



**not just *any* peach...A JERSEY FRESH PEACH!**  
**nutritious...delicious...the best!**  
[www.jerseypeaches.com](http://www.jerseypeaches.com)

CONTACT: Pegi Adam, 973-744-6090 [pegi@mountsnow.org](mailto:pegi@mountsnow.org)  
Jerry Frecon, 856-307-6450 [frecon@rcre.rutgers.edu](mailto:frecon@rcre.rutgers.edu)

#### FOR IMMEDIATE RELEASE

Editors Note: Details on individual markets at end of release. calendar of Peach Events attached

### **Celebrating summer's Favorite Fruit... FRESH PICKED JERSEY PEACHES NOW READY FOR PRIME TIME**

**Clayton NJ (July 15, 2011)** -- They're here! Locally grown Jersey peaches and nectarines are at farmers markets, pick-your-own farms and grocery stores, now through mid/late September. Through the efforts of New Jersey Peach Promotion Council, August has been declared "Jersey Fresh Peach Month," with *Peach Parties* are held across the state, at restaurants, farmers markets and grocery stores to salute the locally grown fruit, which has been cultivated in the Garden State since the 1600's. (A detailed listing of events follows and a calendar of these events is available on the New Jersey Peach Promotion Council website, [www.jerseypeaches.com](http://www.jerseypeaches.com) and reminders are posted on facebook *jersey peaches*.)

Peach varieties include yellow, white, flat (doughnut). No wonder they're celebrated -- what other food tastes sinfully delicious and is also nutritious? A medium-size peach has only 35 calories, with 2.6 grams of fiber, 333 mg of potassium, antioxidants Vitamins A & C and other important vitamins and minerals.

#### **"Peach Buzz" Let the Parties Begin**

**July Peach Parties:** Acme Supermarket, Cape May Court House (July 16th); Bernardsville and Haddonfield Farmers Markets (July 23); Millburn Farmers Market (July 26); Gloucester County Fair, Mullica Hill (July 28); Acme Market, Yardville (July 29); Acme Market, Avalon (July 30); Dinner in the Orchard @Holtzhauser Farms, Mullica Hill, served by blue plate Restaurant of Mullica Hill (July 31)

**August Peach Parties:** Downtown Toms River Farmers Market (Aug 3); Middlesex County Fair, East Brunswick (Aug 4); Trenton Farmers Market, Lawrence, & Woodbury Farmers Market (Aug 5); Chatham Borough, Collingswood & Chester Community Presbyterian Church (Aug 6); Nutley & Fort Lee Farmers Markets (Aug 7); Collingswood area restaurant special promotion (Aug 9 & 10); blueplate restaurant special promotion, Mullica Hill (Aug 9-13); Acme Market, Tuckerton (Aug 12); Montclair & Burlington County Farmers Markets, Peach & Butterfly Festival, Sickles Market, Little Silver (Aug 13); Ramsey Farmers Market (Aug 14); Westmont Farmers Market (Aug 17); Acme Market, Bordentown; ShopRite, Little Falls; ShopRite, West Caldwell (Aug 19); Acme Market, Ocean City (Aug 20).

Each Peach Party is slightly different at each farmers market, developed by the market managers, often with local restaurants or bakeries preparing special peach dishes for tasting. Various special activities might include peach baking/cooking competitions with prizes, peach samplings, contests and raffles. Participating restaurants offer cooking demonstrations and tastings. For kids, there are "Peach Quizzes," with prizes and other kids' activities, such as face painting, story telling (James and the Giant Peach is one story), coloring books and more. Brochures and free recipe books cover nutrition, buying tips, handling and storing and recipes from New Jersey's finest restaurants.

Following is a detailed listing of participating community farmers markets with their peach growers; supermarkets and restaurants. A calendar of events may be downloaded from [www.jerseypeaches.com](http://www.jerseypeaches.com) Check individual market websites for further details. All participating farmers markets and restaurants are posted on the website of the New Jersey Peach Promotion Council, with links. Go to [www.jerseypeaches.com](http://www.jerseypeaches.com)

**Participating Farmers Markets & Grocery Stores  
(details of events)**

*July 16: Acme Market, Cape May Courthouse, [www.acmemarkets.com](http://www.acmemarkets.com).*

\*Specials on peaches, demos, tastings, more.

*July 23: Bernardsville Farmers Market, 9am-2pm, 908-766-5836*

\*Peach tastings, peach cake, peach ice cream, drawing for basket of peaches

\*Peach growers/vendors: Silver Lake, Blairstown; Hensler's, Belvidere

*July 23: Peach Party: Haddonfield Farmers Market. 856-216-7253 [www.haddonfieldfarmersmarket.org](http://www.haddonfieldfarmersmarket.org)*

\*Peach samplings, raffle for a basket of peaches, Duffield's peach smoothies, special kids peach craft & Ralic's Steakhouse of Haddonfield cooking demo.

