New Jersey News

Ron Good of the New Jersey Department of Agriculture Retires After 30 Years

To many, Ron Good was the face of the Jersey Fresh Program of the New Jersey Department of Agriculture. Jersey Fresh is credited by many as playing a major role in helping our New Jersey farmers remain profitable.

After a productive 30-year career, Ron retired in November of 2010. Over 100 friends, coworkers, and members of his family attended a Retirement Celebration Dinner for Ron on November 19 at the Mountain View Clubhouse, Ewing, NJ. Secretary of Agriculture, the honorable Doug Fisher, began the accolades for Ron at the festivities.

Ron was one of the few employees at the NJDA who was there before "Jersey Fresh" began. Ron Good was born and raised in Ohio. He came to New Jersey while in the air force and was stationed at McGuire Air Force Base. After his service, Ron worked in an orchard for several years before going to the Department of Agriculture.

Ron rose through the ranks from Farm Products Marketing Representative to become the Bureau Chief of Market Development and Product Promotion, where he oversaw all of the Department's advertising, promotion, and market development programs. In addition to Jersey Fresh,

the responsibilities include eight commodity councils, agri-tourism, seafood marketing, and countless others.

Ron's expertise was as a resource and helping organize community farmers markets. Ron was instrumental in helping these markets grow from approximately 35 to well over 140.

Ron was the face of the Jersey Fresh program for the Department of Agriculture. Here are some statistics:

- Jersey Fresh just completed its 25th year.
- In 25 years, Department of Agriculture invested over $21 million.
- Consumer awareness is up to 48%.
- Jersey Fresh has expanded to include:
  - Jersey Bred – Livestock
  - Jersey Grown – Horticulture
  - Jersey Seafood – Aquaculture
  - Jersey Wine
- A study conducted by Rutgers University showed that for every dollar spent on the Jersey Fresh program, New Jersey's fruit and vegetable sector revenue increased $31.
- Surveys show us that 65% of all consumers are inclined to purchase NJ Farm products if identified as Jersey Fresh.

New Jersey Agribusiness Association Awards

Presented December 2, 2010 at the Association's Annual Meeting
Rutgers Cooperative Extension of Burlington County

Business of the Year

HELENA CHEMICAL COMPANY

Founded in 1957, Helena Chemical Company has grown to be one of the nation's foremost distributors of crop protection and crop production inputs and services for agricultural, turf & ornamental, forestry, aquatics and vegetation management markets. Headquartered in Collierville, TN, just outside of Memphis, Helena has approximately 3,000 employees, including 600+ sales representatives, who work out of more than 350 sales locations in strategic markets across the country. Our core strength is our commitment to provide customers with efficient delivery of products and services that help increase productivity, enhance crop yields, and provide reliable product performance. Our company theme- *People, Products, Knowledge*- reinforces that commitment. We believe our success revolves around *People, Products, Knowledge*. Our People provide the correct combination of Products based on our Knowledge of our customers' business and our interest in helping extend and sustain their success. As an example, the New Jersey, southern New York, Long Island, and parts of Eastern Pennsylvania. Both Woodstown and Hammonton have been operating a successful pesticide recycling project, in cooperation with Salem County Board of Agriculture, for the last 3 years. Collections have significantly increased each year of the program and have kept a considerable number of containers out of our landfills. Helena Chemical Company is proud to partner with our local Board of Agriculture, our State Department of Agriculture, as well as the NJ State DEP in operating this program.

Stephen A. Johnston Award

ALLEN D. CARTER, JR.

Allen became a member of the Cape May County Board of Agriculture in 1987 and has been serving on the Board of Directors since that time, holding the office of Vice-President, President, and Secretary. Through appointment by the Board of Agriculture, Allen then became a director on the Cape May County 4-H Foundation, of which he is their current Treasurer. Allen has worked full time for Turf & Farm Supplies, Inc. of Hammonton, NJ since 1988. In August of 1993, Allen became a partner in the ownership of this

business. Turf & Farm Supplies is known throughout Southern New Jersey as being the premier grass seed and fertilizer distributor. Allen has also spent several years as an alternate to the New Jersey Farm Bureau, Board of Directors, becoming a Director in 2004; and currently sits on the finance committee. In 2001 he was appointed to the Cook College Board of Managers and has served as the Vice President and Chair of Finance Committee. Allen was asked to return and be on the Emeriti Committee. Also during his tenure Allen was appointed by University President McCormick to the Search Committee for the Executive Dean of Cook College, which resulted in the hiring of Dr. Goodman. Allen also serves the County as a member of the Overall Extension Advisory Council for Rutgers Cooperative Research and Extension of Cape May County. In 2001 he graduated from the New Jersey Agricultural Leadership Development Program. Allen now serves as the Chairman of the Leadership Program working closely with the Director and 23 students.

