



Direct News.....

March 2005

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Officers

Neil Robson
President

Tannwen Mount
Vice-President

Bob Phillips
Treasurer

Jackie Bricker
Secretary
609-292-5567



This and that:

- Next Director's meeting April 6, 7 PM at NJDA
- The following Director's mtg is May 18, 7 PM at NJDA
- The summer Twilight mtg is planned for Aug 11, at the Robson farm in Wrightstown
- 2005 stickers will be mailed this spring to attach to the metal NJFDMA signs members received last year. New members will receive the sign and stickers.
- For questions, feedback, or suggestions regarding this newsletter contact editor Pegi Ballister-Howells 609-426-1690 or Pegi@comcast.net

From the President: Serving Your Needs

It is with great pride that I accept the Presidency of the NJFDMA. This organization is small, but has the potential to be mighty. Without question, the burgeoning population here in the Garden State creates conflict for farming. It also creates opportunity. Making the most out of this opportunity will contribute greatly to the ability of New Jersey Farmers to thrive. Direct marketing puts more of the consumer dollar in the pocket of the producer. Farmers work hard and deserve every bit of that dollar they can collect.

As I leave the office of President of VGANJ to assume my new responsibilities with NJFDMA, I can see great benefits to the organizations working together. Farmers that have farm stands or participate in

tailgate markets are also vegetable growers. Traditional vegetable growers continue to shift marketing outlets to those that are direct to the consumer. The more the farm community pulls together to pool resources, ideas, advertising, and education the stronger the industry will become as a whole.

Let us consider the tailgate market association known as The NJ Council of Farmers and Communities and The Wine Growers Association. These organizations both depend on marketing directly to the public as do many growers of Christmas trees, greenhouse products, and nurserymen. Even the fishing industry, long considered part of agriculture, often markets directly to the public. Why not include producers of value added Jersey products

such as blueberry iced tea, fresh cuts salad greens, and apple and peach cider? Add to this the u-pick farms and all the fresh flowers that are direct marketed and this aspect of the industry becomes enormous. If all the efforts to reach the public can be pulled together the impact will be huge.

New Jersey farmers have long been on the cutting edge of production. Once again, we need to stretch our abilities to meet the demands of a constantly changing environment. There is no doubt that each farmer has resources at their disposal to make this happen. Together, we can make it a certainty.

Best wishes for a great season.

Neil Robson, President

New Officers Installed

At the February 16 meeting, a new slate of NJFDMA officers were elected. All officers had completed their terms and the candidates presented by the nominating committee were approved unanimously. New officers include Neil Robson of Robson Farms in Wrightstown, President; Tannwen Mount of Terhune Orchards, Princeton, Vice-President; Bob Phillips of Mr. McGregor's Garden, Springfield, Treasurer

and Jackie Bricker of the NJDA continues as Secretary. President Robson extends his appreciation for the efforts of the departing officers. They set the tone for expanding the influence and impact of the organization. A plaque was presented to departing president, Rob Ferber, and letters of appreciation will go to former VP Tom Everett and departing Treasurer Tom Gant.

Recycle Nursery & Greenhouse Film Year-Round

This is the 9th year for the NJ nursery and greenhouse film recycling program. Due to the success of the program, the Cumberland and Burlington County facilities will now accept the material on a year-round basis. The Mount Holly, (Bur. Cty.) facility will also accept out-of-state film. Contact either facility or Karen Kritz (NJDA) 609-984-2506 for more information.

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Be Direct!



WIC & Seniors Farmers' Market Nutrition Program

Recruitment and training for farmers to accept the cash vouchers distributed to participants in the Women, Infants and Children program and senior citizens has been scheduled. This **face-to-face** training is **mandatory**. **RSVP** by March 18 at 609-292-9560, the State WIC Office..

North Jersey: April 5 1-3 PM
Frelinghuysen Arboretum
Morristown

Central Jersey: March 29 1-3 PM
Rutgers Coop. Ext., Mercer Cty.
Ewing/Lawrenceville

South Jersey: March 24 1-3 PM
Rutgers Coop. Ext., Gloucester Cty.
Clayton

Don't miss this opportunity to become a Certified Farmer Vendor!

VGANJ Cookbooks 50th Anniversary Edition

VGANJ has reprinted their cookbook with over 750 recipes. Most are from long established farm families, but others are from celebrities including Lady Bird Johnson and Kenny Rogers. These are meant to retail for \$15 but can be purchased by the case (27 per case) for \$11 each. Call Pegi Ballister-Howells for more info (609-426-1690).☀

Recipe Handouts Well Received

According to Neil Robson and Jim Giamarese, the recipe handouts provided to members during the 2004 season were well received. Both direct marketers said they disappeared quickly when made available to customers. The success encouraged the Board to vote to continue the service to members for another year. Here is the recipe that appeared in August:

Zucchini, Tomato, and Cheese Pie

This is a filling meal idea for a hot summer day. If you prebake the pie shell, sauté the zucchini and tomatoes ahead of time, all you will have left to do is assemble the dish.

10 – inch pastry shell
1 ½ lb zucchini
Salt
4 medium-size ripe tomatoes
4 T's butter
1 T oil
3 eggs, separated
2 cups grated Gruyere cheese
½ cup feta cheese
Freshly ground pepper
2 T's chopped fresh basil or mint

Prepare and cook the pie shell (recipe follows); set aside to cool.

Wash the zucchini, trim and cut into ¼ inch slices if large; cut small zuc-

chini lengthwise.

Peel tomatoes, quarter, and remove the seeds. Heat 2 tablespoons butter with the oil in large sauté pan. Lightly brown the zucchini on both sides; drain on paper towel. Lightly brown the tomatoes until soften slightly but do not become limp. Cool.

To assemble the pie, beat the egg yolks, set aside. Place half the zucchini in the shell. Sprinkle with one-third of the grated Swiss cheese and half of the feta cheese, sprinkle 1 tablespoon butter, salt, pepper and half the basil or mint. Beat the egg whites until stiff and fold in the yolks. Spread half of this mixture over the cheeses. Arrange tomatoes across pie, slightly pressing.

Sprinkle with one-third of the Swiss and feta cheeses, and the remaining basil or mint. Top with remaining zucchini and season with salt and pepper. Spread with remaining egg mixture, top with remaining Swiss cheese and sprinkle remaining tablespoon butter.

Cover with pastry crust, pinching edges. Bake in preheated 400° oven for 25-30 minutes or until the eggs are set.

Pastry for Pie

10 tablespoons butter
1 ¾ cups flour
1 egg

Salt

Gradually mix the butter into the flour until the butter is broken up into small bits. Beat the egg and add to the flour mixture along with a pinch of salt; mix until well combined. (This can be done quickly in a food processor) Wrap in waxed paper and refrigerate for 30 minutes. Roll out on a floured board. Place in a buttered 10-inch deep-dish pie plate. Work with your fingers until it fits evenly. Prick dough with a fork, cover with aluminum foil. Weight down with dried rice or beans. Bake in preheated 400° oven for 20 minutes or until pastry is set and the bottom is just about cooked through (it will cook further when the filling is added)

Recipes provided by Tannwen Mount of Terhune Orchards.☀

FreshMan Coloring Books Available

The Story of FreshMan coloring book tells the story of the challenges facing many New Jersey farmers. The 16 page booklet has the story and 8 pages to color which include several activity pages. They retail for \$1 each. Quantity discounts are available. Contact Pegi Ballister-Howells for more info. (609-426-1690)