

NEW JERSEY PEACH PROMOTION COUNCIL

- Accomplishments in 2014 and 2015!
- Key directors giving their time for 65 years
- Successful in Creating Demand for all New Jersey peaches



not just *any* peach...A JERSEY
FRESH PEACH!

juicy...

nutritious...

delicious...

the best!

www.jerseypeaches.com

NEED YOUR MEMBERSHIP!

- IN THE LAST FOUR YEARS HAVE GOTTEN \$160,000 IN USDA SPECIALTY CROP BLOCK GRANT FOR THE PEACH INDUSTRY;
- YOU SHOULD BE GETTING THE BENEFITS BY JOINING THE NEW JERSEY PEACH PROMOTION COUNCIL;
- ONLY COSTS A MINIMUM BASE OF \$125 PER YEAR WHICH IS EQUIVALENT TO ABOUT 4-6 BUSHELS OF PEACHES;
- LOOK AT OUR ACCOMPLISHMENTS IN 2016;

CONSUMER ADVERTISING



- Total consumer advertising costs were: \$10,800 for ad development, space and placement

- The publications used in 2015 were:
- **South Jersey Times (NJ Peach Festival Edition)**
- **Edible NJ magazine Food Edition**
- **The Packet Newspapers**
- **Recorder Pub Paper**
- **Greater Media Papers**
- **Townsquare Radio** \$2,950.00 (1.5 million listeners a week)WKXW FM, WSJO, WJLK, WOBN AM/FM, WFPG, WPUR, WCHR, WXKW/101.5, WENJ, WADB)
- **Philadelphia Inquirer**
- Impact in helping peach sales at farm markets, community farm markets and supermarkets
-

TRADE ADVERTISING

- ***Produce Business, Produce News-***
- NJPPC spent \$5,725 for two ads; one in Produce News and one in Produce Business including the cost of revising 2015 ads and placement including the cost of space.
- ***Impact Circulation is about 55,000***

NOT JUST ANY PEACH ...
A JERSEY FRESH PEACH

Garden State Grown
Nutritious, Delicious, the Best!

JERSEY FRESH
As Fresh As Fresh Gets

Plentiful Supplies of
Yellow Peaches
Well Past Labor Day

Visit Our Website
Grower, Packer, Shipper List
Downloadable Price Card &
Recipe Booklet
And Much More

JERSEY PEACHES
Dedicated to the Orderly
Marketing and Promotion of
New Jersey Peaches

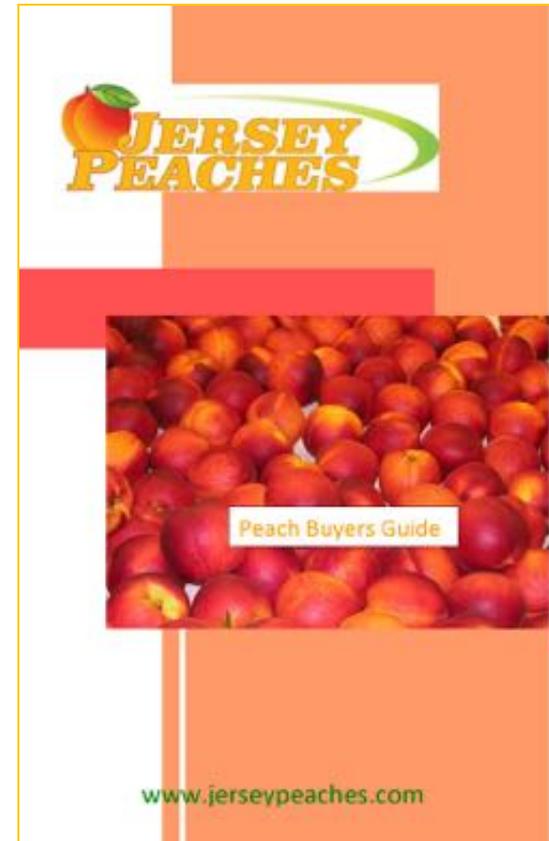
www.jerseypeaches.com

Last Taste of Summer
Well into September

Always Fresh....
Always Juicy....

