



FOR IMMEDIATE RELEASE

CONTACT: Pegi Adam
973-744-6090 pegi@mountsnow.org

MEDIA ALERT from New Jersey Farm Bureau

Attention: Assignment Desk, Agriculture Reporter: for Friday, Aug 6, 2004:

**SENATOR CORZINE TO OBSERVE 'NEW JERSEY FARMERS MARKET WEEK'
BY VISITING FARMERS WHO GO TO MARKET**

What: Marking "New Jersey Farmers Market Week," the New Jersey Farm Bureau has arranged for Senator Jon Corzine to visit two south Jersey farms that sell their produce directly through farmers community markets.

Date: Friday afternoon, August 6, 2004

Time: 3:00 pm Wm Schober Sons, Inc Farm, 1125 Monroeville Road, Monroeville, NJ. Phone 609-420-5244 (see below for directions)

Details: The 250-acre William Schober Sons, Inc farm has 200 acres devoted to different varieties of peaches, apples and nectarines. John Hurff is the fourth generation of the family who owns and runs the farm, which was started in the early 1900s. He is a modern, savvy marketer who uses ingenuity (like giving away fruit) to sell about 50% of his fruit at retail community farmers markets. He began this venture just last year at the farmers market in Collingswood/ Woodbury. This year, he added West Cape May and Salem, and is thrilled to have found a profitable direct retail outlet for his produce.

Background: Community Farmers' Markets have caught on big throughout New Jersey, as win-win programs for both the public and the farmers. Buyers get the freshest produce at direct-market prices; farmers get to meet their buyers and save on distribution costs.

Currently there are 69 farmers' markets throughout the state, with 18 having opened in just the past two years and eight opening this summer. The New Jersey Department of Agriculture has no hard dollar figures, but estimates annual revenues from these to be about \$4-4.5-million.

The federal government provides subsidies through a Farmers Market Nutrition Program for nutritionally at risk pregnant, breast-feeding or post-partum women, children two to five years old and eligible seniors 60 and older to purchase locally grown fresh produce.

Interview opps: Jon Corzine, John Hurff, Richard Nieuwenhuis, president, New Jersey Farm Bureau, Peter Furey, executive director, New Jersey Farm Bureau.

Note: Good photo opps; good interview opps. Hope you can cover this—and please either email or call me to let me know your plans. Thanks. Pegi Adam, 973-744-6090 pegi@mountsnow.org

Directions: Wm Schober Sons: Route 47 to Franklinville. Turn right onto Route 538/Coles Mill Rd. As road makes a sharp bend, stay straight on Rte 604, continue 2.5 miles to red blinking light at intersection with Rte 553. Farm occupies the four corners here. Proceed to packing shed area.

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