

IMMEDIATE RELEASE
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Jerome L. Frecon
Clayton, New Jersey

Salem Grower/Shipper Wins 2009 Governors Cup at New Jersey Peach Festival

Gala Orchards in Elmer, N.J. was the winner of the Governor's Cup at the New Jersey Peach Festival on July 24. The award winning box was an old favorite variety Redhaven with yellow flesh in the 2 ¾" and up category.

Approximately 74 entries were displayed in the commercial peach pack competition from New Jersey growers and packers. Technically, only the entries in the commercial¹ class are eligible for the cup because they represent random selections collected from packing house and storages by Agricultural Agent, Jerome L. Frecon, Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension.

Many other peach educational displays and events were conducted and staged at the Peach Festival including the crowning of the New Jersey Peach Queen, and the popular peach bake-off on Saturday, July 25. Many of these peach recipes are locate on the N.J. Peach Promotion Council website at www.jerseypeaches.com. Approximately 30,000 people attended the event this year, which kicked off the major start of the peach season.

The New Jersey Peach Festival is the official peach festival of the sate of New Jersey. It is an annual educational and promotional exhibition of the New Jersey Peach Promotion Council and the New Jersey Peach Festival, Inc. More information can be found on "the festival" at <http://gloucester.njaes.rutgers.edu> and www.jerseypeaches.com

The grower winners in each category and class were:

CLASS – SPECIALTY

Category – White Fleshed Peaches

1st place – Circle M Farms, Circle M Label, Mullica Hill, N.J. This box was also selected the best of this class.

2nd place - JerZee Orchard, JerZee label, Richwood, N.J.

3rd place – Haynicz Bros Orchardside Farms, Haynicz Bros label, Monroeville, N.J.

Category – Nectarines or fuzz less peaches, white or yellow fleshed

1st place – Nichols Orchard, Nichols Orchard label, Franklinville, N.J.

2nd place – JerZee Orchard, JerZee label, Richwood, N.J.

3rd place – Circle M Farms, Circle M Label, Mullica Hill, N.J.

Category – Largest peach

1st place – Moods Orchards, Mullica Hill, N.J. Weight is .97 pounds

2nd place – Mt. Pleasant Orchards, Richwood, N.J. Weight is .95 pounds

3rd place – Zee Orchards, Richwood, N.J. Weight is .86 pounds

¹ Peaches as they are packed in commercial packing houses for shipment to food retailers

CLASS – SELECT = PEACHES THAT ARE HAND SELECTED BY THE GROWER SHIPPER FOR THE COMPETITION

Category – Peaches that are between 2¼ to 2 inches in diameter

1st place – Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

2nd place – JerZee Orchard, JerZee label, Richwood, N.J.

3rd place – Zee Orchards, JerZee label Richwood, N.J.

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

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

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

3rd place - Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

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

1st place – Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

2nd place – Mt Pleasant Orchards, Mt Pleasant label, Richwood, N.J.

3rd place – Zee Orchards, JerZee label, Richwood, N.J.

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 – Holtzhauser Farms, Holtzhauser Farms label, Mullica Hill, N.J.

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

3rd place – Wm Schober Orchards, Wm Schober Ochards label, Monroeville, N.J.

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

1st place – Fralinger Farms, Cohansey Valley label, Bridgeton, N.J.

2nd place – Zee Orchards Jersey Fruit label, Richwood, N.J.

3rd place – Nichols Orchard, Nichols Orchard label, Franklinville, N.J.

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

1st place – Gala Orchards, Just Picked Label, Elmer, N.J. This box was the best box in this class and also the best box in the show and the winner of the Governors Cup

2nd place – Circle M Farms, Circle M Label, Mullica Hill, N.J.

3rd place – Heilig Orchards, Jersey Fruit label, Mullica Hill, N.J.

The best of each class also receive 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.