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The Garden State expects a full crop of Jersey Fresh peaches

By

Joe Atchison III, NJDA assistant secretary and director of marketing and development

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The Jersey Fresh program turns 40 this year and during that time we've met a lot of retailers looking for top-quality products that are fresh from our farms and orchards. Last year during peach season, our peach farmers met a lot of new customers. We hope all of you enjoyed the Jersey Fresh peaches last season and will want to source from the Garden State again this year. Our growers are expecting a full crop of yellow and white peaches and nectarines from now through Labor Day and the New Jersey Department of Agriculture stands by them to help promote availability of their products.

Additionally, the NJDA continues to work alongside the New Jersey Peach Promotion Council to drive consumer demand throughout the season.

During the peak marketing window for Jersey Fresh peaches, all summer long, we will be in market with a collaborative digital billboard campaign stretching from the Lincoln Tunnel to the Walt Whitman Bridge to the tip of Cape May targeting consumers as they travel to work, vacation or anywhere else in between. All season long, we will also be sponsoring traffic and weather reports with spots featuring Jersey Fresh peaches on radio stations throughout the state and along the famous Jersey shoreline.

Speaking of the Jersey Shore, we will have Jersey Fresh airplane banners up and down the coast each weekend throughout the season and for the third year will be doing product sampling and giveaways on three New Jersey boardwalks in Atlantic City, Seaside Heights and Wildwood on August 22 to celebrate National Eat-A-Peach Day.

We'll also be utilizing a comprehensive social media advertising campaign, including Instagram and Facebook ads, posts, contests and peach recipe videos, among other things. If you are featuring Jersey Fresh peaches in your displays, please tag us using #JerseyFresh or #JerseyFreshis40 on Instagram and Facebook and we will share with our followers.

Consumers continue to seek out local products more than ever before, and we want to let them know, New Jersey's growers are poised to meet their needs again this year. You can assure your customers get the quality they demand given that Garden State peaches and nectarines are picked, packed, shipped and into the hands of retailers in the New Jersey, Philadelphia, New York and New England markets within a day or two of harvest.

We encourage every retailer to source Jersey Fresh peaches and nectarines this summer by contacting their favorite Jersey Fresh growers or suppliers. And we thank you for your support of Jersey Fresh!

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