

## The Hilltown Brewfest: A Success

A big hearty thank you this month to the dedicated group of volunteers and all the attendees at this year's Hilltown Brewfest in New Salem, which had an attendance of some 400 people (nearly double last year) and raised nearly \$2,000 for the New Salem and Wendell Fire Departments. The Brewfest was a blast, and hands down a great success. Thanks to all of you who attended – and to those who gave their time to make it all possible!

Last month, we featured an interview with Noreen Heath-Paniagua, from Adams Farm in Athol. Come down to the New Salem General Store and check out our wide selection of meats from Adams Farm, including ground beef, patties, rib eye stakes, tenderloins, beef cubed steak, and boneless NY sirloins.

*Rick*

Rick Oliver, Proprietor

## News & Events

### Opa-Opa Tasting

Friday, October 2,  
4:30-6:30 p.m.

### Three-Town Yard Sale

Columbus Day Weekend  
New Salem, Shutesbury and  
Wendell. Sponsored by the  
Hilltown Business Club, which  
also meets on Thursday,  
Sept. 21. More info at  
[www.hilltownconnect.com](http://www.hilltownconnect.com).

### General Store Pizza

Thursday and Friday nights.

### Local Vendor Spotlight: DIEMAND EGG FARM

**'We enjoy what we're doing  
and I think it shows.'**

By John W. DeWitt

This month, we interviewed Annie Diemand, vice president and co-owner of Diemand Egg Farm in Wendell. Chances are that you've bought a dozen of Diemand eggs or one of their Thanksgiving turkeys at the New Salem General Store – and the General Store will now carry a selection of Diemand's prepared foods as well. We talked to Annie about the story of her family business.

**Q:** *Could you tell us a bit about the history of Diemand Egg Farm?*

**A:** My dad bought the land in 1936. He and Ma got married in 1940. They started popping out kids and had an even dozen – six girls and six boys – so we all grew up working on the farm. When I was a child, we raised chickens for meat. When I was in grade school in the '60s, we switched over to chickens for eggs. In the '70s, in addition to my brother Peter, who has stayed on the farm his whole life, my sister Faith and I came back. We looked around to figure out something else to bring in money because we had more families to support, so in late 1989 we started out with 500 turkeys. Now, this year, I ordered 5,000 day-old pullets.

**Q:** *Tell us about the business today.*

**A:** What we wholesale is the eggs, turkey pies, a couple different kinds of soup, and the fresh turkeys. With New Salem General Store, in addition to eggs and turkeys, Rick plans to offer some of our other prepared products – things like turkey chili, chicken stroganoff, chicken stew and biscuits.

**Q:** *What are they keys to your success?*

**A:** Great food. Our name is on the product and that means a lot to us. We're nice too. We're pleasant people to do business with. We'll try a recipe, and if customers like it, we'll make it. A customer asked us to make a chicken curry salad. Now we do it as a sandwich and it's a great seller. We enjoy what we're doing and I think it shows.

NEW SALEM GENERAL STORE

