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**FOR IMMEDIATE RELEASE**

**NEW JERSEY PEACH PROMOTION COUNCIL  
REACHING OUT TO CONSUMERS AS WELL AS WHOLESALE & RETAIL BUYERS**

**CLAYTON, NJ (June 25, 2008)** – The New Jersey Peach Promotion Council (NJPPC) recognizes the need to educate the public on the delicious flavor and nutritional benefits of “Jersey Fresh” peaches and nectarines in order to build demand for the fruit at retail outlets throughout the state. For the past several years, the council has successfully conveyed its message through the media, during its annual Media Day “Peach Picnics,” which have featured top New Jersey chefs creating new dishes with Jersey Fresh peaches, and peach experts from Rutgers explaining the differences among varieties, what to look for when selecting peaches or nectarines and how the introduction of several new varieties can extend the state’s season earlier (late June/July) and later (late September).

This year, the NJPPC is adding another public outreach effort, in the form of a promotion with New Jersey restaurants during the month of August, the state’s official “Jersey Fresh Peach Month,” (as declared by the governor), when Jersey Fresh peaches are at their peak.

“The Peach Council and the Restaurant Association developed this month-long promotion to be a win-win situation for all concerned—restaurants, diners and peaches,” says Ed Gaventa, president of the NJPPC.

“When diners get to taste peach dishes prepared by experts, they’ll discover many different ways to incorporate this versatile fruit into a meal. Peaches aren’t just to be consumed as dessert, but they can be used in soups, main course, salads and, of course, pies, cobblers, cakes, etc.”

Restaurants featuring peaches will be posted on both the NJPPC website, [www.jerseypeaches.com](http://www.jerseypeaches.com) and the New Jersey Restaurant Association website, [www.njra.org](http://www.njra.org) along with their dishes and recipes.

**‘Peach Picnic’ & ‘Peach Festival’**

This year’s annual media “Peach Picnic” will be held on Thursday, July 24th, the day before opening of the 26<sup>th</sup> annual New Jersey Peach Festival at the Gloucester County 4-H Fair, Friday, July 25-Sunday, July 27, 2008. Reporters and editors for print and broadcast and electronic media are encouraged the Peach Picnic, discover what makes a peach delicious, the differences in varieties among yellow-flesh, white-flesh, round, flat and nectarines. Being held during preview day of the festival, it will lend good opportunities for colorful shots and footage. **The event will begin at 00:00, in the (Location).** Contact Pegi Adam for information, 973-744-6090 [pegi@mountsnow.org](mailto:pegi@mountsnow.org)

The highlight of the Peach Festival is crowning the New Jersey Peach Queen, selected from young women 16-18 years old, dressed in peach colored dresses and delivering short speeches about New Jersey peaches or peach-related topics. The New Jersey Governor's Cup is awarded to the grower of the best box of peaches. Displays and sale items include a wide variety of educational materials, and, of course fresh juicy peaches of every variety – straight from the trees, cooked up in tasty dishes and/or preserved as jams and jellies.

For further information, contact the New Jersey Peach Promotion Council, 1200 North Delsea Drive, Clayton, NJ 08312. Phone 856-307-6450 Ext 1. website [www.jerseypeaches.com](http://www.jerseypeaches.com)

For information and listings of restaurants featuring "Jersey Fresh" peaches, contact the New Jersey Restaurant Association, 800.848.6368, [www.njra.org](http://www.njra.org)

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