

NEW JERSEY STATE HORTICULTURAL SOCIETY

Post Office Box 116 Clayton, New Jersey 08312

(856) 307-6450 FAX (856) 307-6476

**PRESS RELEASE
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**CONTACT: JEROME L. FRECON
CLAYTON, NEW JERSEY**



Gloucester County Growers Receive Outstanding Fruit Grower Award

Joyce and Richard Mood were recently honored by the 133 year old New Jersey State Horticultural Society (NJSHS). The Moods were presented the 23rd Annual Outstanding Fruit Grower Award by NJSHS President Greg Donaldson before over 300 guests at the Mid Atlantic Fruit and Vegetable Growers Banquet in Hershey Pennsylvania.

The Moods are owners of Moods Orchards near Mullica Hill in Gloucester County. Mr. Donaldson cited Moods long and innovative work in direct marketing. The Moods have one of the oldest direct farm marketing operations in New Jersey starting in 1922. Their current farm market was built in 1926. The Moods are also owners of one of the few Century Farms in



Greg Donaldson (left) Pres. NJSHS, Joyce & Richard Mood recipients of 2008 NJSHS Outstanding Grower Award

Gloucester County. The Moods have a long history of support to the New Jersey agricultural and fruit industry activities and many tours and public relations events. Their farm is frequently featured in the news for its uniqueness and variety.

The Moods were presented a handsome plaque and lifetime membership. During their years together Mood's Orchard and Farm Market has made many improvements. They purchased their first cider press in 1970 and added a pressing room. As Mood's cider business grew a new, belt press was added in 1992. A new Cider Sure machine was added to treat their famous apple cider and protect it from any possible contaminates.

Moods have one of the oldest and most efficient U-pick operations in New Jersey, and a wide variety of fruit crops. Few operations sell things like table grapes and plums in this manner. They specialize in U-Pick sweet cherries with over twenty acres in production.

Before Agritourism became a popular buzzword in agriculture the Mood's had implemented tours and U-pick. They recently set up a new meeting pavilion

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Greg Donaldson
176 Airport Road
Hackettstown, NJ 07840
(908) 852-9122

VICE-PRESIDENT
Ken Wightman
1111 Mt. Kimble Ave.
Morristown, NJ 07960
(973) 425-9819

SECRETARY
Bill Tietjen
Warren Co. Adm. Bldg.
165 CR 519 S
Belvidere, NJ 07823
(908) 475-6505

TREASURER
Gary Mount
330 Cold Soil Rd.
Princeton, NJ 08540
(609) 924-2310

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and expanded their outreach through their web site at www.moodsfarmmarket.com

The Moods have truly been innovators in direct marketing and their market is famous for their unique windmill, which they use in their advertising. "When you see the windmill you know you've found Moods Farm Market." said Donaldson.

Both Joyce and Richard have a long history of participation in their community and the fruit and agricultural industry. Richard is a former director, Vice President and President of the New Jersey State Horticultural Society. He also served as their delegate to the New Jersey Agricultural Convention, and was 15-year director of the New Jersey Peach Promotion Council and its treasurer. He is a founding partner in Eastern Pro Pak in Glassboro and a ten-year director of Jersey Fruit Marketing Cooperative in Glassboro. The Moods are members of the Gloucester County Board of Agriculture, New Jersey Farm Bureau, American Farm Bureau and the New Jersey Agricultural Society. Joyce has assisted with the Farm Women's Committee of the GCBA, and the Mid Atlantic Convention Auxiliary. The Moods have been long time active members of the New Jersey Direct Marketing Association where Richard has served as a director.

The Moods have been active in the community. Richard was a 15-year member of the Elk Township Planning Board of which he served as Vice Chairman. He is a 39-year member of the Ferrell Fire Company serving as Secretary for the past 25 years. Both are members of the Ferrell United Methodist Church. Richard has been a member of the trustees and past President. Joyce is a Sunday school teacher and a pianist in their church. She has also been a volunteer parent for the Elk Township softball league and the Delsea Girls Basketball Organization.

Richard and Joyce previously received a Distinguished Services to Agriculture Award for their accomplishments in 2005 from the Gloucester County Board of Agriculture.