



## Progress In Immigration Issues

Following on the heels of a presidential decree supporting pathways to citizenship, reduction in deportation and a sympathetic understanding for a valued workforce; the US Supreme Court on June 25 struck down the illegal crackdown laws against mostly Mexican laborers in Arizona. Employers there can no longer be held criminally accountable for hiring undocumented workers and enforcement officials will be closely scrutinized for discriminatory practices – such as demanding “show your papers” to racially profiled people.

Many of today’s young Mexicans and other Hispanics don’t even know they are categorized “illegal” until they graduate high school or college. To cruelly deport them (and our green carded Asians, Indians, etc.) is a waste of good brainpower skills and an energetic labor force that strongly underpins agriculture, landscaping and the food industry. Older “illegals” have paid taxes for decades with little return of government services.

Obviously, I am sympathetic to this plight and enthusiastic about this recent progress in improving the workforce with reduced government intervention. Building a “Berlin Wall” and hiring thousands of enforcers followed by expanding enormous prisons is an effort in futility – a huge waste of taxpayer money that reduces our human resources greatly - very counter-productive.

My grandfather was an “illegal.” He did not know enough English to register at Ellis Island. Nonetheless, he went on to work here at the Jersey Shore in building businesses and buying farmland – using his agricultural



and building skills from Italy as did many other European immigrants in the Northeast. When “Pop” got “caught” after a few years of entrepreneurial success, the judge leniently allowed him to stay in the states if he learned English, took the American oath, and had no criminal record. Grandpa – a former Italian farmer - went on to employ farmers in his new land, build a barber shop business, pay taxes and send five sons to WWII all at the same time.

This win-win approach is the tried and true model we strive to maintain in keeping America strong, vital and prosperous. Let us welcome our new Americans and support these Supreme Court decisions and work together in sharing the American Dream.

*Bill Sciarappa*

## Peppadew Fresh Farms of Morganville gets major USDA Grant



MORGANVILLE, NJ -- Peppadew Fresh USA won a Value Added Working Capital Grant from the U.S. Department of Agriculture that will enable it to expand production and distribution of its Peppadew Goldew fruit.

During an April 16 ceremony at Peppadew Fresh Vineyards, here, local, state and federal officials on hand lauded the efforts of **Pierre Crawley**, managing director of **Peppadew Fresh Farms**, to bring a new agri-business to the state.

"This \$259,625 grant will promote small business expansion and entrepreneurship by providing Pep-

padew Fresh LLC with access to capital, technical assistance and new markets for the fruit," said **Howard Henderson**, New Jersey State Director of the **USDA Rural Development program**. "[Peppadew Goldew] received tremendous response in both New Jersey and nationwide, and it is impressive because it had the support of local, state and federal officials. The fact that it was the largest producer grant ever awarded in New Jersey is a testament to that support."

"This is the exact kind of venture and partnership we are looking for," NJ Secretary of Agriculture **Douglas Fisher** added in remarks to the assembled crowd of

*(Continued on page 2)*

## Agricultural Art at our Ag Building

When farmers' daughter and Master Gardener **Pat Eisemann** of Freehold spotted a beautiful piece of agricultural art in the **Ag Museum** at Rutgers; she just knew it was perfect for our **Ag Building** in Monmouth County. Unfortunately, the Ag Museum has had to close its doors with a funding problem and has offered its "treasures" to appropriate Ag interests throughout the state.

Pat contacted Ag Agent Bill Sciarappa who then applied for the piece entitled "**American Farm**" in partnership with the County Board of Agriculture through **President Gary De Felice**. This request was quickly approved. Then the difficult job of moving this 400 pound fragile monster was managed by Bill and our Ag Assistants with the Monmouth County cargo van. Buildings & Grounds and the County Carpenters did a wonderful job of creating a custom arched wood frame and installing it on the north wall of the front foyer. Note the major US crops at the top, the 3D tile of farm animals at the bottom, key insect pests on the right side and the molecular/ academic approach to Ag Science represented and within the upper center section an expansive harvest scene within our American Heartland.