\*Peach growers/vendors: Haynicz Orchard View Farm, Monroeville

*July 26: Peach Party, Downtown Millburn Farmers Market, 10am - 2pm, 973-379-2341*

[www.downtownmillburn.org](http://www.downtownmillburn.org)

\*Free peach samples, sliced peaches, peach pies, peach ice tea; raffle #1-"Guess the weight of peaches in a bowl" -- winner gets peach-themed basket with 2 tickets to Paper Mill Playhouse, free subscription to Edible Jersey magazine from Downtown Millburn; raffle #2-winner gets basket of goodies from Trader Joe's. Music by Chatham Brass Quintet.

\*Peach growers/vendors: Alstede Farm, Chester; Ort Farms, Long Valley; Vacchiano Farm, Washington

*July 28: Peach Festival, Gloucester County 4-H Fair, Mullica Hill. 856-307-6450x1*

<http://gloucester.rce.rutgers.edu/fairfest>

\*Crowning of Peach Queen & Little Miss Peach, peach tastings, judging of "Best Peach Pack" by NJ Dept of Agriculture, other peach products.

*July 29: Acme Market, Yardville; [www.acmemarkets.com](http://www.acmemarkets.com)*

\*Specials on peaches, demos, tastings, more.

*July 30: Acme Market, Avalon; [www.acmemarkets.com](http://www.acmemarkets.com)*

\*Specials on peaches, demos, tastings, more.

*July 31: Dinner in the Orchard @ Holtzhauser Farms with peach menu prepared by blueplate Restaurant, Mullica Hill, Contact 856-478-2112 [www.blueplatenj.com/special\\_events.htm](http://www.blueplatenj.com/special_events.htm) (reservations recommended)*

*August 3: Peach Party, Downtown Toms River Farmers Market, 11am - 5pm, 732-946-2711*

[www.downtowntomsriver.com](http://www.downtowntomsriver.com)

\*Peach growers/vendors: Russo's Orchard Lane Farm, Vineland; Cedarville Farms, Cedarville; Sandy Acres Farm, Lawrenceville

*August 4: Peach Party, Middlesex County Fair, East Brunswick; [www.middlesexcountyfair.org](http://www.middlesexcountyfair.org)*

*August 5: Jersey Fresh Peach Day, Trenton Farmers Market. 609-695-2998 [www.thetrentonfarmersmarket.com](http://www.thetrentonfarmersmarket.com)*

\*Free fresh peach shortcake w/whipped cream; petting zoo for kids; Amish Country Store "tallest Amish Man" and chance to win hand-crafted Amish quilt (\$695 value) & more

\*Peach growers/vendors:

*August 5: Peach Party, Woodbury Farmers Market, 3pm - 7pm, 856- 845-1300, ext. 123 [www.woodbury.nj.us](http://www.woodbury.nj.us)*

\*Grilled peach samples and peach a-la-mode samples

\*Peach growers/vendors: Haynicz Orchardview Farm, Monroeville

August 6: *Peach Party, Chatham Borough Farmers Market, 8am - 1pm, 973- 635-0674, ext. 588,*  
[www.ChathamBoroughFarmersMarket.org](http://www.ChathamBoroughFarmersMarket.org)

\*Peach tastings, recipes, kids quiz & games

\*Peach growers/vendors: Melick's Town Farm, Oldwick

August 6: *Peach Party, Collingswood Farmers Market, 8am - 12noon, 856-559-0234*  
[www.collingswoodmarket.com](http://www.collingswoodmarket.com); [www.sjculinaryevents.com](http://www.sjculinaryevents.com)

\*kickoff for "Just Peachy" restaurant promotion, peach samplings, cooking demonstrations, kids' quiz, face painting, more

\*Peach growers/vendors: Schober Orchards, Monroeville, NJ ; AT Buzby Farm, Bridgeton; DanLynn Organic Farm; Formisano Farms, Vineland; Fruitwood Farm, Monroeville; Hymer Farms, Monroeville; Viereck Farms, Woolwich Twp.; Eckert's Farm, Tabernacle; Mind Your Own (beekeeping), Wrightstown; Holly Acres Nursery, Bridgeton,

August 6: *Peach Festival, Community Presbyterian Church, Chester, 10am - 4pm, 908-879-5859*  
[www.cpcchester.org](http://www.cpcchester.org)

\*16,000 peaches peeled for pies, peach ice cream, kuchen, and desserts for sale, kids toys and games, country auction, thousands of items for sale at the White Elephant Tent.

August 7: *Peach party, Fort Lee Farmers Market, 201-693-2763; [www.localharvest.org/fort-lee-farmers-market](http://www.localharvest.org/fort-lee-farmers-market)*

August 7: *Peach Party, Nutley Farmers Market, 8am - 2pm, 973-284-4978 [www.nutleynj.org](http://www.nutleynj.org)*

August 9 & 10: *"Just Peachy" Restaurant promotion, 12 restaurants participating with 3-course prix-fixe peach menus, Collingswood. [www.sjculinaryevents.com](http://www.sjculinaryevents.com)*

August 9-13: *"Just Peachy" promotion, blueplate Restaurant, Mullica Hill--3 courses for \$25. 856-478-2112*  
[www.blueplatenj.com](http://www.blueplatenj.com)

August 12: *Peach Party, Acme Market, Tuckerton; [www.acmemarkets.com](http://www.acmemarkets.com)*

August 13: *Peach Party, Montclair Farmers Market. 973-509-5721;*  
[www.localharvest.org/fort-lee-farmers-market](http://www.localharvest.org/fort-lee-farmers-market)

\*Peach tastings.

