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New Jersey kicks off 40th Jersey Fresh season

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New Jersey Secretary of Agriculture Edward D. Wengryn and other state and local officials kicked off the 40th anniversary of [Jersey Fresh](#) with a visit to [Consalo Family Farms](#).

“Jersey Fresh is an iconic brand that is nationally known, respected and imitated by many other states due to the success it has experienced here in the Garden State for the last four decades,” Wengryn said. “The major reason for the success of this brand has been the consistently outstanding produce grown by farms like the one we are on today throughout the entire state. The Jersey Fresh label continues to be a trusted trademark for consumers who know they are purchasing the best product while supporting the local economy.”

New Jersey ranks in the top 10 in the U.S. in the production of several crops, including third in asparagus, one of the early-season crops highlighted at the event. The recently released Census of Agriculture showed the New Jersey asparagus crop was valued at \$12.5 million and that the overall production of fruits and vegetables is valued at almost a half-billion annually.

Other crops with an early harvest that are available include kale, lettuce, radishes and spinach. Beets and strawberries are expected to be widely available in about two weeks.

“We are proud to be one of the growers that plays a role in making Jersey Fresh produce available to everyone,” said Chelsea Consalo, Consalo Family Farms executive vice president. “The Jersey Fresh season is here and we anticipate having an outstanding season. Our family plans to maintain our agricultural tradition for the generations to come.”

Consalo Family Farms has been growing fruits and vegetables in New Jersey since 1927 and now grows on approximately 1,500 acres.

Photo: Consalo Family Farms Executive Vice President Chelsea Consalo with Secretary Ed Wengryn.

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