Atlantic County Agriculture Agent Honored for Distinguished Service to Agriculture

Award Presented to Richard VanVranken During State Agriculture Convention

Lynne Richmond

(ATLANTIC CITY) – Richard W.VanVranken of Mays Landing, Rutgers Cooperative Extension of Atlantic County Agricultural Agent, was honored February 4 with a Distinguished Service Citation to New Jersey Agriculture at the State Agricultural Convention held in Atlantic City.

"Rick VanVranken has served New Jersey's agriculture industry with passion, dedication and enthusiasm for decades," said New Jersey Secretary of Agriculture Douglas H. Fisher. "His wealth of knowledge and knack for innovation and promotion has made him an indispensable resource for our farmers in South Jersey."

VanVranken earned a Bachelor of Science and Master of Science degrees in vegetable crops from Cornell University, coming to New Jersey in 1983 to serve for the last 32 years as Agricultural Agent at Rutgers Cooperative Extension of Atlantic County. Now at the rank of professor, he heads the county extension office, as well as writes a marketing column for the American Vegetable Grower magazine.

VanVranken is well known for his work in ethnic and specialty crop development. He is co-founder of the Ethnic Produce Production and Marketing Working Group, a multi-state, multi-disciplinary team of extension agents, specialists and researchers from Rutgers, UMass, Cornell, Penn State and University of Florida that researches and conducts outreach programming on the marketing and production potential of new ethnic crops for East Coast farmers. He established the WorldCrops.org website that helps farmers determine the produce needs of ethnic communities and how to grow those crops. His leadership in developing these new markets was recently recognized with the Northeast Region Excellence in Extension award from the USDA National Institute of Food and Agriculture.

VanVranken co-organizes and delivers an Integrated Crop Management Twilight Meeting series to update growers and agribusiness representatives on timely disease, insect and weed identification and control, integrated pest management practices, pesticide regulations and worker protection standards. He develops and chairs educational sessions for the Annual New Jersey Vegetable Meetings, and helped create and is a regular contributor to the Rutgers Plant and Pest Advisory-Vegetable Crops newsletter.

VanVranken has actively worked to help specialty crop farmers increase their share of the retail food dollar and increase farm sustainability through direct sales to consumers. He was appointed to the first committee that developed New Jersey's initial agricultural management practices for farmer to consumer direct marketing and received a $350,000 grant from the Mid-Atlantic Consortium to develop new methods of outreach via the internet to reach advanced agricultural audiences with marketing and local production information. He also collaborated in developing educational programs and hosting the annual Mid-Atlantic Direct Marketing conference from 1989 to 2009.

Combining his role as an educator with his passion for marketing, VanVranken has incorporated public edu-

Rich Norse, NJ State Board of Ag (on left), and NJ Secetary of Agriculture Doug Fisher (on right) present Rick Van Vranken, with the NJ Distigushed Service to Agricultural Award.

cation about all things 'Jersey Fresh' in his extension outreach programming. He calls in weekly to deliver a 'Facts from the Farm' radio spot that has been heard live on stations across South Jersey every Saturday morning for the past 17 years. For his latest project to 'tell the story' of Atlantic County's specialty crop production, he worked with the Atlantic County Board of Agriculture to obtain a Specialty Crop Block Grant to fund a mobile market/cooler wrapped with graphic scenery of Atlantic County farms.

VanVranken has received many grants to support his work and has published a variety of articles relating to his activities. He also has received multiple awards and recognitions. He chairs the RCE Vegetable Working Group, and is a member of the Agritourism Working Group, both of which have been recognized with the SEBS/NJAES Team Excellence Award.

In addition to his full workload, Rick has been an active leader in the American [Equestrian] Vaulting Association and the U.S. Equestrian Federation, serving as a regional and national officer of the AVA and on the USEF High Performance Vaulting Committee. He also coordinates and participates as a coach and lunger for New Jersey's Shooting Stars Vaulting Club. Rick and his wife, Sheila, have three grown children.

Since 1932, the New Jersey State Board of Agriculture has awarded the prestigious Citation for Distinguished Service to Agriculture to men and women who have given unselfishly of their time and talents to the advancement and betterment of the agricultural industry and rural life in New Jersey. This award is given to recognize and honor those individuals who have made outstanding contributions of public service to New Jersey agriculture. Organizations who qualify to send delegates to the New Jersey State Agricultural Convention may nominate a state farmer for the award. For more information on the Distinguished Service to Agriculture Award, visit www.nj.gov/agriculture/about/sba/guidelin.html.

Dedicated to the Orderly Marketing and Promotion of New Jersey Peaches

FOR IMMEDIATE RELEASE

June 22, 2015

Contact Jerome L. Frecon
Glassboro, NJ

Dan Haynicz Honored with Dedication of the 2015 NJ Peach Buyers Guide

The NJ Peach Buyers Guide for 2015 has been dedicated to Mr. Dan Haynicz former owner and operator of Haynicz Bros Orchards in Monroeville Gloucester County, according to Santo John Maccherone, Chair of the New Jersey Peach Promotion Council (NJPPC), Mr. Haynicz operated a fruit and vegetable with his wife Elinor and son William began their operation 1945 and started growing peaches in 1952. The Haynicz's later expanded into direct marketing by opening the Orchardview Fruit Market near Monroeville. The retail business and the orchards continue to be operated by Mr. Haynicz's son Bill and wife Kathy.

