Appreciation Day	2 Atkins drive thru is open at 5 a.m. if you need coffee and a donut this morning!	
3 Atkins seafood department has fresh fish for lent!	4 FIRST RUN MAPLE SYRUP coming soon! 	5 Check out our St. Patrick's Day display! We have all sorts of Irish treats!	6 Senior Special Wednesday 10% OFF in-store *Some restrictions apply.	7 <i>Spring is almost here!</i>	8 Look for Friday fish specials in our deli!	9 Baystate Bloodmobile @ Atkins today from 10am-2pm 
10 Daylight Saving Time Begins!	11 Look for a Corned Beef and Cabbage Special this week from our meat & produce departments!	12 Bring spring inside with a bouquet of fresh flowers from Atkins floral shop!	13 Senior Special Wednesday 10% OFF in-store *Some restrictions apply.	14 Atkins has corned beef and cabbage for St. Patrick's Day!	15 Today's Deli Special Crab Cake Sandwich chips and pickle \$6.99 +meals tax	16 Great new plant based snacks ... From the Ground Up... Cauliflower based snacks ... featured all month long!!
17 St. Patrick's Day 	18 Tomorrow is National Let's Laugh Day! Tell us a Joke in the bakery tomorrow and get a free cider donut!	19 First Day of Spring tomorrow!	20 Senior Special Wednesday 10% OFF in-store *Some restrictions apply.	21 Tomorrow is National Water Day Think about the ways that you can conserve water.	22 Today's Deli Special Crab Cake Sandwich chips and pickle \$6.99 +meals tax	23 Food Should Taste Good Tortilla chips 2/\$5.00 all month long... WOW!!
24 <i>Herbs and Pansies arriving soon!</i>	25 Bring your own bag and enter to win a \$25 Atkins gift card! Ask a cashier how to enter!	26 Atkins offers a 10% military discount. Show your military ID!	27 Senior Special Wednesday 10% OFF in-store *Some restrictions apply.	28 Celebrate Nutrition Month with fresh fruits and vegetables!	29 National Mom & Pop business owners day!	30 Movie night at your house?? Skinny Pop Popcorn on special all month! Plus we've got all the old fashioned candy you'll need!
31 Celebrate pizza month by making your own pizza for dinner tonight!	SAVE THE DATE! Saturday, April 13th Easter Egg Hunt Noon-3pm Under Atkins Pavilion. South Amherst Special appearance from the Easter Bunny! Weather permitting!		Are you an Atkins Loyalty member? Join today! Sign up online at atkinsfarms.com		SAVE THE DATE! Saturday, April 27th Atkins Spring Fling Noon-3pm Sample products from Atkins and various vendors!	