

**Patricia D. Hastings**

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**To:** "NJinPAS Advisory Committee" <NJinPASadvisory@AESOP.Rutgers.edu>; <ag@AESOP.Rutgers.edu>  
**Cc:** "Richmond, Lynne" <lynne.richmond@ag.state.nj.us>  
**Sent:** Friday, September 14, 2007 1:04 PM  
**Subject:** NJ Agritourism Economic Impacts Study Release at Press Conference

Friday, September 14, 2007 12:50 PM. Press release from the NEW JERSEY DEPARTMENT OF AGRICULTURE, courtesy of Lynne Richmond; PO Box 330 Trenton, New Jersey 08625-0330; [www.nj.gov/agriculture](http://www.nj.gov/agriculture) . For more information, see press release below.

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**CABINET MEMBERS RELEASE AGRITOURISM ECONOMIC IMPACT STUDY, KICKOFF FALL AGRITOURISM SEASON**

Secretaries of Agriculture and State See Agritourism as Boon to State

(TRENTON) – New Jersey Secretary of Agriculture Charles M. Kuperus and Secretary of State Nina Mitchell Wells will announce the results of a study that measured the importance of agritourism on New Jersey's economy on Monday, September 17 at Johnson's Corner Farm in Medford.

Agritourism activities include hayrides, corn mazes, pick-your-own produce, farm stands, school tours, farm festivals, and winery tours. Johnson's farm offers pick-your-own apples and pumpkins, hayrides, fall festival, and a discovery barnyard for children. Agritourism is part of New Jersey's \$37.6 billion tourism industry.

The cabinet members also will remind residents and visitors to go to [www.jerseyfresh.nj.gov](http://www.jerseyfresh.nj.gov) , [www.visitnjfarms.org](http://www.visitnjfarms.org) , and [www.visitnj.org](http://www.visitnj.org) websites to find all the great activities that are planned this fall at New Jersey farms.

The agritourism press conference will be held 10 a.m. Monday, September 17 at Johnson's Corner Farm, 133 Church Road, Medford, NJ.

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*Directions: Route 70 to Hartford Rd. Follow sign to Johnson's Farm. Farm is one mile up on right.*

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The New Jersey Agricultural Experiment Station  
 Rutgers Cooperative Extension  
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 PMO websites @ [www.pestmanagement.rutgers.edu](http://www.pestmanagement.rutgers.edu)  
 New Jersey, the Garden State!