This artwork was created by sculpture master **Beatrice Landolt** who demonstrated her novel use of ceramics with Ag Science content. Beatrice has had Art Studios in Hopewell and Princeton, NJ. Many of her works over the last 30 years have graced Ag Corporations, the Department of Agriculture, Industry Events and Museums. Visit us in person!



(Continued from page 1)



officials, friends and media. "When a company brings a product from another continent and decides to pick NJ to grow it and distribute it nationwide, that's a perfect situation for us. We are thrilled that Jersey Fresh is involved with this product." Peppadew Fresh LLC will use area food plants and the **Rutgers Food Innovation Center** to process and package **Peppadew Goldew** fruit.

Peppadew fruit, with its unique sweet-tangy flavor with a touch of heat, was originally discovered about 16 years ago in South Africa, where it is grown and processed before being shipped worldwide. It is now sold in 27 countries. Peppadew Goldew, which is similar to the original red variety but with a slightly tropical flavor, will be grown in NJ and carry the "**Jersey Fresh**" brand. "This grant will enable us to open new markets more quickly," said Mr. Crawley, who works with Basking

Ridge, NJ-based Strohmeier & Arpe, the exclusive North American distributor of Peppadew. "Additionally, [the grant] will allow other farms in the state to grow the product, thereby helping them -- and in some cases saving their farms. It will also help create a number of jobs both locally and nationally, when investments in machinery and equipment are considered."

**The farm in Morganville** was selected as the focal point of Peppadew USA because it is very similar to the farm in South Africa where Peppadew was discovered. In addition to Peppadew Goldew, the 15-acre farm will produce wine grapes, which will be processed on site, making the facility the **39th licensed winery** in the state. The farmhouse has been renovated and has a new gourmet kitchen, which will be the site of cooking classes and other culinary education events. Additionally, Mr. Crawley said he envisions Peppadew Fresh Farms to be the future headquarters of a yet-to-be formed council or association for Peppadew, similar to those that serve other products in the produce industry. (*The Produce News*) Photos V. Quinn



## Meet Diane Larson and John Neyhart

### Two New Hires—Part-Time Horticultural Consultants

**Diane Larson** has worked as the **Horticulturist and Master Gardener Coordinator** for Rutgers Cooperative Extension of Monmouth County since 1998. Her prior work experience includes garden center management, landscape design, golf course horticulturist at Manasquan River Golf Club and horticulturist for Thompson and Morgan, a mail order seed company based in England. She has a **Bachelor of Science degree in Plant Science** from Cook College, as well as 6 semesters in their Landscape Architecture program. In 2009 she completed the two year **NJ Agricultural Leadership Development Program**, as part of their Class XII. She is excited to branch out from homeowner to commercial contacts and issues, and looks forward to working with the landscape and nursery trade.



732-431-7260 X7262

732-431-7260 X 7277

**L. John Neyhart** has been a **Teacher of Horticulture** at the Monmouth County Career Center, part of the Monmouth County Vocational School District since 1985.

He has a **BS Degree in Ornamental Horticulture** from Delaware Valley College. He comes with turfgrass experience having worked for a national lawn care company. He also has many years of landscape design and landscape maintenance experience working part time at several estates in Monmouth County. John served as an advisor for the **National Council for Agricultural Education** in the development of instructional material entitled “**Landscape, Lawn Care, and Golf Course Management.**” He is currently serv-

ing as **President of the NJ Association of Agricultural Educators.**

# Monmouth County Fair

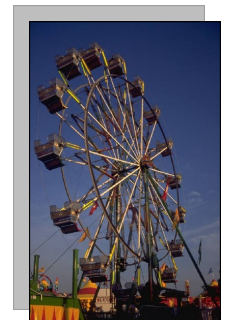
The Monmouth County Fair will soon be here, starting July 25<sup>th</sup> through the 29<sup>th</sup>. The Monmouth County **Board of Agriculture** will be sharing the 40'x60' Agriculture tent with the USDA and display of vintage and antique tractors and farm equipment. Adjacent to this tent will be a 30'x60' tent that will house various Monmouth County services, as well as a demonstration gazebo with seating, and the **Monmouth County Master Gardeners**. The MG's will be creating an herb and container garden at the entrance to this tent. The herb garden will be an introduction to the new herb garden they are planning on installing in the fall at the

Ag building. The container gardens will highlight vegetables, so that anyone, no matter where they live, will be encouraged to grow vegetables. Look for the speaker schedule at the demonstration gazebo for talks on gardening by our MG's, nutrition topics by our **FCHS department**, and other county services. From the **4H Ambassador Contest** to livestock shows and even a watermelon spitting contest, there will be plenty of entertainment for all ages and interests at the 4H Show, Livestock, and Exhibit tents. Check out the Park System's website below for a full schedule.