Heritage Award

ROBERT BRUCH

Bob received his Bachelor of Science in Agricultural Business from Rutgers University in 1969. He then went on to earn his Master's Degree from Rutgers in Agricultural Economics in 1977. Bob's career in agricultural economic development with the New Jersey Department of Agriculture spanned 38 years. His focus was always in providing practical, straight-forward assistance to farmer, agribusiness entities, and to government itself in Garden State. Bib is known throughout New Jersey as being extremely knowledgeable on many topics of significant importance such as sales and use tax, farmland assessment, farmland preservation and many other economically related topics. Bob left a legacy of hard work and dedication that friends and colleagues from the New Jersey Department of Agriculture remember with admiration. We all wish Bob and his wife Rosemary the best in Bob's second career as a Christmas tree farmer in Chesterfield, New Jersey.

2010 Annual Edward A. Platz Memorial Scholarship

MEGAN MUEHLBAUR

Megan Muehlbauer is a senior at the School of Environmental and Biological Science at Rutgers, the State University. Megan wrote the following essay to win the scholarship.

"I am a senior at Rutgers, and I had always known I would study at Rutgers School of Environmental and Biological Sciences, with a focus in plant science. My father, a grain farmer and my mother plant pathology major taught me the importance of supporting local farmers, which lead me into my current agricultural interests. My immediate goal at SEBS is to obtain a degree with a double major in plant biotechnology and plant science. I entered Rutgers SEBS knowing that I wanted to study in the field of plant science, for the first two summers of my college career I worked at Rutgers Snyder Research & Extension Farm to delve into the vegetable research being done at SEBS. Snyder Farm is where I discovered how much I enjoyed working with fruit and vegetable crops and where I decided to direct my education and career path into the area of horticultural plant science research.

The work I did at Snyder farm introduced me to the research end of agricultural science. I worked on a number of projects under the mentorship of Win Cowgill at Snyder farm including one research project on the effect of plant growth regulators (PGRs) on

yearly fruit set in Fuji and Suncrisp apples, which are normally biennial. The study also looked at the effect of PGRs on chemical thinning, stop drop control, sucker control, fruit quality, and fruit size enhancement.

After learning fieldwork research at Snyder farm, I decided that plant science was the field I wanted to continue to pursue in greater depth. One year after working at Snyder farm I decided to take on a double major in Agricultural Plant Science, to prepare myself academically for the knowledge in soil fertility, plant pathology and agricultural crop science that I would need for a career in agricultural and horticultural field work. Over the past two years, I have greatly enjoyed my plant science classes at SEBS, and now as a senior I have decided I want to further pursue a masters degree in horticultural plant science.

I have decided to go onto pursue a masters degree because I wanted to continue to do research at the university level, with a focus on horticultural plant science and plant breeding. I still feel there is a lot of information on the topic that I would like to understand it in greater depth, to solidify my background in horticulture before moving on into my career. In particular I have only just begun to understand the depth and processes involved in the tree fruit breeding program at Rutgers university. One of my goals in graduate school is to have a more active role in this program, and work to help to benefit the commercial agricultural community.

After obtaining my masters degree I plan to work in the agricultural industry, as a pomologist, but I want my work and research to make a difference at the commercial grower level. I have always found it fascinating that an apple tree can be breed for resistance to deadly fire blight, or cedar apple rust. I hope to develop an understanding of the physiology of commercial agricultural crops, and then go on to do research to develop disease resistant, or high yielding cultivars through a breeding program. My goal after is to ultimately be able to introduce the trees or plants into the commercial agricultural industry.

Although I ultimately plan to do research consulting work in horticulture as a career, I also plan to take on ownership and continue to work my family farm in Hunterdon county. Ideally I would like to develop a small orchard on a segment of the land and keep the other part in commercial grain production that it is in now.