NEW JERSEY PEACH BUYERS GUIDE 2015

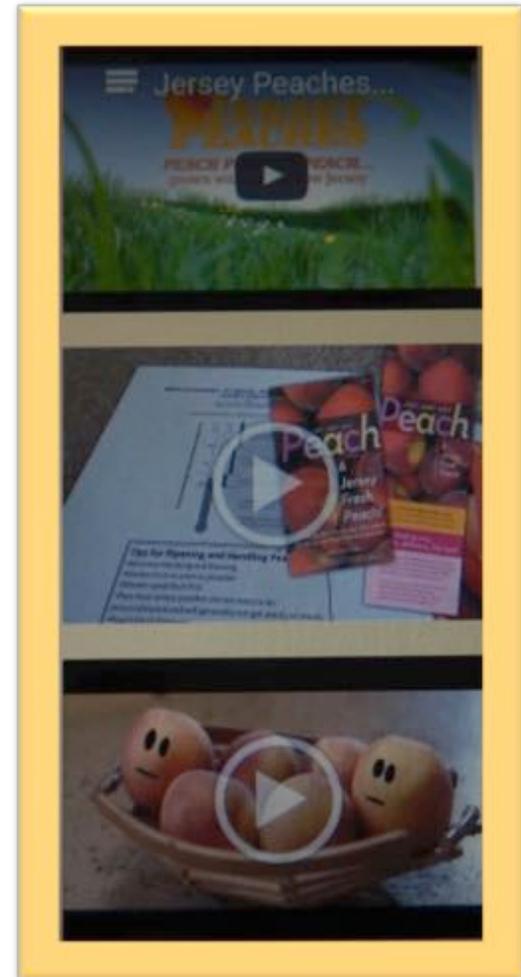
- 🍑 The NJPPC wrote and published 1200 copies;
- 🍑 Distributed most to buyers and others interested in New Jersey Peaches;
- 🍑 The information written in this guide was also used to update the website;
- 🍑 The ads sold in the guide to members, suppliers and others supporting the New Jersey peach industry raised \$16,500 to support the activities of NJPPC;
- 🍑 Contains listing and contact information about growers; farm markets, other retailers and





VIDEOS

- **Videos** -The production of two peach videos were completed.
- Entitled “**A Produce Managers Guide to Handling and Displaying Jersey Fresh Peaches**” and “**Jon Boy Teaches about Jersey Fresh Peaches**” were distributed.
- They were posted on **U Tube** and our peach website at www.jerseypeaches.com.
- One hundred and fifty copies of each were printed on DVDs and were sent to key members and prospective peach buyers.



NJPPC

jerseypeachesWEBSITE

Reached about 257,000 people in 2015

- Introduced in 2010 as NJPPC website
- The designer and webmaster was changed in June.
- The hosting site was also changed to reach more people.
- According to marketing impact surveys about 2% of those surveyed from the general population of New Jersey now used the site.
- All of our members are listed on the site:



New website at www.jerseypeaches.com





- We exclusively talk about peaches and peach activities on our Facebook page.
- We did make some impact in 2015.
- According to Facebook data, we increased our regular likes from 346 in 2014 to 447 as of December 18, 2015.
- We reached (visits) 17,808 people in 2015 up from 15,012 in 2014.
- The total number of people engaged in the Facebook page was 1,926 in 2015



“Follow Us on Facebook” jersey peaches

PUBLICITY PRESS RELEASES, INTERVIEWS MEDIA COVERAGE

- Nineteen press releases were written for print, broadcast media and social media.
- These releases covered Peach Parties; the event calendar; peach pie contest; new tree planting; new board members; new video; early, mid and late peach seasons; Peach Buyers Guide; NJ Peach Festival; Peach Queens; and Peach month.
- Follow up phone conversations or additional information were made by our consultants.
- In five instance additional pictures were provided to the media.
- Two radio interviews were done with a station in Cape May County and on NJ 101.1. Two article interviews were also done with Produce Business and Produce News for the peach trade.
- The impact of this, was media coverage with 54 mentions on newspapers, magazines, television (3) and radio(4).
- Our marketing consultant also prepared a Peach Clip Report with (extensive) details. We spent approximately \$1225.00 of the funding in this line for much of this work. *This expense helped us reach between 8 and ten million people in the North East and Mid Atlantic area in 2015*



CONSUMER CONTESTS THE “*PERFECT PEACH PIE*”

- *Recipe contest but combined it with the special market promotions in most instances because we had volunteers to judge and run each of these events and most visited these events;*
- Held at ten designated farmers markets and NJ Peach Festival throughout the state in July and August for 3rd years;
- Approximately 65 entries in this years contest state wide;
- One winner Gretchen Gautier rosemary flavored peach pie from southern New Jersey at Collingswoods Tortilla Press. Won \$300 Grand Prize;
- Cindy Howle, with her glazed single-crust peach pie, won the finalist competition at the Jersey City Farms in the Heights Farmers Market. Won \$300.00 Grand Prize;
- Great publicity for peach industry.