**July 25 - July 29, 2012**  
**Wednesday - Friday, 5:00 - 11:00 pm**  
**Saturday, 11:00 am - 11:00 pm**  
**Sunday, 11:00 am - 6:00 pm**  
**Admission \$7.00 \*Ages 12 & under admitted free\* Free Parking**  
**Free admission for ages 65 & up on *Seniors Day* - Sunday, July 29th**

<http://www.monmouthcountyparks.com/>



## *The Marketing Mix – The Four Ps of Marketing*

John D. Rockefeller once said that “**next to doing the right thing, the most important thing is to let people know you are doing the right thing**”. These are wise words to live by as you attempt to make your farm an agritourism destination. To be successful, an agritourism operator needs to constantly think of creative ideas for directing customer traffic to the farm and encouraging repeat visitation. The challenge lies in finding the most **effective and cost efficient strategies** for reaching your desired market.

1. Developing the appropriate mix of **advertising and promotion** may require some degree of trial and error. Evaluate the effectiveness of various advertising options to see which work best for your farm.
2. Strive to establish **brand recognition** of your farm by displaying your farm name or logo on apparel, bags, give-aways (e.g., reusable bags, pens, refrigerator magnets, etc.).
3. Have a **presence in the communities** from which you seek to draw customers. Strategically participate in off-farm events to raise awareness of your agritourism operation (for example, community farmers’ markets, local festivals, county fairs, etc.).
4. **Get online!** There is a well-placed belief in the conventional wisdom that word of mouth is the best form of advertising. While personal testimonies are invaluable for expanding awareness and appreciation of your business, a study in Pennsylvania found that word of mouth ranked only fifth among agritourism visitors in terms of resources used in trip planning. Welcome to the new age of marketing: websites were identified as the most frequently used resource for identifying potential farm destinations.
5. Consider using **social media** (examples include Facebook and Twitter), which are increasingly popular tools being used effectively to promote agritourism. Also, maintain e-mail lists of customers to inexpensively announce product availability or special events and promotions.

**Timing is Everything!** All products have a product life cycle comprising of five stages: development, introduction, growth, maturity and decline. Your marketing success will depend upon tailoring your marketing mix appropriately to the life stage of your product. Is it a new product? Is it well established within your operation or the broader market? Is it an older product with declining sales?

As previously noted, when a product is first introduced you may choose a skim pricing strategy to quickly generate higher returns if little competition exists or, alternatively, adopt a market penetration strategy if you believe the slow and steady development of a customer base is a more feasible option. During the growth stage of your business, sales are rising. You may invest in refining existing products based upon customer feedback or changes you observe in the market. Growth in the number of competitors seeking to share in your successes and focus on building expanded brand recognition. Product pricing may be maintained or adjusted (up or down) based upon market demand and competition.

As your product reaches maturity, revenues will eventually peak. It is likely that your successful ideas have drawn competitors, so protecting your market share may become a focal point for your marketing efforts. You may find it advantageous to lower advertising costs and focus on satisfying existing loyal customers. You may decide to make further product refinements (or develop new products) that differentiate you from competitors. Lowering prices to reflect costs savings arising from a mature market position may also be a reasonable option; however, be mindful that no one wants to win the proverbial race to the bottom. Decline is generally an inevitable stage of any product life cycle. Sales may not abruptly end, but they will tend to fall as more interesting alternatives draw customers’ attention. You may begin reducing your advertising budget and coast along based upon existing customer volume. At a certain point, a product may become unprofitable and its planned withdrawal or replacement with another product will be your most economical choice.

