



www.jerseypeaches.com

New Jersey Peach Promotion Council
1200 North Delsea Drive,
Clayton, NJ 08312.
Phone 856-307-6450 x 1.

Greetings ...We hope you're well and your peaches are looking good for the 2011 season....

As you know, competition continues to challenge New Jersey peach growers. Southeastern peach shippers and California marketers are strong competition for peaches all summer and fall. Additionally there is strong competition of an increasing variety of other produce items for the Queen of fruits. The New Jersey Peach Promotion Council (NJPPC) constantly and diligently works to keep our Jersey Fresh peaches top of buyers' minds throughout those months when we have product for sale. This is why the NJPPC needs the support of everyone here who is involved with our peaches.

For the past couple of years, the NJPPC has implemented quite successfully public and retail promotional events calling attention to our peaches, positioning them as the very best during their season. Our slogan *Not Just any peach.....A Jersey-Fresh Peach!* has caught public attention. You may be aware of the one-day "Peach Parties" we help stage at farmers markets throughout New Jersey. We also work with restaurants and supermarkets to hold "Peach Parties" -- all of which get good media coverage.

We regularly disseminate peach information and press releases, and reach out to print and broadcast media to develop their own peach stories. We maintain a website, www.jerseypeaches.com, we post on our Jersey Peaches facebook wall regularly throughout the season.

We support peach growers with a variety of collateral – colorful, informative brochures, banners, recipe booklets and an annual Buyers Guide. We fund peach marketing research and are planning for new peach videos and CDS in 2011. We're making progress.... **We'd like to include your operation in our promotions.**

Won't you please join our New Jersey Peach Promotion Council? Your basic membership cost is only \$125 plus small volume dues for each bushel you produce. Your benefits will be tangible.

- You'll be listed and linked on our webpage and facebook.
- You'll be listed in our annual Buyers Guide
- We'll supply you with brochures on NJ peaches and recipe books with recipes submitted by the best chefs in the state;
- We'll lend you a "Jersey Peach" banner for any promotions you might want to do.
- We'll work with you to do a one-day "Peach Party," that will draw peach lovers to taste and buy your farm-grown peaches. Your event will be listed on our calendar and in press releases that we send to media throughout New Jersey and the Philadelphia/New York metro areas.

Following is a membership form. Just fill it out and return it with your check. And, we'd like to know if/how we can assist you with a one-day "Peach Party" during late July or any day in August to help promote and sell your peaches. So, just indicate that you'd like to do this on your membership form, and we'll have Pegi Adam, our marketing/promotion consultant contact you.

We hope you'll consider the modest dues a worthwhile investment to assure that our state-grown peaches are demanded by consumers and retailers alike as "the best" and no substitutes will do.

Again, we thank you for your support and hope we can count you among our members.

Santo Maccherone, president, NJ Peach Promotion Council
Circle M Farms, Mullica Hill circlemfarmsllc@gmail.com

MEMBERSHIP INVOICE
New Jersey Peach Promotion Council
1200 North Delsea Drive, Bldg. A
Clayton, NJ 08312



Membership Name (s) _____

Business Name _____

Address _____

City _____ State _____ Zip _____

E-Mail Address _____

Phone Number _____ Fax Number _____

Membership

| | <u>Amount</u> |
|--|----------------------|
| <u>2011 Basic Dues</u>@125.00 | _____ |
| <u>2011 Promotional Contribution</u> | _____ |
| <u>2011 Research Contribution</u> | _____ |
| <u>2011 Volume Dues (.01 cent x number of boxes shipped)</u> | _____ |
| TOTAL ENCLOSED | _____ |

PLEASE MAKE YOUR CHECK PAYABLE TO: New Jersey Peach Promotion Council

Return this form along with your check to:
NEW JERSEY PEACH PROMOTION COUNCIL
1200 NORTH DELSEA DRIVE
CLAYTON, NJ 08312

Check our website regularly for important information, announcements, and upcoming events:
www.jerseypeaches.com

*Dedicated to the Orderly Marketing and Promotion of
New Jersey Peaches*