POINT OF SALE MATERIAL available to all members for use

- **Tri Fold Brochures on Peaches**
Reprinted the trifold peach brochure . Thirty (30 %) of the peach brochures were distributed to retail farm markets, peach promotional events and supermarkets.
- **Banners for Peach Displays and Parties; 10 to 12 were distributed to peach parties and convention displays;**
- **Fact Sheets for Promotions in Stores** printed as needed for displays;
- **Peach Price Cards** Printed and distributed with NJDA;
- **Peach Health Brochure --** Developed but will be distributed in 2016;
- **Peach Recipe Book –** Distributed

NOT JUST ANY Peach
A Jersey Fresh Peach!

Check www.jerseypeaches.com for details on handling, freezing, canning, storing peaches, and many more recipes.

Garden State grown... nutritious...delicious...the best!

How Jersey is the 4th largest peach grower in the country... Jersey Fresh peaches come from 60 orchards, in 100 varieties - yellow, white, blood (flat and round) and nectarines.

Look for "Jersey Fresh peaches" at farmers markets, farm stands, grocery stores, supermarkets and restaurants... They're just the best you'll find anywhere...

What to Look for in Buying Peaches
Eat now - Locally grown peaches generally have higher sugar content than those shipped long distances. Fully ripe peaches are slightly soft to the touch with a "jumpy" aroma. Yellow-peached peaches are red with golden yellow to orange yellow under color. White-peached peaches are red with creamy white under color.

Buy now/Wait for later - Mature + firm/ripe + peaches have good red color, make a little green in under color, slight aroma. Do not refrigerate until they soften. Fully ripened peaches better can be refrigerated and used, up to a week, depending on variety, ideal refrigeration conditions (32- 38°F, relative humidity).

Following mature peaches - In closed paper bag, fruit ripens - especially at night longer than. Ripening is fastest at lower temperatures (50-55°F), with relative humidity grow off by the fruit. As peaches soften, transfer them to plastic bag or container in refrigerator to prevent shriveling or shriveling.

How to Keep Peaches
Eaten, uncut, peeled, or sliced peaches have longer shelf life in other jars or combine with other foods when serving. Many of the same peach varieties do not over- ripen (soften).

Peaches are low in calories, high in fiber - a medium size peach has just 60 calories, 2.8 grams of fiber.

Peaches are rich in antioxidants, such as Vitamins A & C, important to maintain good health and skin.

Vitamins, Fiber and Minerals
one 2 1/2" peach yields (served by USDA 100%)

Fiber	3.8 grams
Protein	1.8 grams
Total fat	0.4 grams
Vitamin A	200 IU
Vitamin C	14 mg
Potassium	200 mg
Calcium	10 mg
Magnesium	10 mg

Ways to Use Peaches
Jersey Fresh juicy peaches are delicious right off the trees. They're also delicious frozen, canned, in pies, jellies, jams and other goodies. Lots of nutrition in peach skin, but for easy peeling, dip them in boiling water about 30 seconds then cut immediately in cold water.

For handling and serving information and recipes, visit New Jersey Peach Promotion Council (NJPPC) website - www.jerseypeaches.com

PEACH PARTIES



RETAIL PROMOTIONS INCLUDING PEACH PROMOTION PARTIES



- ❑ Attended retail food conventions of the Eastern Produce Council and garnered potential buyer information and met new people involved in retailing peaches.
- ❑ Mailed and handled requests for point of sale material and buying information, including our new videos on merchandising and buying New Jersey Peaches
- ❑ Twenty nine peach parties were staged with venues involving; creative displays; holding peach events, with tastings of peach pies and pastries; children's stories and games; drawings for baskets of peaches; peach face-painting; peach-pie contests; special pricing and more;
- ❑ Held at farmers markets, on-farm markets and restaurants an increase of 2 over the 2014 but were deemed



PEACH MARKET IMPACT RESEARCH



Conducted by Fairleigh Dickinson University pool of 801 registered voters in New Jersey;



a margin of error of +/-3.5 percentage points.