**Conclusion - Agritourism is an expanding market opportunity for agricultural entrepreneurs** in many parts of the US. However, the development of a successful agritourism operation requires a keen focus on marketing the **farm as a travel destination** attractive to customers on the basis of farm products and services, hospitality, and experiences. This fact sheet summarizes the basic principles of good marketing: the need to clearly understand and define the products being offered on your farm, approaches for developing appropriate pricing, the formulation of product placement strategies and promotion. To read this fact sheet in it’s entirety visit: <http://njaes.rutgers.edu/pubs/publication.asp?pid=E337>.

*Brian Shilling, Extension Specialist,  
Jenny Carleo & Steven Komar, Ag Agents*

**RUTGERS**  
New Jersey Agricultural  
Experiment Station

## *News from the New Jersey Department of Agriculture*

### **Burlington County Horse Contracts Eastern Equine Encephalitis - First Reported Case of 2012**

(Trenton) – A 3-year-old horse from Burlington County was euthanized on May 27 after testing positive for Eastern equine encephalitis (EEE), a serious, mosquito-borne illness in horses. “It is very early in the season to see Eastern Equine Encephalitis so horse owners need to be vigilant in vaccinating their animals against diseases spread by mosquitoes,” said New Jersey Secretary of Agriculture Douglas H. Fisher. “We hope this incident will raise awareness about the need to protect our official state animal from this and other harmful diseases, especially since June is the Month of the Horse in our state.”

EEE is preventable by vaccination. Effective equine vaccines for EEE and another mosquito-borne disease, West Nile Virus (WNV) are available commercially. Horse owners should contact their veterinarians if their horses are not already up-to-date on their vaccinations against EEE and West Nile virus. The Burlington County mare

had been given the first in a series of two planned EEE vaccinations by a private veterinarian at the beginning of May.

EEE causes inflammation of the brain tissue and has a significantly higher risk of death in horses than West Nile Virus infection. West Nile virus is a viral disease that affects horses’ neurological systems. The disease is transmitted by mosquito bite. EEE and West Nile virus, like other viral diseases affecting horses’ neurological systems, must be reported to the state veterinarian at 609-671-6400 within 48 hours of diagnosis.

For more information about EEE and West Nile Virus in horses, visit the New Jersey department of Agriculture web site at [www.nj.gov/agriculture/divisions/ah/diseases/diseaseworksheets.html#4](http://www.nj.gov/agriculture/divisions/ah/diseases/diseaseworksheets.html#4).

### **2012 Rutgers Turfgrass Research Field Days**

It is time to sign up for the 2012 Rutgers Turfgrass Research Field days. You can download a registration form from the website:

[www.njturfgrass.org](http://www.njturfgrass.org) or you can register on-line. Sign up before July 13<sup>th</sup> and pay Member rates! Or...Join NJTA and pay member rate. Member rates? Current (2012) Members of the NJ Turfgrass Assn., Sports Field Managers Assn of NJ, Golf Course Superintendents Assn of NJ, the NJ Landscape Contractors Assn, the Cultivated Sod Growers Assn of NJ & NJ Nursery Landscape Assn qualify for member pricing.

**Tuesday, July 31<sup>st</sup>: Golf & Fine Turf Day at Hort Farm II, 102 Ryders Lane, North Brunswick, NJ.** Early Core session 8 a.m.; tours start at 9 a.m. and end at 1 p.m.; core session at 2 p.m. NEW: 2-3 p.m. Basic Training for Professional Fertilizer Applicator Certification Exam (limited to first 80 registrations).

**Wednesday, Aug. 1<sup>st</sup>: Lawn, Landscape & Sports Field Day and the Sports Field Managers Trade Show & Equipment Demos, Adelpia Farm, 594 Halls Mill Rd, Freehold NJ.** 7:30 reg.; 9 am tours & equipment demos; 1 pm tours & demos end; lunch at 1 pm ; Core session at 2 pm. Field day ends at 2:30 pm.