Farming in New Jersey can be difficult, and I have seen this from the work that my own father has done and put into his grain farm. Growing tree fruit commercially is even more difficult, it requires constant scouting and prevention of disease, and also requires a huge amount of labor, to produce a profit. Through my work with Win Cowgill, I have learned that it is one of the most costly commercial agricultural products to produce, yet the rewards of breeding, and producing a beautiful delicious apple that farmers can put on the market it well worth the hard work. Through my graduate school work and education, and ultimately in my career I want to make it easier for farmers in New Jersey to farm their land, through new cultivars of apples, peaches and grapes."

Dr. Lewis DeEugenio Jr. Receives New Jersey State Horticultural Society Outstanding Fruit Growers Award

Dr. Lewis DeEugenio was recently honored for his leadership in the fruit and agricultural industry and for the management and quality of his fruit farming and marketing operation. Ken Wightman, President of the New Jersey State Horticultural Society read a citation and presented a plaque at the New Jersey Agricultural Convention in Cherry Hill on February 8, 2011. Dr. DeEugenio, a medical doctor, is President and owner of his family farming operation in Gloucester and Salem Counties. Farming under the name Summit City Farms with his wife Leila, the DeEugenio's grow 500 acres of apples, peaches, and nectarines. "Their farm has been a leader in fruit growing pest management practices, and one of the early subscribers to the Rutgers Integrated Pest Management Program," said President Wightman. Extensive research on Summit City Farms has been conducted on Mating Disruption, Biological Control, Reduce Risk Pest Management funded by the USDA Sustainable Agricultural Research program and the Rutgers NJAES, Said Mr. Wightman. Summit City has been a leader in the implementation of low-water-use irrigation, ground-cover management, wind-machine frost control, field food safety practices, and product traceability and the used of the H2A farm labor program.

All of Dr. DeEugenio's fruit, except a few apples, are marketed under the Jersey Fruit label and packed at Eastern ProPak in Glassboro for which he is a founding owner-member.

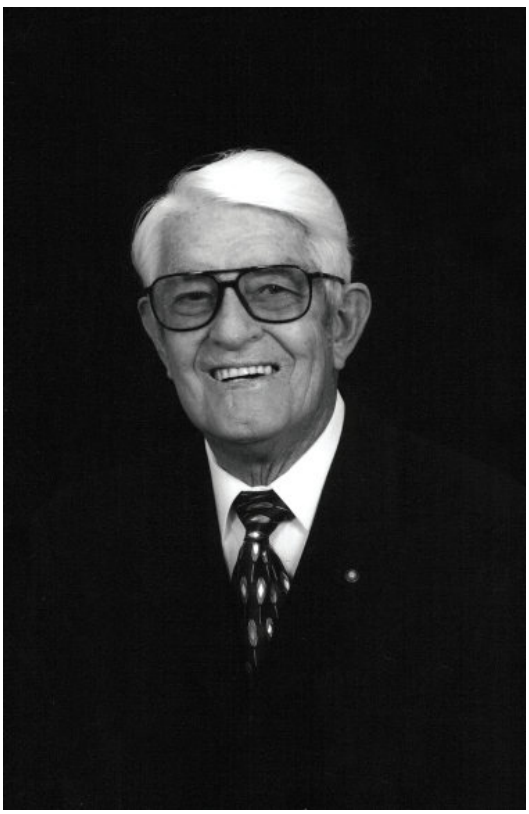
Dr. DeEugenio was also recognized for his leadership positions in agriculture. He is a member of the State Board of Agriculture representing the interests of the fruit industry. He is a former director of the Gloucester County Board of Agriculture and a former director and chair of the Gloucester County Agricultural Development Board. He was a recipient of the GCBA's Distinguished Service to Agriculture Award in 2001. He currently is President and a member of the Board of Directors of the Jersey Fruit Marketing Cooperative in Glassboro, which is responsible for marketing over 50% of the state's peach crop and a significant portion of the blueberry crop.

The New Jersey State Horticultural Society is a statewide organization of fruit and vegetable growers that has been operating and representing the interest of growers since 1875.

Left to Right Ken Wightman, President of the NJ State Horticultural Society, presents Outstanding Fruit Growers Award to Dr. Lewis DeEugenio.

