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EPC holds sixth annual Joe DeLorenzo Family Apple Picking Day

By

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OLDWICK, NJ – In a year that has brought the cancellation of many industry events due to the coronavirus pandemic, the Eastern Produce Council's annual Joe DeLorenzo Family Apple Picking Day was a welcome respite.

The event, held Oct. 3 at Melick's Cider Mill and Orchard, here, drew around 100 industry members on a cool, crisp autumn morning, where they enjoyed hay rides, apple picking, donuts, grilled corn, hot dogs, popcorn, cider, and of course, camaraderie and family time.

"In spite of the times, this is an event where we can be together with our families and enjoy a beautiful day," said Susan McAleavey Sarlund, executive director of the EPC. "I'm sure Joe D and my father are smiling down on us right now."

Sarlund said her father, the late John McAleavey, long-time executive director of the EPC until his death in 2015, and DeLorenzo, the two-time EPC president and long-term board member for whom this annual event is named, were close friends. She said her father actually came up with the idea to honor DeLorenzo, who was well known for his love of family, just prior to his own passing.

Having apples involved is a nice touch as well, since John McAleavey worked for many years in the apple industry, including as Northeast account manager for the New York Apple Association, a position Sarlund assumed when her father died.

"Joe was just a real family man, and that is evident by the large contingent of DeLorenzo family members that attend each year," said Sarlund.

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