

Expansion of the New Jersey Weekly Apple Maturity Review in 2024

Megan Muehlbauer, Rebecca Magron, Kaitlin Quinn, Janine Spies
New Jersey Agricultural Experiment Station, Rutgers University

The NJ Apple Maturity Review website was established in 2021 and has continued to grow with the financial support of the New Jersey Horticulture Society. The purpose of the website is to provide New Jersey fruit growers with weekly reports on stages of apple maturity based on variety and location. In 2024 the project was expanded to include 47 cultivars across 8 locations in northern and central New Jersey.

Beginning in late August 2024 apples were consistently collected from varieties expected to reach maturity within 1 to 3 weeks. Sampling occurred weekly; depending on varieties present at each orchard, between one and eight orchards were sampled each week. Eight

apples were collected from high, low, shielded and exposed areas of the tree for each variety at each farm., Samples were transported for laboratory analysis and measurement of several characteristics, including: average fruit diameter; average percentage red surface color; average soluble solids (% sugar); average pressure (lbs.) and average starch rating.. Lastly tasting notes were recorded by one calibrated taste tester.

All data was inputted on a report on the Apple Maturity Website URL: <https://njapplematurity.rutgers.edu/>. At the top of each report the optimal measurements for each apple maturity indices were listed as a reference point. An example of a report is illustrated in Figure 1.

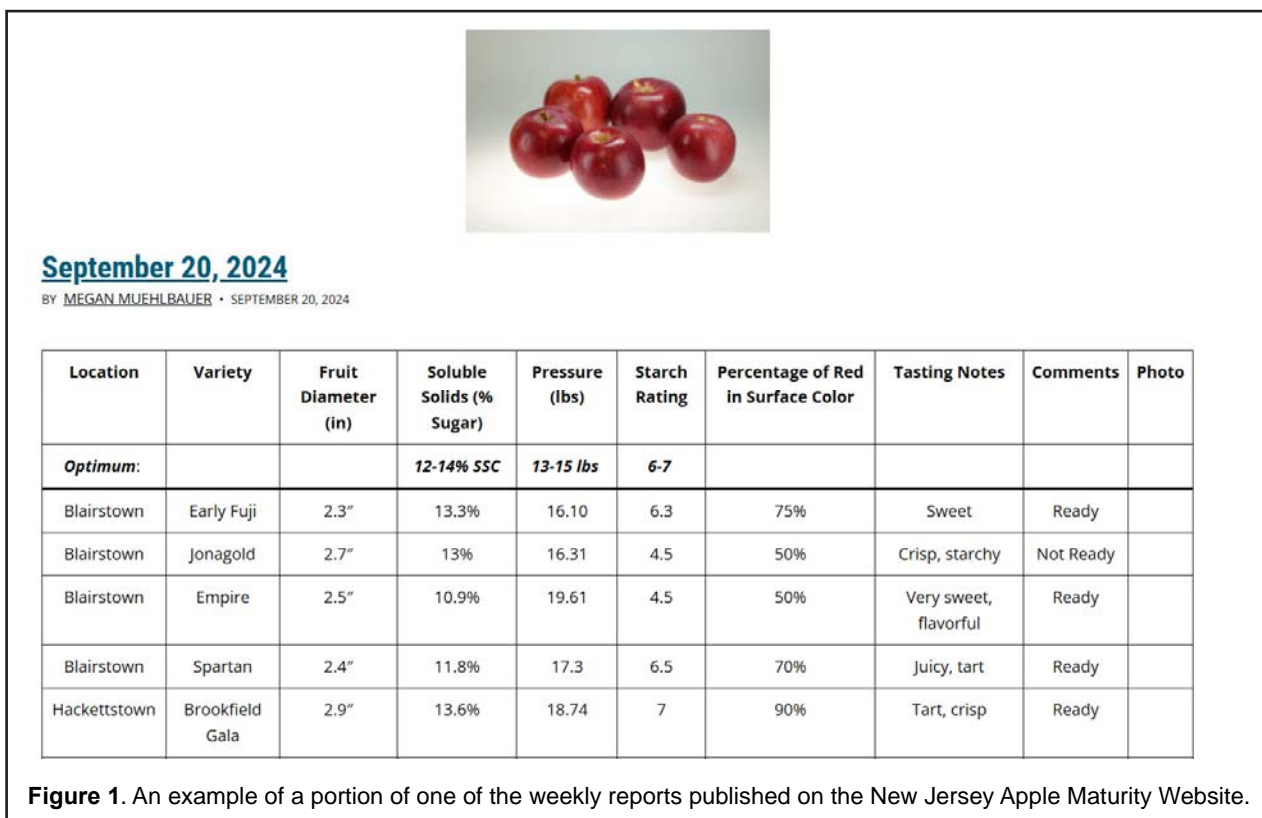


Table 1. Statistics on the number of views and visitors obtained from the Jetpack App linked to the NJ apple maturity WordPress website.