Warren Welsh
Friend of New Jersey Agriculture
11/13/1921 – 1/8/2011

Warren became part of Sussex County's agricultural history when he joined the Rutgers Cooperative Extension Office of Sussex County as its agricultural agent in 1950. New to Sussex County, he embraced the position and became a friend and supporter of our farmers. As an agricultural agent, it was his job to take the most current research-based information and share it with farmers in a practical and useful way. How many Sussex residents grew up listening to "Five Minutes With Your County Agricultural Agent" on early morning radio five days a week? From 1950 until his retirement in April 1985, Warren assisted his farmers through good times and bad, going out to them whenever and wherever needed. He set a high standard for what was expected of a Sussex County agent. He was also asked to weigh in on other innovative agricultural programs.



Farmland Preservation in Sussex County started with the creation of the Sussex County Agriculture Development Board on July 12, 1983. Warren was one of its' founding members – appointed by the Freeholder Board with a mission that persists to today. Every one of the over 16,000 acres now preserved in perpetuity had Warren's input. With each farm discussion came a question – who owned the farm before you? This was because Warren's knowledge spanned so many decades that he could identify land usually by previous owners. As the program grew over the years, so did its scope.

Warren always felt that it was not enough to just preserve the land – he believed that something more should be done to help the farmers. When the County Agritourism program took off, Warren was a strong supporter. He not only provided input on each and every farm it promoted, but also brought the agritourism focus to his other love – the Sussex County Farm and Horse Show. The Sussex County Farm and Horse Show was incorporated in 1940; Warren was elected to the position of Secretary (the fourth in its' history) in 1964 – a position he held until recently. To promote agriculture at the State's largest agricultural fair was something he embraced. He was a strong supporter of the initial purchase of the McDaniels property (the current fairgrounds land) and the later acquisition of the contiguous Smith Farm which he felt would allow for Fair growth. Given a chance, Warren would happily tell you the history of this great County institution and encourage all to participate. The Fair could not be officially open until Warren's famous rooster crow graced the airwaves. In 2001, Warren was honored with the State Board of Agriculture's Distinguished Service award. This award, begun in 1932, recognizes "people who have given unselfishly of their time and talents to the advancement and betterment of the agricultural industry and rural life in New Jersey." Warren treated all with professionalism and respect – he left a remarkable legacy to both Sussex County and New Jersey's agricultural community.

Tak Moriuchi a Great Fruit Grower and an Extraordinary Man

Jerome L. Frecon
New Jersey Agricultural Experiment Station, Rutgers University

Takashi Moriuchi, an fruit grower, farmer and businessman died on Saturday, November 13. Mr. Moriuchi, 91, formerly of Moorestown, died of heart failure, at Medford Leas, the Quaker-run retirement community in Medford.

It is hard to summarize all of Mr. Moriuchi's achievements. He was an outstanding apple and peach farmer in New Jersey, and a founder of the Jersey Fruit Cooperative, started the Moorestown Bank, and established a farm equipment business. He led the founding of the Medford Leas continuing care retirement community, and volunteered for a multitude of organizations, including Rotary, Moorestown Friends Meeting, the Friends Committee on National Legislation, and the Japanese American Citizens League.

Born in California in 1919, Mr. Moriuchi received a bachelor's degree in business administration from the University of California at Berkeley in 1941. An internee during World War II (from June 1942 to March 1943, in camps in California and Colorado), he went to Washington when President Reagan signed a bill in 1988, providing restitution to and apologizing to Americans of Japanese descent who had been put in camps at that time.

After World War II, the American Friends Service Committee helped put Takashi Moriuchi in touch with Cherry Hill Quaker farmer Lewis Barton, who employed him and helped him obtain financing for his first farm in New Jersey, 100 acres in Mount Laurel, planted in vegetables.

He made his reputation growing strawberries, asparagus, tomatoes, pumpkins, rhubarb, cucumbers and forage crops. From his humble beginnings in the State of New Jersey he developed a family owned farm corporation of over 1,000 acres located in Moorestown, Burlington County, New Jersey named Tak Moriuchi, Inc. Tak Moriuchi, Incorporated, produced 192 acres of apples and 301 acres of peaches at the time of his retirement. All sales were handled by New Jersey Fruit Cooperative Association, Inc., a grower owned and controlled marketing group in Riverton and Mooretown.

Along the road to his faming success, Tak devoted his time and efforts to the development of the fruit industry in New Jersey. He was President of the New Jersey State Horticultural Society and President of the Jersey Fruit Cooperative Association. He was also active in the National Peach Council, the New Jersey State Grange, the New Jersey Farm Bureau, and

has served as a past director and President of the Farm Credit Bank of Springfield. Tak had also been past President of the Small Fruits Industry Council, Camden County Board of Agriculture, and the New Jersey Apple Institute. He also served on the Board of Directors of Red Cheek, Inc. one of the largest producers of fresh US apple juice.

