

## CiderDays are here again!

On November 7<sup>th</sup> and 8<sup>th</sup> comes Franklin County CiderDays, a weekend of demonstrations, talks and tastings of both sweet and hard cider at orchards and retailers throughout the valley, including at New Salem Orchards. For a full event schedule and more info, check out [www.ciderday.org](http://www.ciderday.org). Come on in and pick up a bottle of West County Cider today and receive 10% off during all of November!

This month's featured vendor is Amherst Farmers Supply, our animal feed supplier. We carry natural and organic feeds for dogs, cats, horses, chickens – even your pet piggy! And if it's not in stock, we'll order what you need. Finally, don't forget to order your fresh Diemand Farm turkey for Thanksgiving – we're taking orders now!

*Rick*

Rick Oliver, Proprietor

## News & Events

**Taste Opa-Opa Nov. 20**  
Friday, Nov. 20, 4:30-6:30 p.m. featuring Opa's Winter Warmer and other favorites.

### Pizza/Deli/Grill Menu!

Check out our new menu of great tasting pizzas, available Thursdays and Fridays, from the Meatza to the Mac Daddy, and you can still build your own "za" however you like.

See our full selection of pizzas as well as deli and grill items on our new menu, available at

[newsalemgeneralstore.com](http://newsalemgeneralstore.com)

### New Winter Hours

Mon.-Sat. 6 a.m. – 8 p.m.  
Sundays 7a.m. – 6 p.m.

### Local Cider

Check out locally made New Salem Preserves, located on South Main Street, as they sell their apples and cider as part of CiderDays! Nov. 6-7.

### Taste Apple Ice Wine

Locally made at Still River Winery in Harvard, back in stock and worth a taste!

### Harpoon 12-Pack Sale

\$13.99 plus deposit, IPA and Winter Warmer now in stock.



Local Vendor Spotlight:

**AMHERST FARMERS SUPPLY**

## Amherst Farmers Supply and Blue Seal: 65 Years Together

By Jake Ware

Amherst Farmers Supply, one of those legendary and enduring area businesses, celebrates its 65<sup>th</sup>

anniversary in 2010. Provider of the New Salem General Store's line of Blue Seal animal feeds, it also offers landscaping, masonry, and other products. We asked Micky Gribco to tell us about his family business and its ties to Blue Seal, a relationship as old as Amherst Farmer's Supply itself.

**Q:** How did Amherst Farmer's Supply get started?

**A:** My grandfather started the business in 1945, and we are preparing for our 65<sup>th</sup> anniversary next year. My father Mike took it over in 1964 with his sister Pat. They started Bernardston Farmers Supply in 1996.



**Q:** Tell us about your business's connection with Blue Seal animal feed.

**A:** Blue Seal has been our house brand since we began in 1945. We are actually account number four, if you can believe that. Blue Seal is a regional brand too, based in Londonderry, New Hampshire, with mills all over New England. We've been carrying their complete line of animal feed as long as we've been open.

**Q:** What makes Blue Seal a product people have relied on for so many years?

**A:** Other than being produced close by, they have what is called the "feed analysis guarantee," where they list all the ingredients in order of highest quantity to lowest. For big animals, that's not even required by law, but they've never strayed from that guarantee. People are brand-oriented, sure, but they also know that Blue Seal will never alter their recipe. For example, when the price of corn went up this past year, they raised the price of their food instead of adding less corn and substituting in soy and rice, like other feed companies did. People are so dedicated to Blue Seal that they complained, but didn't stop buying it. Now, the price of corn has gone down and everyone's happy!

NEW SALEM GENERAL STORE