



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

**IMMEDIATE RELEASE**  
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### **Sun Valley Orchards Wins Governors Cup New Jersey Peach Festival**

Sun Valley Orchards near Swedesboro, N.J. was the winner of the Governor's Cup at the 2010 New Jersey Peach Festival. Sun Valley's winning box was the variety John Boy in the 2¾" and up size category. The Marino family was presented the cup by New Jersey Secretary of Agriculture Doug Fisher, on Friday evening, July 23<sup>rd</sup>, at the awards ceremony and growers reception at the Gloucester County 4-H Fairgrounds, 275 Bridgeton Pike in, Mullica Hill, New Jersey.



The Marino's, grow and pack about 400 acres of peaches in their modern packing house and cold storage facility in Swedesboro.

Approximately 77 entries were displayed in the commercial peach pack competition from N.J. growers and packers. Technically, only the entries in the commercial category are eligible for the cup because, they represent random selections collected from packing houses and storages by Agricultural Agent, Jerome L. Frecon, Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension. Said Mr. Frecon, "These samples are characteristic of varieties shipped to retailers across the eastern United States." The Marino's, also won first place in 2¼ inch to 2½ inch category. Mt Pleasant Orchard, Richwood, New Jersey won first and best of the select class with a ½ bushel box of John Boy, while Heilig Orchards, of Richwood, won best of the Specialty class of their fancy White Lady peaches.

Many other peach educational displays and events were staged and conducted at the New Jersey Peach Festival, including the crowning of the New Jersey Peach Queen. Ms. Leevon Lacy, of Woodstown, was crowned 2010 N.J. Peach Queen. Approximately 20,000 people attended the Gloucester County 4-H Fair and New Jersey Peach Festival, which kicked off the peach season in New Jersey. Peach season is underway with heavy volume of the first major yellow and white-fleshed freestone peaches and nectarines.

The New Jersey Peach Festival is the official peach festival of the state of New Jersey. It is an annual educational and promotional exhibition of the New Jersey Peach Promotion Council and the New Jersey Peach Festival Association.

The other grower winners in each category and class were:

**CLASS - SPECIALTY**

**Category - White Fleshed Peaches**

1st place - Heilig Orchards, Jersey Fruit label, Richwood, N.J. (This box was also best of the Specialty category with the highest score.)

2nd place - Zee Orchards, JerZee label, Richwood, N.J.

3rd place - Gala Orchards, Just Picked label, Elmer, N.J.

**Category - Nectarines or fuzz less peaches, white or yellow fleshed**

1st place - JerZee Orchards, JerZee label, Mullica Hill, N.J.

2nd place - Wm Schober and Sons, Schober label, Monroeville, N.J.

3rd place - Circle M. Farms, Circle M. Label, Quinton, N.J.

**Category - Largest peach**

1st place - Zee Orchards, .95 lbs., Richwood, N.J.

2nd place - JerZee Orchards, .88 lbs., Richwood, N.J.

3rd place - Mt. Pleasant Orchards, .77 lbs., Richwood, N.J.



**CLASS - SELECT = PEACHES THAT ARE HAND SELECTED BY THE GROWER /SHIPPER FOR THE COMPETITION**

**Category - Peaches that are between 2¼ to 2 1/2 inches in diameter**

1st place - Mt Pleasant Orchards, Mt Pleasant label, Richwood, N.J. (This box is also best of class.)

2nd place - Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

3rd place - JerZee Orchards, JerZee label, Mullica Hill, N.J.

**Category - Peaches that are between 2½ to 2¾ inches in diameter**

1st place - JerZee Orchards, JerZee label, Mullica Hill, N.J.

2nd place - Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

3rd place - Mt Pleasant Orchards, Mt Pleasant label, Richwood, N.J.

**Category - Peaches that are between 2¾ inches and up in diameter**

1st place - Zee Orchards, JerZee label, Richwood, N.J.

2nd place - Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

3rd place - Mt Pleasant Orchards, Mt Pleasant label, Richwood, N.J. none

**CLASS - COMMERCIAL = PEACHES THAT ARE PULLED OF THE PACKING HOUSE LINE TO SYMBOLIZE PEACHES AS THEY WOULD BE SOLD TO SUPERMARKETS AND SPECIALTY STORES. THESE PEACHES ARE NOT HAND SELECTED.**

**Category - Peaches that are between 2¼ to 2½ inches in diameter**

1st place – Sun Valley Orchards, Sun Valley Orchards label, Swedesboro, N.J.  
2nd place – Wm Schober and Sons Orchard, Schober Orchards label, Monroeville, N.J.  
3rd place – JerZee Orchards, Jersey Fruit label, Mullica Hill, N.J.

**Category – Peaches that are between 2½ to 2¾ inches in diameter**

1st place – Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.  
2nd place – A.L. Gaventa Sons, Jersey Fruit label, Logan Township, N.J.  
3rd place – Mt Pleasant Orchards, Jersey Fruit label, Richwood, N.J.

**Category – Peaches that are between 2¾ inches and up in diameter**

1st place – Sun Valley Orchards, Swedesboro, N.J. (This box was the best box in this class and also the best box in the show and the winner of the Governor’s Cup.)  
2nd place – JerZee Orchards, Jersey Fruit label, Mullica Hill, N.J.  
3rd place – Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

The best of each class also received a \$50 gift certificate and dinner for two at a local restaurant in Gloucester and Salem County. The winner of the Best of the Show also receives a smaller cup and the Governor’s Cup with his name on it for one year to display and show.

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