**The Monmouth County  
Board of Agriculture's  
2nd Annual Picnic**

**August 2, 2012**

**6:00 PM**

**Rutgers Fruit and  
Ornamental Research  
Extension Center**

**\$10.00 per person**  
Under 12 Free

**283 Route 539  
Cream Ridge, NJ  
08514-9634**

Please R.S.V.P. by June 25,  
Questions? -Ann Trapani  
609 253 7457

Monmouth County Board of Agriculture Picnic 4000 Kozloski Rd, Freehold NJ 07728

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Number of People attending: Adults \_\_\_\_\_ Children \_\_\_\_\_

Amount enclosed for tickets: \_\_\_\_\_

Please make checks out to: The Monmouth County Board of Agriculture

# AGENCY UPDATES

## SECRETARY OF AGRICULTURE KICKS OFF FARMERS MARKET TOUR WITH STOP IN TOMS RIVER

*Community Farmers Markets Throughout State Opening, Offering Jersey Fresh Produce*

(Toms River) – New Jersey Secretary of Agriculture **Douglas H. Fisher** celebrated the beginning of community farmers' market season in New Jersey with a visit to the **Toms Rivers Farmers Market**. This visit is the first of a series of stops by the Secretary over the coming weeks to highlight the nearly 150 farmers markets operating state-wide and in every county. New Jersey's farmers markets offer residents the opportunity to enjoy just-picked, Jersey Fresh produce directly from the state's farmers, while supporting state agriculture and their local economics at the same time.

"All the spring vegetables and herbs are available now, and other favorites, such as Jersey Fresh blueberries and sweet corn, which are a few weeks earlier than normal due to an unusually warm patch back in March," said Secretary Fisher. "It is a great time to visit your nearby farmers market, meet the farmers who grow your food and show you support the Garden State's agriculture industry."

The Toms River Farmers Market is held Wednesdays, 11 a.m. to 5 p.m. in a parking lot at the corner of West Water and Irons Streets. It features produce from four farmers and a variety of vendors selling everything from seafood and meats to baked goods, nuts and candies. The market first opened in 2006 and is now operated by the Toms River Business Development Corporation.



"The Toms River Farmers Market is more than a collection of vendors from throughout New Jersey, it serves as another venue for local businesses to connect with prospective customers, and as a meeting place for many regulars locals and visitors alike," said Joseph J Alessandrino, Jr., Executive Director, Toms River Business Development Corporation. "And, of course, it is a wonderful way to celebrate why we are called the Garden State – we can be very proud of what is home-grown here in New Jersey."

Farmers at the Toms River market and many markets throughout the state participate in the **Women, Infants and Children (WIC)** and **Senior Farmers Market Nutrition Program (FMNP)**, which provides vouchers for the purchase of locally-grown fresh fruits, vegetables and herbs. The US Department of Agriculture (USDA) program administered by the State Department of Health and Senior Services allots \$20 in checks to qualifying individuals; valid through 11/30.

For complete information on locations, days and hours of community farmers markets throughout New Jersey, visit [www.state.nj.us/jerseyfresh/searches/urban.htm](http://www.state.nj.us/jerseyfresh/searches/urban.htm).

For more information on the WIC and Senior FMNP: [www.state.nj.us/agriculture/divisions/md/prog/wic.html](http://www.state.nj.us/agriculture/divisions/md/prog/wic.html).

*NJ Department of Agriculture  
Press Release - Lynne Richmond*

## COOPERATIVE MARKETING

Produce marketing at farmer cooperatives is underway. The Tabernacle Co-op at 1360 Rt. 206 is back in the produce business. Contact Pegi at 609-575-5585 or go their website at [www.coopgrowers.com](http://www.coopgrowers.com) for more information.



## FFA Award to Ag Assistant Vivian Quinn



At the recent NJ FFA Annual Convention, **Vivian Quinn, Ag Assistant of Monmouth County**, was awarded an Honorary **State FFA Degree**. Vivian has played an important part in providing **Career Development** to FFA Members. Her expertise, involvement and coordination of the Fruits and Vegetables Career Development event for 10 years was greatly appreciated.

