

New Jersey News

NEW JERSEY PEACH PROMOTION COUNCIL ELECTS THREE NEW DIRECTORS



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Glassboro, NJ (March 15, 2019)—The New Jersey Peach Promotion Council welcomes three new board members, Erica Shiles, Bonnie Lundblad and Matt Duffield.

Erica is a fourth-generation family farmer on F & R Grasso, in Sewell, purchased in 1953. The farm harvests several peach varieties throughout the season including white and yellow peaches, white and yellow donut peaches and nectarines, selling them retail at their farm markets. “Our most popular are donut peaches.” Says Erica. “They are only in season for a few weeks in August, but customers rave about their delicious sweet taste and unique shape.” (www.duffieldsfarm.com)

Matt Duffield is also a fourth-generation peach grower on the Duffield Family Farm, in Sewell, started by his great grandfather in the 1940’s. The family harvests yellow and white peaches and nectarines throughout the season, from mid/late June through September, selling at their retail farm market (www.duffieldsfarm.com)



Erica Shiles.



Matt Duffield.

in advertising and communications and 20 years sales experience in the produce industry. She currently is a sales representative for Sunny Valley International, in Glassboro, a premier packer and distributor of fresh fruits and vegetables since 1986 (www.sunnyint.com)



Bonnie Lundblad.

Bonnie Lundblad brings retail expertise to the Peach Promotion Council. She has a degree

“We are delighted to have these three young-generation members on our board,” says Santo John Maccherone, chair of the Peach Council. “They bring fresh perspectives and ideas for promoting our locally grown peaches.”

For further information, email the New Jersey Peach Promotion Council information office, info@jerseypeaches.com; or visit the website www.jerseypeaches.com Find jersey peaches on [facebook.com/newjerseypeaches](https://www.facebook.com/newjerseypeaches). Follow us on Twitter @NJ_Peaches.

The New Jersey Peach Promotion Council is a non-profit voluntary organization of growers, shippers, wholesalers, marketers and associated industries dedicated 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 by insuring the orderly marketing and promotion of New Jersey Peaches. New Jersey is the fourth largest peach producing state in the country, with approximately 75 orchards on 5,000 acres, producing 22,000-2,5000 tons, valued at approximately \$30-million.

Twilight Meetings, Spring 2019

Dr. Megan Muehlbauer (Hunterdon County Agricultural Agent/Rutgers Cooperative Extension) hosted two twilight meetings for fruit growers, both of which were sponsored by Rutgers the State University/ New Jersey Agricultural Experiment Station.



The first meeting of the two-part series was held at Stony Hill Orchards in Chester New Jersey (<http://stonyhillfarms.com>), and was hosted by the Davis Family. Speakers included Dr. Clement Akotsen-Mensah a Post-doctoral Fellow in Dr. Anne Nielsens tree fruit entomology laboratory at Rutgers University. Dr. Akotsen-Mensah spoke on plum curculio management in peaches.



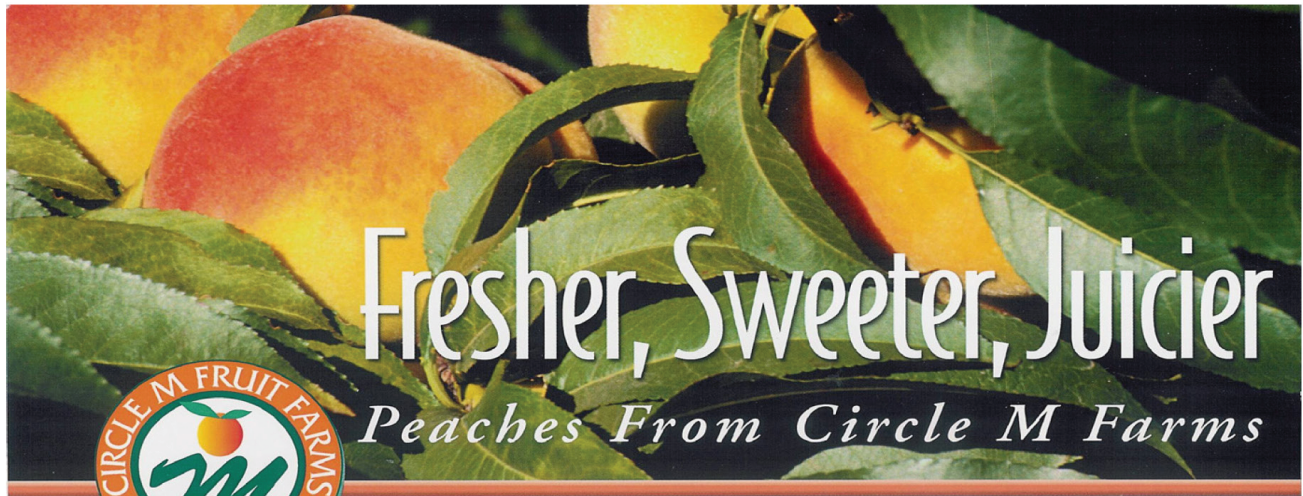
Twilight meeting II was held at the Rutgers University, Snyder Research and Extension farm in Pittstown, NJ (<https://snyderfarm.rutgers.edu>) and included a tour of a number of field trials including Dr. Megan Muehlbauers hard cider apple variety trial (Photo 2). Details and preliminary data on this trial can be found in the previously published horticulture News articles:

Promising New Jersey Hard Cider Apple Trial Updates

<http://www.horticulturalnews.org/98-4/a3.pdf>

Assessment of One Year of Growth in the New Jersey Hard Cider Variety Trial

<http://www.horticulturalnews.org/99-1/a2.pdf>



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

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