Found nearly half (47%) have purchased a New Jersey peach during the summer of 2014. Women (54%) are more likely than men (41%) to have purchased New Jersey peaches;



Most often purchased a New Jersey peach from a grocery store (36%) as a farm stand (33%); Those from the Urban Core are more likely to have purchased at a grocery store (50%), compared with only 23 percent of those in the South and 32 percent of those in the Northwest saying the same;



Those from the South (44%), Northwest (42%), Central (40%) parts of New Jersey are more likely than those in the Northeast (18%) or Urban Core (15%) to cite buying NJ peaches at a farm stand;



A quarter (24%) recall seeing or hearing advertisements specifically for New Jersey peaches in media other than store signage;



Overall, most (48%) report having seen the ads in newspapers and magazines;



Only 1% recall seeing



SPECIAL MARKET PROMOTIONS



-  Marketing consultant visited wholesale buyers;
-  Participated in two in store supermarket promotions with dieticians to promote the health benefits of peaches.
-  Peaches were sampled in supermarkets Distribution in stores fact sheets on the health benefits of peaches;



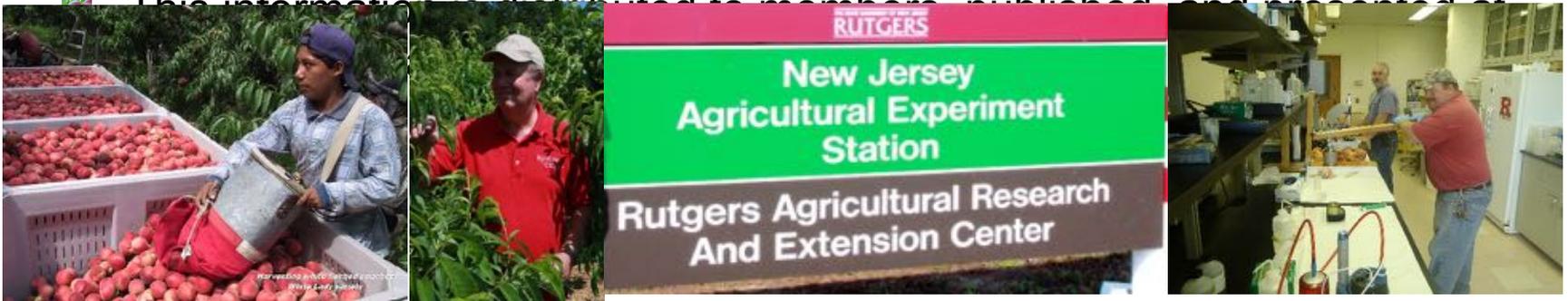
NEW JERSEY PEACH FESTIVAL



-  21,000 people attended in 2015;
-  NJPPC members and NJ growers supplied all peaches;
-  NJ peach queen selected and used in store promotions;
-  Grower selected for Governors cup and other prizes;
-  Staged the commercial peach pie contest;
-  Distribute lost of point of sale material and great publicity in the state and area

WE FUND PEACH RESEARCH

-  The NJPPC has a dedicated fund for collecting moneys for peach research;
-  Funds collected from members and three USDA Specialty Crop Block Grants were used in 2015 to develop information on the handling and quality of new unique varieties like Scarlet Rose and Gloria;
-  Information was collected on how to ripen and handle these and comparable varieties;
-  Post- harvest data was also collected on advance selections for the Rutgers New Jersey Agricultural Experiment Station Fruit Breeding program;
-  These selections are in the process of being developed for introduction to New Jersey and other growers:



WE NEED YOUR FINANCIAL SUPPORT TO PROMOTE YOUR PEACHES

- **SOURCES OF REVENUE \$\$\$\$\$:**
 - **SALES OF ADVERTISING ON WEB SITE AND IN PEACH BUYERS GUIDE;**
 - **GRANTS FROM USDA SPECIALTY CROP INITIATIVE THROUGH NJDA;**
 - **PROMOTIONAL AND RESEARCH CONTRIBUTIONS FROM PEACH INDUSTRY;**
 - **MEMBERSHIPS FROM YOU.**



2016 MEMBERSHIP INVOICE

New Jersey Peach Promotion Council
800 Ellis Mill Road
Glassboro, NJ 08028

Membership Name (s) _____

Business Name _____

Address _____

City _____ State _____ Zip _____

E-Mail Address _____

Phone Number _____ Fax Number _____

Membership

Amount

2016 Basic Dues@125.00 _____

2016 Promotional Contribution..... _____

2016 Research Contribution _____

2015 Volume Dues (.01 x number of boxes shipped) _____

TOTAL ENCLOSED _____

PLEASE MAKE YOUR CHECK PAYABLE TO: New Jersey Peach Promotion Council

Return this form along with your check to:
NEW JERSEY PEACH PROMOTION COUNCIL
800 Ellis Mill Road
Glassboro, NJ 08028

*Check our website regularly for important information, announcements, and upcoming events:
www.jerseypeaches.com*

*Dedicated to the Orderly Marketing and Promotion of
New Jersey Peaches*