## Calendar

### July 2012

**10-15 Ocean County Fair** - Tamara  
732-349-1227

**18-21 Burlington County Farm Fair** -  
Rosemary 609-784-8369.

**25-29 Monmouth County Fair**, Free-  
hold, NJ (see above) 732-431-7260.

**31 - RU Turf Field Day** - New Brunsw-  
wick <http://www.njturfgrass.org>

### August 2012

**1 - RU Turf Field Day** - Adelphia  
<http://www.njturfgrass.org>

**2 - Monmouth County BOA Picnic**  
Cream Ridge 6:00 PM. Contact Gary  
DeFelice - DeFelice83@aol.com

**Farm Service Agency**, Aug. 1 last day  
to file COC election nomination forms.  
NAP closing for strawberries.

**3-4 Pennsylvania Organic Farm Fest**,  
Centre County Grange Fair Grounds,  
Centre Hall, PA. For more info visit:  
[www.paorganic.org/farmfest2012](http://www.paorganic.org/farmfest2012).

**12-16 Potato Assoc of America An-  
nual Meeting**, Crown Plaza-Denver Air-  
port Conference Center, Denver. info  
visit: [www.potatoassociation.org](http://www.potatoassociation.org)

**14-16 - Penn State Ag Progress Days**,  
Russell E. Larson Agricultural research  
Center, 2710 West Pine Grove Rd, Penn  
Furnace, PA, 814-865-2081 or email  
[agprogresdays@psu.edu](mailto:agprogresdays@psu.edu).

**29 - Great Tomato Tasting**, Snyder  
Research and Extension Farm, 140 Lo-  
cust Grove Rd., Pittstown, NJ; 3 pm-  
dusk; \$7 admission. RSVP online at:  
<https://njaes.rutgers.edu/rsvp/tomato> or  
call 908-713-8980.

### September 2012

**18 - BOA Reorganization Mtg. 7:30**

**29 - Open Space Pace** - Freehold  
Raceway 10:30a.m. - 8:00 p.m.  
Brett Taft (908) 839-6564  
<http://openspacepace.org>



## Monmouth County Fair July 25—29, 2012



<http://www.monmouthcountyparks.com/page.aspx?Id=2492>



### The Annual Great Tomato Tasting

August 29, 2012 3pm to Dusk  
Admission \$7  
Kids under 10 Free!

Rutgers Snyder Research & Extension Farm  
140 Locust Grove Road  
Pittstown, NJ 08867

Support Rutgers Against Hunger  
Bring a non-perishable food item

<http://snyderfarm.rutgers.edu/tomatoes.html>

### Non-Insured Disaster Assistance Program (NAP) Production Reporting

Farm Service Agency News, May 2012

Production records for individual crops need to be filed with the Farm Service Agency to establish an approved NAP yield. If this is the first year you participated in NAP, you can provide production and acreage information from prior years to establish your yield. If you participated in NAP in previous year, you must report your production and acreage on a yearly basis to keep your yield up-to-date. Records submitted must be reliable and verifiable. Records need to show crop disposition. We recommend producers submit 2011 production records as soon as harvest is complete. **All production records must be submitted by the subsequent crop year's final acreage reporting date of July 15<sup>th</sup>.**

### MONMOUTH COUNTY BOA

9-18, 10-16, 11-20, 12-18

### BASIC PESTICIDE TRAINING

**CORE 9 am - 1 pm - 7/17, 8/14, 9/11**

To register call 800-524-9942

Held at Rutgers Cooperative Extension Ag Building

**4000 Kozloski Rd. Freehold, NJ 732-431-7260**

PESTICIDE CONTROL  
PROGRAM WEBSITE  
[www.pcpnj.org](http://www.pcpnj.org)

*Changing Times is produced and edited by Bill Sciarappa and Vivian Quinn  
sciarappa@njaes.rutgers.edu*

*Past Issues on the web <http://www.visitmonmouth.com/page.aspx?Id=3078>*

### RUTGERS COOPERATIVE EXTENSION MONMOUTH COUNTY New Jersey Agricultural Experiment Station

PO Box 5033, 4000 Kozloski Rd., Freehold, NJ 07728

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**Bill Sciarappa, County Agricultural Agent  
Extension Department Head**

Photos: Vivian Quinn - RCE Monmouth County; Bill Sciarappa, RCE Monmouth County; USDA

New Jersey Agricultural  
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