



Direct News.....

September 2005

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www.njfdma.org

Officers

Neil Robson
President

Tannwen Mount
Vice-President

Bob Phillips
Treasurer

Jackie Bricker
Secretary
609-292-5567



This and that:

- The next Director's mtg is Nov 9, 6:30 PM at NJDA
- MADMC 2006 is to be held in Reading, Pennsylvania, Feb 22-26, at the Sheraton Hotel. Look for more information at www.madmc.com
- Membership for 2005 is up to 135 members.
- For questions, feedback, or suggestions regarding this newsletter contact editor Pegi Ballister-Howells at 609-426-1690 or Pegi@comcast.net
- We are seeking recipes for the recipe page on the website. Send recipes you are willing to share to Pegi.

From the President: The Importance of Fall

The autumn season is a very busy time for most farm markets. Pumpkins, apples and apple cider, and corn mazes seem to draw in crowds. School tours are getting started again which keeps markets busy during the week. Many markets hold weekend events that can include hayrides, scary Halloween monsters, bonfires, pumpkin painting, scarecrow building and anything else the creative farmer can think up. All of this helps bring families out to the farm.

Many farms have featured inflatable attractions for children. Last year some of these were questioned by the Dept. of Community Affairs (DCA). There are lists of approved models which are listed by the manufacturer at www.state.nj.us/dca/codes/ridesafetyunit/rte_ride_list.pdf. Karen Kritz at the Dept. of Ag. is also very helpful in interpreting the regulations.

It is in the interest of exchanging some of these

ideas that we would like to invite all the members to attend our next meeting. A round table discussion of what was successful and what did not work out well, for whatever reason, could be beneficial to all.

In conjunction with this idea of cooperation, we are also interested in developing a stronger Direct Marketing presence at the Vegetable Growers Association of New Jersey's annual meeting held in Atlantic City every January. Many vendors may be interested in tapping into the growing number of farm markets throughout the state. If you know of any vendors that may want to take advantage of this opportunity, please provide contact information to Jackie Bricker, Secretary NJFDMA at your earliest convenience.

Have a great fall season.

Neil Robson, President

Agricultural Plastics Recycling – The 'Dirty' Stuff

The New Jersey Department of Agriculture and the Cumberland County Improvement Authority (CCIA), with a grant from the New Jersey Department of Environmental Protection, have initiated a pilot program to collect and recycle the various other agricultural plastics generated by farms. Programs already exist for the recycling of properly rinsed plastic pesticide containers, nursery and greenhouse film, bulb crates, and other #2 HDPE plastics used by NJ farms. Now the 'dirty' plastics generated by farmers can be recycled at the CCIA's regional collection site for the pilot project. The CCIA began accepting "dirty" agricultural plastics in April 2005 and will continue collections year round. This program is open to all New Jersey farmers.

The cost to participate in the program is \$30 per ton - almost a 50% savings in landfill tipping fees.

The vehicle used to transport the agricultural plastics is NOT required to be licensed by the NJDEP so long as the plastic is transported directly to the collection site.

Prior to delivery of the agricultural plastics, all growers **MUST** call the CCIA to establish an account. Growers using a licensed solid waste hauler **MUST** inform the CCIA prior to delivery in order to maintain proper billing and documentation.

The ag plastics recycled through this pilot project include:

Mulch film (any color)	Drip irrigation tape	Row covers	Low tunnel film
High tunnel film	Silage bags	Peat moss bags	Hay bale wraps

ADDITIONAL QUESTIONS ON RECYCLING AG MATERIALS CONTACT:

Karen Kritz, NJDA, PO Box 330, Trenton, NJ 08625-0330 (609) 984-2506 Kritz@ag.state.nj.us

*New Jersey Farmer's
Direct Marketing Association*

C/O NJDA
PO Box 330
Trenton, New Jersey 08625-0330

Phone: 609-292-5567

Fax: 609-341-3212

Email: info@NJFDMA.com

Be Direct!



New NJFDMA Website Under Construction

The NJFDMA website has long been located at NJFDMA.com. That is in the process of changing. The new address will be NJFDMA.org. It is hoped that the new site will be available by the middle of October.

The information will be similar to the existing website, but with a fresh look. It will also be easier to update the website on an as-needed basis. Some improvements to the site will include recipes and archived newsletters.

The new site is being created by Dan Gulick. Dan has been doing websites for about 10 years, came highly recommended and is reasonably priced. He will be working with Pegi Ballister-Howells and Jackie Bricker throughout the process. His initial proposal was approved at the Sept. 7 meeting. Any suggestions, changes to the old site or new ideas should be directed to either Jackie or Pegi as soon as possible.

Posters Available! Promote the Health Benefits of Jersey Produce

NJFB has developed and produced weather resistant posters touting the many health benefits associated with key Jersey produce items. Anti-aging, cancer prevention, fighting heart disease and Alzheimer's are just some of the health issues that are addressed. They were produced with both the farm market and tailgate market in mind as places where consumer confidence would be best enhanced by receiving this positive information.

Produce selection, ripening and storage, calories content, availability and production in the state are also mentioned. The posters are approximately 2 feet by 3 feet, are grommeted to facilitate hanging and expected to hold up out of doors for at least

three seasons. Currently available are posters on Peaches, Tomatoes, Sweet Corn and Apples. The cost of producing these colorful posters is \$30 each. Farm Bureau has a supply and wishes reimbursement of \$10 each to



defray some of the costs. Contact Sharon at the Farmhouse if you would like to receive any of the posters. 609-393-7163.



NJFB Produce Growers Directory to be Updated

The Produce Growers Directory was originally compiled as hard copy in 1994, revised in 1995 and then put on the internet in 2000. The website has allowed for repeated updates any time a farmer has wanted to make changes to their listing. Not all farmers have kept current with their listings and a more dramatic updating is about to take place. Efforts are being made to facilitate updating by providing forms that contain existing information. These will then only require the farmer to indicate where there has been a change. A few new categories will be added. Make sure you fill out the form when you receive it and return it to Sharon at the Farmhouse. Questions can be directed to Pegi Ballister-Howells or call Sharon at 609-393-7163. To visit the existing website go to NJFB.org and click on the directory.

Twilight Meeting Held August 11

A Twilight Meeting was held at 6 pm on Aug 11 at Robson Farm Market in Wrightstown. Approximately 25 people were in attendance. The evening consisted of a wagon ride tour around the home base area of the farm. The packing house, new labor housing facility, farm market and some fields were included. Dinner was provided by NJFDMA with pies donated by Mr. McGregor's Farm Market. A representative of Haygrove Tunnels, Andy Crittendon, was available to answer questions about high tunnel construction and production. The evening was well received by all.