Dr. Hemont Gohil, ex officio to the NJPPC and Rutgers Agricultural Agent specializing in fruit (left) and Mr. Dan Haynicz, examine the 2016 NJPPC Peach Buyers Guide dedicated to Mr. Haynicz.

According to Mr. Maccherone, "Dan Haynicz served as Director of both the New Jersey Peach Promotion Council, and the National Peach Council." "He also served as chair of the N. J. Peach Promotion Council and traveled to Washington on numerous occasions to lobby for peach growers and marketers, said Mr. Maccherone. "Mr. Haynicz participated in the New Jersey Peach Festival for many years and in 1999 was the recipient of the Governor's Cup presented by New Jersey Secretary of Agriculture Arthur R. Brown, for the best box of peaches in New Jersey," said Jerry Frecon consultant to the NJPPC and editor of the Peach Buyers Guide.

Mr. Haynicz is a member of the Gloucester County Board of Agriculture, The New Farm Bureau, and the American Farm Bureau. He has served on the Pioneer Farm Credit Board Advisory Committee. In 1999 he received the Distinguished Service to Agriculture Award from the Gloucester County Board of Agriculture and in 2001 the Outstanding Fruit Grower Award from the New Jersey Horticultural Society for his leadership and contributions to the NJ Fruit Industry.

Dan and the late Elinor (Reese) Haynicz were married 63 years and have two children Betty Ann Huntsinger and Bill Haynicz plus many grand and great grandchildren.

The NJPPC is honored to dedicate this year's annual Peach Buyers Guide to Mr. Haynicz for his many contributions and leadership in his community, the agricultural industry, and the art and science of peach growing and marketing reiterated Mr. Maccherone

NEW JERSEY PEACH PROMOTION COUNCIL
800 Ellis Street, Glassboro, NJ
E-mail:info@jerseypeaches.com
www.jerseypeaches.com

Dedicated to the Orderly Marketing and Promotion of New Jersey Peaches

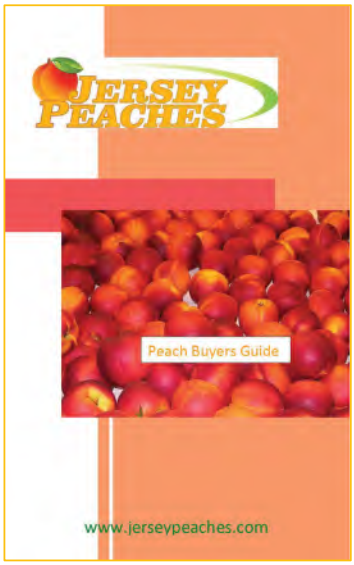
FOR IMMEDIATE RELEASE June 22, 2015

Contact Jerome L. Frecon
Glassboro, NJ

The 2016 edition of the New Jersey Peach Buyers Guide is now available from the New Jersey Peach Promotion Council. This year's guide is 72 pages with information for prospective wholesale and retail buyers on where and how to buy and handle New Jersey peaches and nectarines.

The guide lists in alphabetical order growers and shippers of New Jersey peaches including their brands, and general information on what and how they ship. This section has been written for easier use and placement on the New Jersey Peaches web site at www.jerseypeaches.com. It also contains a complete listing of farm market retailers of NJ peaches with their websites and other social media information

Over the years the guide has been an important source of information for the media because it provides details and statistics on the peach industry. Color pictures of some of the most important varieties are highlighted along with details on when they are available for buyers. A multi color availability chart explains this in detail.



Information is included on the 2015 Jersey Fresh Promotional program for peaches and the Quality-grading program run by the New Jersey Department of Agriculture. Details on officers and directors of the New Jersey Peach Promotion Council are listed along with an outline of plans for the 2015 promotional program on peaches.

For merchandisers the guide contains information on how to store and handle New Jersey peaches. The opening page of the guide explains why everyone should buy New Jersey Peaches. Buying New Jersey peaches helps to preserve peach farms and open space in the Garden State.

This year guide also contains information of food safety practices used by New Jersey Peach growers. Food safety is a big issue for shippers, retailers and other buyers.

The 2015 Peach Buyers Guide is dedicated to Mr. Daniel Haynicz of Monroeville, NJ., long time Chair and Director of the New Jersey Peach Promotion Council and Director of the National Peach Council

The guide is available by contacting jfrecon@verizon.net or by writing the New Jersey Peach Promotion Council at 800 Ellis Street, Glassboro, NJ. 08028.

Much of the information in the guide is also featured on the New Jersey Peach Promotion Council Web site at www.jerseypeaches.com.