Gary Mount, Treasurer of the NJSHS fondly remembers all the help Tak Moriuchi provided him when he started in the business. "I remember a trip to the IDFTA conference in Michigan following my first year in business. I was lucky to sit next to Tak. I learned more on that airplane than can be imagined" said Mr. Mount. " Later Tak asked me to make it a project of the Hort Society to find the funds of the New Jersey Small Fruit Council and make the organization active again. The funds originated from royalties on the sale of strawberry plants--Tak said that a lot of that money had come from his purchases over the years.

Tak represented New Jersey for many years on the board of the International Apple Institute (IAI) which is now US Apple. He was a great guy--we are all fortunate in having known him." said Mr Mount.

Win Cowgill, Area Fruit Agent, RCE and Editor of Horticulture News, remembered Tak as a positive influence on his career as well. "Early in my extension career, my mentor Ernie Christ took me to Tak's orchard and packing house where I first met Tak. He shared some insights of peach growing at that time that made a lasting impression on me. Tak was always a gentle man willing to share his knowledge and experience. I am better to have know him."

For his service to the horticultural industry and his community he received the 1st Annual Outstanding Fruit Grower Award in 1985 by the New Jersey State Horticultural for his unselfish contributions and dedication to the NJ Fruit Industry.

In addition to his service to the New Jersey Fruit Industry, Tak has also served in other civic organizations, including the Japanese-American Citizens League and the Burlington County Hospital Foundation

Takashi Moriuchi was one of the founders and a past president of the Medford Leas retirement community. Additionally, he was a former member of the Friends Fiduciary board, and played many roles in the leadership of the Friends Monthly and Quarterly meetings.

After his retirement from farming he was federally appointed New Jersey Director of the Farmers Home Administration from 1989 to 1994.

At one time, he was partner (with the late Harold Wright) in Cherry Valley Ford Tractor Co. in Marlton. He also helped to found Moorestown National Bank and was a past president of the Moorestown Rotary.

In 2008, Medford Leas honored him as the lone surviving founder of the thriving retirement community. He has also received prominent recognition from the Japanese government, including, in 1990, the Emperor's prestigious Kunsho award, and from Japanese American organizations for his lifelong commitment to the Nissei community.

He also spearheaded a $300,000 endowment fund for religion teaching in Morristown Friends School (MFS). Called the Chester Reagan Chair for Religious and Quaker Studies he advocated for its importance in the life of the School. As a Trustee and member of the Assets Committee, Tak provided critical insights and guidance to administrations over more than 50 years. It is appropriate that the Moriuchi Room has become an important hub of the School's daily life and future planning. He was involved in many committees and activities at the school and in 2006 received the MFS Alumni Association's Service Award.

Takashi Moriuchi married his wife Yuri in 1946. He is survived by his wife and four children, Fred, Agnes (Miyo) '67, Carol (Kiyo) and Nancy (Chiyo) '73; eleven grandchildren, and four great-grandchildren.

Takashi Moriuchi, 91; found freedom and success as Southern New Jersey farmer and it was a privilege for all of us that knew this outstanding fruit grower and extraordinary man.

New Jersey Grower-Shipper Frank Donio Dies at 72

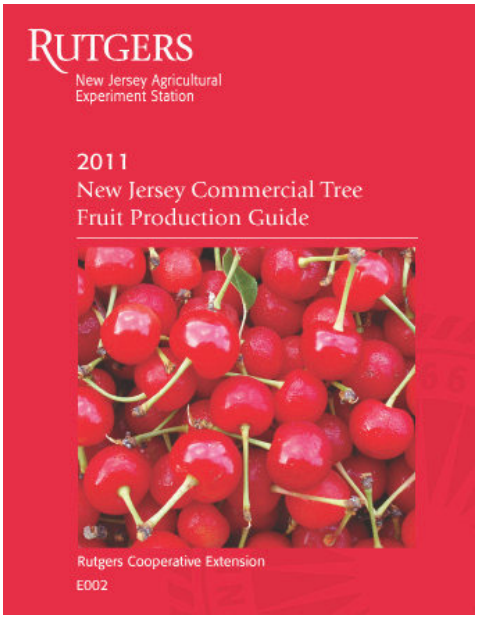
Frank Donio, 72, president of Frank Donio Inc., Hammonton, N.J., died of a heart attack on January 1 at his home in Berlin, N.J. One of his sons, company co-owner, Jim Donio, said his father, who worked in the produce industry for 45 years, was considered a pioneer in the New Jersey deal.