Eight posts encompassing samples collected from 8 locations and 47 cultivars			
	September	October	November
Views	250	647	152
Visitors	152	502	106

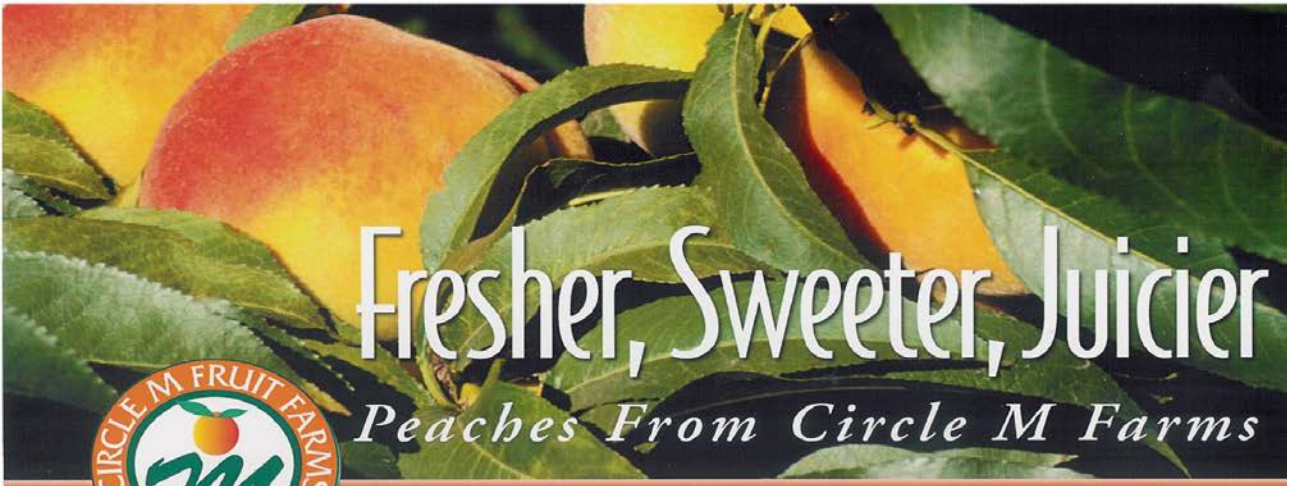
Readership for the website was high throughout the 2024 harvest season (Table 1). as expected, the greatest number of views and visitors, 647 and 502 respectively, were during October when the vast majority of apples were coming into maturity.

Growers throughout New Jersey, the MidAtlantic and New England are all encouraged to subscribe to weekly in season E-mails of the reports. <https://njapplematurity.rutgers.edu/>.

NOURSE
Delivering Quality

NourseFarms.com | 413-665-2658 | info@noursefarms.com

WE DELIVER
 high-quality plants
 so you can deliver a
high-quality HARVEST.



Fresher, Sweeter, Juicier

Peaches From Circle M Farms



*Exceptional quality and flavor at attractive prices
Brought to you from the 4th generation family
farm of Santo John Maccherone*

- PLU Stickers Available Upon Request
- Low in Calories
- Nutritious and Delicious
- Exceptional Flavor



SANTO SAYS...

"Peaches from Circle M Farms just plain taste better. Their size and color are what your customers want, and their flavor is the icing on the cake."

That's because our orchards are tended with care and attention, and their fruit is left on the tree to ripen naturally until they reach their optimum sweetness. Then they are picked by hand, taste-tested by me to ensure quality, and packed gently into

25 lb. volume boxes for shipping. Single layer cartons are available upon request.

Circle M's 30 varieties of peaches and nectarines are known for their sweetness and their luscious color. They look as good as they taste.

Discriminating customers appreciate our white flesh peaches because of their lower acid levels and supremely sweet taste.

Add it all up: Peaches from Circle M Farms are fresher and sweeter, picked by hand when their time has come, and packed with care for a longer shelf life.

Yellow, white and donut peaches and yellow and white nectarines are available early July to late September."



Call us at 856 856 207-4542 or
609 381-6465. Fax your order to
856 878-0404



Available in 16 oz. and 64 oz. sizes

**Made from fresh New Jersey Peaches
"Peach Cider Drink, Peach Salsa, Peach
Preserves"**

Santo John Maccherone
circlemfarmsllc@gmail.com

**Circle M Farms
88 Sandy Ridge Road
Salem, N.J. 08079**