NEW JERSEY PEACH PROMOTION COUNCIL
800 Ellis Street, Glassboro, NJ
E-mail:info@jerseypeaches.com
www.jerseypeaches.com

33rd Annual NJ Peach Festival
July 23 – 26, 2015

4–H Fairgrounds ** Mullica Hill, NJ

*** Peach Cider * Peach Ice Cream ***

*** Jersey Fresh Peaches & Veggies ***

*** Peach Baked Goods * Peach Slushies ***

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Commercial Peach Pak Competition & Governor's Cup Award

Winners notified Thursday night.

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CONTESTANTS WANTED!!

NJ Peach Queen & Little Miss Peach Contest

Ages: 5 – 18 ***** Friday, 6:00 – 8:00

You need to be pre-registered by July 23th

Down On the Farm Baby Contest Birth to 4 Yrs old Sun 10:30 AM

New Jersey Peach Bake-Off Contest

13 & UNDER & 14 & OVER

Saturday, 12 noon

Walk-on registrations welcome

NJ Peach Promotion Council Perfect Peach Pie & Cobbler Contest

Sunday – Noon--Walk-on registration welcome— NO FEE required

Other Contests & Events

4-H Mud Run-Sat-9:00 AM

Kids Mud Mess –Sat- 4 PM

Peach Pie Eating Contest—Sat-Noon

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Applications for all contests are available on our website:

www.gc4HFair.com

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Or for more information & applications contact:

Jenna – 856-243-2984 or Chris – 856-881-1411

4-H Info – 856-307-6450 X-3

Greg Donaldson Receives Tony Russo Direct Farm Marketing Award

Greg Donaldson, farmer and Business Manager of the NJ State Horticultural Society (holding plaque), received the Tony Russo Direct Farm Marketing Award given by the New Jersey Agricultural Society. Greg was presented the award in Atlantic City in January 2015, presented by NJ Secretary of Agriculture Doug Fisher and Kristina Guttadora and Jerry Verrice from the NJ Agricultural Society.

Obituaries

Gaetano (Jim) James Matro, age 74, of Hammonton, NJ passed away peacefully on March 8, 2015 surrounded by his loving family. He was born in Elm, and lived his entire life in Hammonton. Jim was a former peach grower He earned a Bachelor's of Science from Delaware Valley College and a Master's of Science from Rutgers University. He owned and operated Matro Family Farms his entire life. See more at: http://www.marinellafuneralhome.com/tribute/details/651/Gaetano_J_Matro/obituary.html#tribute-start

Annabel Arenas (nee Donio), age 87, of Hammonton, NJ passed away peacefully Friday March 6, 2015. Annabel was David Arenas mother and the late Frank Donio's's sister. The Donios have been long time members and supporters of the NJ Peach Promotion Council. Annabel joined the Donio family business and served as Secretary and Treasurer of Frank Donio, Inc. and Donio Trucking Co. until 1999. She remained a partner in Donio Leasing Company. Annabel served as an essential member of the Board of Directors of Frank Donio, Inc. for remainder of her life. Predeceased by her parents Frank and Millie Donio, and brothers Samuel A. and Frank G. Donio. See more at: http://marinellafuneralhome.com/tribute/details/650/Annabel_D_Arena/obituary.html#sthash.VgW8F2Tv.dpuf

Ernie Christ Memorial Lecture 2015

Mid Atlantic Fruit and Vegetable Convention

Win Cowgill
New Jersey Agricultural Experiment Station

The Ernie Christ Memorial Lecture is presented at the Mid Atlantic Fruit and Vegetable Convention in January each year, held in Hershey, PA. The lecture was established in memory of Ernie Christ, the long time New Jersey Tree Fruit Specialist at Rutgers Cooperative Extension. Ernie passed on September 12, 2000. He was loved and respected by fruit growers across North America. Ernie's passion was the furthering of knowledge of peach culture and science.

Ernie was a great friend and mentor to dozens of young scientists, extension workers, and farmers, including Rich Marini, Sue Brown, Jerry Frecon, Mark Robson, Robert Best, Peter Melick, Ken Wightman, Bob Schutzki, Al Caggiano, Ralph DelSanti, Jack Springer, Spence Davis, John Gerwig, Gary Mount, Bill Smith, Galetta Farms, Santo Maccherone, Spitz Tomasello, and me, to name only a very few! We referred to him as Mr. Peach. The fruit industry thought so much of Ernie they named a NJAES breeding program selection after him, 'Ernie's Choice' which is still grown today.

Bill Shane (right) with Win Cowgill (left) at the Mid Atlantic Fruit & Vegetable Conference, 2015, Hershey, PA.

A speakers fund was established by the NJ State Horticultural Society with an initial gift by Adams County Nursery, with continued funding from grower donations. The fund supports an invited speaker each year at the Mid Atlantic Conference. The first Ernie Christ Memorial Lecture was presented by Dr. Rich Marini, Horticulture Department Head, Penn State University, in January of 2002.

Dr. Bill Shane, MSU presented the 2015 annual Ernie Christ Memorial Lecture. Win Cowgill, Professor and Editor of Horticultural News, presented Dr. Shane with a certificate and a cash award for his invited lecture!

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- Exceptional Flavor

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"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 sweetess. 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."

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