Jim Donio said his father worked with customers to help in produce packaging, to ship berries from the state's blueberry deal during its early stages. Frank Donio took over running the company from founder Frank Donio Sr., who died in 1971. "As the Jersey Fresh program in general really expanded and blueberries gained more notoriety, he tried to help by banding together different growers and treating them like other states would have done," Jim Donio said. "He took the best of the co-op style and branded them under our Top Crop label and marketed the products all over the country." Founded in 1933, the grower-shipper and distributor expanded to operations in Nogales, Ariz., and San Diego and began importing product.

Frank Donio also headed Donio Trucking Inc., and Donio Leasing Co. Retiring from the produce industry in 1999, Donio entered the motel business as owner and manager of the Knolls Resort Motel in Wildwood, N.J., which he sold in 2006. Donio managed other real estate holdings throughout southern New Jersey.

Born in Hammonton, Donio grew up in nearby Rosedale, N.J., and lived in Hammonton since 1969. After graduating from high school in 1956, he entered the U.S. Marine Corp and was lauded as a community volunteer serving as president of the Hammonton Exchange Club, a member of the Sons of Italy and the Knights of Columbus Pallotti Council, and served in other community organizations. He also coached youth basketball. Survivors included his wife of 51 years, Angela (nee Bilazzo), sons Frank Donio, John Donio, Gabriel Donio and James Donio, and three grandchildren and a sister.

In lieu of flowers, the family requests donations be made in Donio's memory to the Anchor of Hope Foundation Inc., 101 Tilton Street, Hammonton, N.J., 08037.



Order you copies of the Rutgers 2011 New Jersey Fruit Production Guide: $23.00 plus postage. Contact Diana Boesch: telephone -- 908-788-1339, email -- boesch@njaes.rutgers.edu.

North Jersey Commercial Fruit Meeting

Monday, March 7, 2011
Warren Grange #10
102 Asbury Broadway Road, County Route 643
Asbury, New Jersey 08802 (Warren County)
8:30 a.m. - 4:15 p.m.

Selected Featured Talks- for the complete program and registration contact
Diana Boesch @ 908-788-1339 boesch@njaes.rutgers.edu
Note: Pre-registration required for program and luncheon. Deadline March 2, 2011.

Tall-spindle: How did I get There?
Jon Clements - Extension Educator, UMASS-Amherst
Spreading the Good News of Jersey Grown Peaches
Pegi Adam, Media Relations, Marketing Communications, Promotions
NJ Peach Promotion Council
Real Experiences With Crop Insurance to Manage Your Risk
Dave Lee - County Agricultural Agent, RCE - Salem County
Win Cowgill - County Agricultural Agent, RCE - Hunterdon County
New Peach and Nectarine Varieties
Jerry Frecon - Rutgers Cooperative Extension/NJAES
Impact of the Brown Marmorated Stink Bug in Tree Fruit
Dean Polk - Fruit IPM Agent, Rutgers Cooperative Extension
Potential Management Practices for the Brown Marmorated Stink Bug
Dean Polk
Applying Pesticides on the Urban Fringe
Dr. John Grande - Director of the Rutgers Snyder Farm
Harvesting and Handling of Gloria™ NJ351 and Similar NJ Peach Varieties to Optimize Fruit Quality
Dr. Dan Ward – Specialist in Pomology, Rutgers Cooperative Extension/NJAES
Update in Disease Control Strategies and Materials for 2011
Dr. Dave Rosenberger – Ext. Plant Pathologist, Cornell University, NYAES Hudson Valley Lab
The Tall-Spindle: Critical Steps to Success
Jon Clements
Best Weed Control Programs for Tree Fruit - how far have we have come?….
Dr. Brad Majek - Extension Weed Specialist, RCE

NJ Pesticide Credits will be awarded at the end of the program

Thank you to our Industry Sponsors who include: Adams County Nursery, Growmark FS, Treen Box & Pallet, Helena Chemical Company, Crop Production Service