\*Peach growers/vendors: Tree-Licious Orchards, Port Murray; Sunden Farm, Old Tappan; Matarazzo Farm, West Caldwell; Vacchiano Farm, Washington.

August 13: *"All About Peaches," Burlington Co Farmers Market, Moorestown, 8:30am - 1pm, 856-642-3850*  
[www.burlcoagcenter.com](http://www.burlcoagcenter.com)

August 13: *Peach & Butterfly Festival, Sickles Market, Little Silver, 732- 741-9563; [www.sicklesmarket.com](http://www.sicklesmarket.com)*

August 14: *Peach Party, Ramsey Farmers Market, 9am-2pm, 201-675-6866 [www.ramseyfarmersmarket.org](http://www.ramseyfarmersmarket.org)*

\*Kids' Quiz & games, peach smoothies, raffles & giveaways, local chef cooking demo, peach tastings, "Miss Peach" in costume, fun for all

\*Peach growers/vendors: Matarazzo farms, North Caldwell & Belvidere

August 14: *Peach Festival, Tree-Licious Orchards & Just Made Bakery, Port Murray, 11 am-6 pm, 908-689-2906*  
[www.treeliciousorchards.com](http://www.treeliciousorchards.com)

\*Hamburgers/veggie burgers/hot dogs, peaches, peach cobbler and peach baked goods; kids' activities.

August 17: *Peach Party, Westmont Farmers Market. [www.westmontfarmersmarket.com](http://www.westmontfarmersmarket.com)*

\*Peach baking contest, bobbing for peaches , peach colored balloon giveaway , guess the amount of peaches in a bushel .

August 19: *Peach Party, Acme Market, Bordentown; [www.acmemarkets.com](http://www.acmemarkets.com)*

\*Specials on peaches, demos, tastings, more.

August 19: Peach Party, ShopRite, Little Falls; ShopRite, West Caldwell [www.shoprite.com](http://www.shoprite.com)

\*Specials on peaches, demos, tastings, more.

August 20: Peach Party, Acme Market, Ocean City; [www.acmemarkets.com](http://www.acmemarkets.com)

\*Specials on peaches, demos, tastings, more.

### **Restaurants Featuring Jersey Fresh Peach Menus**

**COLLINGSWOOD** <http://jbloombusinesspromotioninc.com>

• 12 Restaurants here will offer "Just Peachy" special menus, spotlighting Jersey Fresh peaches. Dining comes with a friendly peach farmer talking about what makes Jersey Fresh peaches so special and how to store and use them.

#### **MULLICA HILL**

• blueplate, Mullica Hill (856-478-2112) [www.blueplatenj.com](http://www.blueplatenj.com)

"Just Peachy," 3 courses for \$25

#### **KENILWORTH**

• Boulevard Five 72 (908-709-1200) [www.boulevardfive72.com](http://www.boulevardfive72.com)

Menu includes peach tea cocktail (green tea, green tea vodka, and peach nectar), grilled Jersey Peach & Octopus Salad with duck prosciutto/lemon Vincotta Vinaigrette; peach crisp and peach ice cream.

#### **MILFORD**

• Milford Oyster House (908-995-9411) [www.milfordoysterhouse.com](http://www.milfordoysterhouse.com)

#### **NEW BRUNSWICK**

• Frog & The Peach, New Brunswick, 732) 846-3216 [www.frogandpeach.com](http://www.frogandpeach.com)

Annual Festival of Peaches: Five course tasting menu with or without wines., \$59 or \$105 with wines

#### **RAMSEY**

• Baked in a Cup 201-962-3377; [www.bakedinacup.com](http://www.bakedinacup.com)

• Bon Giovanni 201-825-1111 [www.bongiovannirestaurant.com](http://www.bongiovannirestaurant.com)

• Porto Alegre, 201-825-2222 [www.portoalegrecafe.com](http://www.portoalegrecafe.com)

• The Ramsey Country Club, Lakeside Grille/The Abbey, [www.ramseycountryclub.com](http://www.ramseycountryclub.com)

• Brady's at the Station 201-327-9748 [bradysatthestation.net](http://bradysatthestation.net)

New Jersey is the fourth largest peach grower in the country. 100 varieties of peaches -- yellow, white, donut (flat, round) and nectarines -- are grown on 6,600 acres in 90 orchards.

For further information, visit the website [www.jerseypeaches.com](http://www.jerseypeaches.com) or contact the New Jersey Peach Promotion Council information office, 973-744-6090, [pegi@mountsnow.org](mailto:pegi@mountsnow.org)

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