



CONTACT:

Pegi Adam, 973-744-6090 pegi@mountsnow.org

Jerome Frecon, 856-307-6450 frecon@rcrc.rutgers.edu

FACTS : NEW JERSEY PEACH INDUSTRY

NEW JERSEY PEACH PROMOTION COUNCIL

'Dedicated to the orderly marketing and promotion of New Jersey peaches'

- New Jersey ranks 4th nationally for peach production, after California, South Carolina and Georgia.
- The newly introduced “Premium Peach” standard is distinguishing New Jersey peaches.
- 100% of New Jersey’s peach crop is sold to the fresh market via supermarkets, farm markets, specialty produce stores, U-pick operations, community farmers markets. Processing companies ship all over the eastern US (east of the Mississippi) and eastern Canada.
- New Jersey peaches are all picked by hand.
- 2008, New Jersey’s total peach production projected to be the best in several years.
- 2007, New Jersey’s total peach production: 32,000 tons (production lower than 2006)
- 2006, New Jersey’s total peach production; 34,000 tons; •2005: 35,000 tons; •2004: 32,500 tons
- 2006, total production value of New Jersey peaches was \$35,700,000.00, approximately 16% increase over 2005’s total production value of \$30,869,000.00. Total production value for 2004 was \$23,180,000.00

New Jersey’s fresh peach season

Late July through September

Premium Peach standard

Voluntary standards help distinguish New Jersey peaches, add value and provide a competitive advantage in the market place. Peaches with the “Premium Peach” label will be packed and shipped within 7 days, will meet USDA “Fancy Grade” standard, and must come from farms that pass the USDA’s Fresh Produce Audit Verification Program. The USDA program audits for good agricultural practices and good handling practices.

Varieties of New Jersey peaches

40+ varieties

- Yellow flesh comprise 90% of Jersey peaches
- White flesh comprise 4% of Jersey peaches
- Yellow and white flesh nectarines comprise 6%
- Something new Doughnut or flat peaches less than 1%

Newest varieties

- GaLa* yellow fleshed peach fruit, ripens before the popular JohnBoy.
- Flamin’ Fury* yellow fleshed peaches, popular throughout the season.
- Lauro*, yellow fleshed peach, a key late-season variety
- Klondike* and *Sugar Giant*, relatively new white fleshed varieties.
- Arctic Star* (early) and *Arctic Joy*, two great new mid-season white fleshed nectarines, in limited supply.

•Eight new varieties have been introduced for planting this season, and will be in production over the next several years.

Long-standing most popular varieties

- John Boy*, long-standing most popular peach.
- White Lady*, still the Queen of low-acid white-fleshed peaches.
- Lady Nancy*, the aromatic white fleshed peach.

Products from peaches

Fresh freestone peaches also yield peach cider, peach syrup, peach jam

Total acreage in peach orchards	2006: 7,200 bearing acres throughout the state, a decline from 2005: 7,400 bearing acres 2004: 7,600 bearing acres
Number NJ peach orchards	90 orchards
Where the orchards are	Peach orchards are throughout New Jersey. Largest growing parcels are located in the southern region. Top production counties are Gloucester, Cumberland, Camden, Burlington, Atlantic and Salem. Farm markets and stands and pick-your own are located mainly in central, northern and western regions. There are also many of these in the southern part of the state. Several peach growers take their peaches to community farmers markets located in cities and towns throughout the state.
Pick your own orchards	25, see separate listing
Total production value	2006: \$35,700,000.00, approximately an 8% increase over 2005's total production value of \$30,869,000.00. Total production value for 2004 was \$23,180,000.00
Value per acre	\$5,625 (12,500 pounds x .45 per pound)
Production costs	\$3,500 per acre (approximately) to produce peaches in New Jersey
Labeling of peaches	'Jersey Fresh Premium Peaches' is a label of increasing importance and prestige. Individual growers and packers use their own brands and PLU (price look-up) labels.
New Jersey Peach Promotion Council	The New Jersey Peach Promotional Council is the state's independent, primary organization of peach growers, shippers, wholesalers, and associated industries. Directors of the Council are elected from these groups. Grower directors are elected from all areas of New Jersey based on tree acreage. Rutgers Cooperative Extension faculty and staff, and representatives of New Jersey Department of Agriculture assist the council and serve as ex officio members of the Board. Funds to support peach marketing activities come from membership dues and voluntary contributions of the members, the annual publication of a wholesale buyer's guide in which ads are sold, other fund raising activities and the New Jersey Peach Festival held each year. The NJDA supports the industry through the Jersey Fresh Matching Fund program as well as through their advertising and merchandising programs that include the promotion of peaches.
Ancillary peach industries	20 Packing houses, 40 distributors Many restaurants create original recipes using fresh Jersey peaches.
Peach-related events	•New Jersey Peach Festival – late July, Mullica Hill

Peach-related organizations	•New Jersey Peach Promotion Council, •New Jersey Department of Agriculture, •New Jersey Peach Festival Association, •New Jersey State Horticultural Society, •New Jersey Farm Bureau •Rutgers Cooperative Extension at the New Jersey Agricultural Experiment Station, •New Jersey Peach Council
Peach pests & controlling them	<p>The biggest pest problem is brown rot. Additionally, chewing and sucking insects, birds, wood chuck and deer all compete with each other and damage peaches.</p> <p>Through Integrated Pest Management (IPM) Practices, peach growers have significantly reduced both amounts and costs of pesticides needed to control pests.</p>
Brief history of New Jersey peach industry	<p>Since the 1600's when the first peaches were grown from seeds, peaches have been produced in New Jersey. In 1900, there were more than four million peach trees within Hunterdon County, then the major peach-growing region of the state. San Jose scale wiped out the industry in the early 20th century.</p> <p>Today, New Jersey has less than two million peach trees. However, the industry has for several years been recovering vigorously, currently ranking fourth in the country in fresh peach production. With this year's introduction of eight new varieties, the industry looks forward to healthy growth in coming years.</p> <p>Our soils and climate are ideal for maximum production of quality peaches. Soils have the right nutrients and are well -drained Sunlight is just right and there is enough water to provide supplemental soil moisture.</p>
Mission of New Jersey Peach Promotion Council	New Jersey Peach Promotion Council is dedicated to the orderly promotion and marketing of fresh New Jersey Peaches; to enhancing returns to growers and shippers; to maintaining a viable peach industry in the Garden State for the purpose of preserving farmers and farmland; and to providing the highest quality and best tasting fresh peaches for consumers.
Contact Information	New Jersey Peach Promotion Council Phil Neary, chair, Promotions 1200 North Delsea Drive Clayton, N.J.08312 For further information, contact the New Jersey Peach Promotion Council, 1200 North Delsea Drive, Clayton, NJ 08312. Phone 856-307-6450 Ext 1. pneary@sunnyint.com website www.jerseypeaches.com