THE EASTERN PRODUCE COUNCILLOR

Dedicated to the Use of Fresh Fruits and Vegetables - "Our Most Natural Food"

May 9, 2011

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JERSEY FRESH
As Fresh As Fresh Gets

BBQ

Next Meeting

Tuesday, June 7, 2011

Demarest Farm

Hillsdale, New Jersey
(Directions on Page 2)

New Jersey Department of Agriculture

Social Hour: 6:00pm • Dinner & Meeting 7:00pm

Register Online at
www.easternproducecouncil.com
Social Hour 6:00 | Dinner Meeting 7:00

New Jersey Department of Agriculture

The 2011 Jersey Fresh growing season holds great promise to be an excellent year. Moderate and cooler temperatures have facilitated early season crops, particularly asparagus, greens, and lettuces being harvested in good volume and with excellent quality. As opposed to last Spring, when record warmth got us off to a historically early start to the season, this Spring has experienced slightly cooler and wetter weather conditions resulting in a slightly later harvest schedule. Early harvests of excellent quality Chandler variety strawberries are beginning to harvest in mid-May. Summer items are also slightly behind as field conditions prevented much early planting. Growers have been busy planting the more tender items such as beans, corn, cucumbers, eggplant, peppers and tomatoes.

So far, the absence of any severe frost should provide New Jersey growers with good supplies of peaches and blueberries. The forecast for quality is excellent! Prospects for the blueberry crop appear to be just as good as last year. The bloom and bee activity was very good. That translates into excellent pollination, which bodes well for outstanding production of high quality fruit.

Most New Jersey Peach growers anticipate an excellent crop. This year, the state's growers experienced a normal bloom that was on time and not early. Since there were no periods of frost during the bloom, overall production should be very good. Growers have been aggressive in their thinning practices and will be aiming for a pack of high-quality peaches sized at least 2 ½" or greater.

The New Jersey Department of Agriculture plans to promote the availability of quality farm products through its highly successful "Jersey Fresh" advertising and promotion program. Now celebrating its 27th season, the 2011 Jersey Fresh program will utilize a diverse mix of media and promotional activities to deliver the Jersey Fresh message to consumers.

To help consumers identify Jersey Fresh produce in their supermarkets, colorful point of sale materials have been created to identify Jersey Fresh products. These materials will be distributed throughout the Jersey Fresh marketing areas.

The New Jersey Department of Agriculture's staff has already begun visiting with major New Jersey retailers, and working with them to sponsor special Jersey Fresh promotions. New Jersey Secretary of Agriculture Douglas H. Fisher extends his personal thanks to the industry for helping this program achieve its prominence and continued success throughout the years. Secretary Fisher looks forward to meeting and working with the entire industry towards a successful marketing season.

DIRECTIONS TO DEMAREST FARM

From the South
Garden State Parkway North to Exit 168, Left at End of Ramp, Right at Blinker Light, Go One Mile and Demarest Farm is on the Right after next light.

From the North
New York Thruway South to Route 17 South (Exit 16), Continue on Route 17 South until you pass Stop & Shop, Make next u-turn and come back on Route 17 North after McDonald's and before bridge, Get off at the Hillsdale, Washington Township, Van Emburgh Exit, Continue straight for 3 miles - Demarest Farm is on the Right.

Also From the North
Rt. 287 to Rt. 208 heading towards New York, Get off at Route 17 North and follow the directions from Route 17 North which are above.

From the East
Take Route 80 West to the Garden State Parkway North, then follow directions From the South listed above.

From the West
Take Route 80 East to the Garden State Parkway North, then follow the directions From the South listed above.

South Carolina Department of Agriculture

The March meeting marked the 40th anniversary of the South Carolina Department of Agriculture sponsoring a dinner meeting for the Eastern Produce Council. Secretary Hugh Weathers kicked off the meeting and then turned the presentation over to Martin Eubanks (Director of Marketing). They spoke about the importance of partnering with the EPC and the generational aspect and quality SC produce. Following are comments from the evening's presentation.

Hamilton Dicks – SC Watermelon Assn. (4th Generation Watermelon Grower)

- NY market is extremely important.
- At this point in the season, the crop looks good!
- SC acreage was planted in mid March.
- Utilizing plastic mulch; the most efficient way, which is helping the crops.
- Need to educate consumers on the health benefits of Watermelons – low in fat, high in vitamin content and heart healthy. They taste good and are good for you.
- Start shipping June 10th with good volume expected by the 3rd or 4th week in June.

Lynne Chappell, SC Peach Council (5th Generation Peach Grower)

- Great Crop attributed to a cold SC winter season and predominantly dry/warm March.
- First three weeks of March had dry weather, last week 3 ½ inches of rain, which was perfect!
- Quality looks to be like last year's.

Charles Wingard, President SC Fruit and Vegetable Assn.

- The cold winter season SC experienced wasn't great for leafy greens but crops are looking better now.
- Many of the vegetables like sweet corn, squash, zucchini, peppers, eggplant and berries will be ready May-July. In August things slow down and will pick back up again in Sept./Oct.
- Tomato crops look good. Starting in June there will be 4-6 wks of tomato supply. SC offers hundreds of fresh cut products.

Sonny Dickinson (Marketing Director – SC)

- Discussed Promotional Tie In with Nick Jr. - Buy WuWu Wubbzy DVD and 2 lbs. of peaches and get a $3 rebate.

In conclusion, the group thanked the EPC in advance for the business they expect to see in 2011! For more information on South Carolina produce visit the SCDA's website at http://agriculture.sc.gov.

The EPC President, Dean Holmquist, presented South Carolina's Deptartment of Agriculture with a plaque/clock commemorating their 40 years of sponsoring a meeting for the EPC.

★★★ ADVANCED RESERVATIONS REQUIRED FOR JUNE 7TH MEETING ★★★

In order to attend the June 7th meeting (Jersey Fresh),
you must sign up to attend by Friday, June 3rd!

Please either complete the Reservation Card included in this mailing or sign-up online at www.easternproducecouncil.com.

This meeting is for Members Only.

THE NEW YORK PRODUCE SHOW AND CONFERENCE

Presented by
EASTERN PRODUCE COUNCIL
AND
PRODUCE BUSINESS

New York Hilton
1335 6th Avenue (Avenue of The Americas)
New York, NY 10019

Monday, Nov. 7th
Cocktail Party Reception
Tuesday, Nov. 8th
Full Day Expo/Retail Panel Discussions
Wednesday, Nov. 9th
Bus Tours:
Hunts Point Terminal Market
Philadelphia Produce Terminal Market
NYC Supermarkets

2011 EPC SCHEDULE OF EVENTS

MONTH	SPONSOR	LOCATION
6/7	New Jersey Department of Agriculture	Demarest Farms Hillsdale, NJ
6/11	36th Annual Golf Outing	Royce Brook GC
9/13	Produce Business Idaho Potato Commission	The Manor
11/5	44th Annual Dinner Dance	Westmount CC
11/7 - 11/9	2nd Annual NY Produce Show & Conference	Hilton, New York, NY
12/6	Interrupción Fair Trade State Garden	The Brownstone