

What's in Season from the Garden State

Biweekly Highlights from Cooperative Extension, a unit of Rutgers New Jersey Agricultural Experiment Station

June 25, 2007

Finding Jersey Fresh

New Jerseyans looking for local foods have a leg up on many states because of the Jersey Fresh, Jersey Seafood and Jersey Grown (horticultural products) programs run by the New Jersey Department of Agriculture (NJDA). Because the NJDA issues guidelines and promotional materials to restaurants, markets, distributors, etc., it's easy for consumers to locate Jersey products. While a growing number of restaurants and food markets are selling and promoting Jersey Fresh, one of the fun ways to find it is at farmers markets.

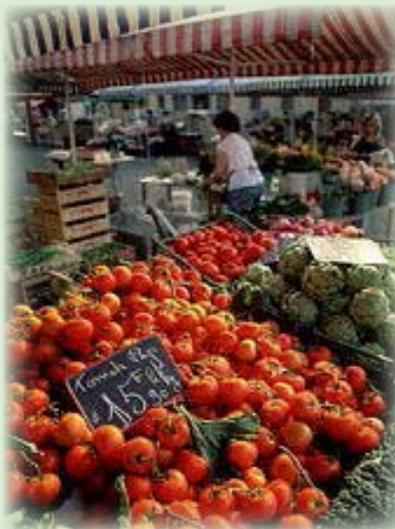
While many farmers markets have Jersey-only products, sometimes a consumer may be surprised to find bananas and oranges at a farmstand or farmers market. While this may be an added shopping convenience for some, others may prefer a selection of only local products. According to Ron Good, Chief of the NJDA's Bureau of Market Development and Product Promotion, whether the selection is entirely local or a certain percentage of outside products, it depends on the regulations of the jurisdiction. For farmstands, whether independently operated or affiliated with a farm, the regulations may be dictated by the county as to what percentage of the products should be local. Under Right to Farm regulations, for farm-run farmstands, 50% of their products have to be what they've grown. This allows a farmer to provide other farm products from other local farms or additional convenience items for shoppers or specialty items like jams, salsas and pies.

For community farmers markets, it is up to each municipality to decide what they will allow. In North and Central Jersey, many of the community farmers markets are members of the New Jersey Council of Farms and Communities, who have regulations requiring Jersey Fresh products only. Their participating farmers markets can be found at: <http://www.njcfc.org/>.

New Jersey currently has almost 100 community farm markets all over the state! In addition to farm fresh produce and a chat with your local grower, you might find locally baked goods, honey, pickles, eggs, cheeses, live seafood or organic produce. Locate all the community farmers markets or roadside stands on NJDA's website at: <http://www.jerseyfresh.nj.gov/>. If there is no close community farmers market and you think your town would be a good host for one, contact the agricultural department of your county office of Rutgers Cooperative Extension: <http://njaes.rutgers.edu/county/> or contact Ron Good at NJDA at 609-984-2278.

While you can find all the NJDA sponsored community farm markets on their website, a few counties have some very special farmstands run by our next generation of entrepreneurs. In an upcoming issue we will look at the Youth Farmstand Program of Rutgers Cooperative Extension.

Continued on page 2



**New Jersey Department of
Agriculture's Jersey Fresh &
Seafood Availability Report**

Current:	Spinach
Arugula	Squash - yellow and zucchini
Baby Arugula & Baby Spinach	Sweet Corn
Basil	Swiss Chard
Beets	Tomatoes
Blueberries	Turnips
Cabbage	
Cilantro	Forecast:
Collards	Canataloupes - mid-July
Cucumbers	Eggplants & Peppers - early July
Dandelions	Nectarines - mid- July
Dill	Peaches - after 4th of July
Escarole & Endive	
Kale	
Leeks & Green Onions	
Lettuce	
Mint	
Parsley	
Radishes	



Black Sea Bass	Farm Raised Hard Clams & Oysters
Bluefish	Little-necks/Middle-necks
Flounder	Specials
Ling	Cape May Salt Oysters
Lobster	Delaware Bay Oysters
Monk-tail (Day Boat)	
Scup (Porgies)	
Sea Scallops (Day Boat)	
Skate Wings	
Weakfish	
Whiting	



Jersey Organic

Local or Organic? This is a choice many health and environmentally conscious consumers face. Well, now you can have your organic Swiss chard and eat it too, because the NJDA's new "Jersey Organic" designation will help consumers identify organic produce that has been grown in New Jersey.



This new program will have an increasing amount of promotional materials for farmers and retailers to display next year, but this year only Jersey Organic price cards are being distributed to certified organic growers.

You can find all of New Jersey's certified organic farms and community supported agriculture (CSA's) farms at Northeast Organic Farming Association of New Jersey's website at: <http://www.nofanj.org/>

It's Blueberry Season!

What better way to celebrate the start of the blueberry season than to roam the pinelands in search of the wild blueberry? Or, easier still (and will save you some scratches and bug bites) head over to a U-pick blueberry farm. Want your organic blueberry and pick it too? Emery's Berry Patch in New Egypt is New Jersey's first certified organic U-pick blueberry farm. Find all the U-pick blueberry farms at:

<http://www.jerseyfresh.nj.gov/>.

Did you know that commercial blueberries were derived from the wild blueberries in the New Jersey Pine Barrens? Read more about it: <http://www.njfarmfresh.rutgers.edu/jersey-blues.asp>.

For more things blueberry, see last season's issue of this newsletter at: <http://www.njfarmfresh.rutgers.edu/pdfs/whatsinseason6-19.pdf>.



Where to find Jersey Fresh? Ask for it where you shop or dine or go to: <http://www.jerseyfresh.nj.gov>

To receive these reports by e-mail: njfarmfresh@rce.rutgers.edu

Web: <http://www.njfarmfresh.rutgers.edu>

For your county Rutgers Cooperative Extension office go to:

<http://www.rce.rutgers.edu/county>