



Purveyors of Fresh Fruits, Vegetables & Frozen Foods

LOCAL APPLE AVAILABILITY

LATE AUGUST

4504 GINGER GOLD

EARLY SEPTEMBER

4500 COURTLAND

4503 GALA

4507 JONATHON

4505 GOLDEN DELICIOUS

4508 MACINTOSH

ALL APPLES ARE 100-COUNT CASES.

MID TO LATE SEPTEMBER

4501 EMPIRE

4512 ROME

4511 RED DELICIOUS

EARLY OCTOBER

4502 FUJI

4513 STAYMAN WINESAP

LATE OCTOBER

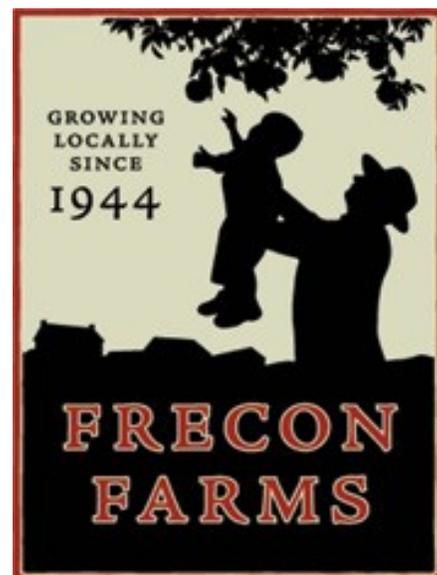
4506 GRANNY SMITH

4510 PINK LADY

For 65+ years the Frecon family farm has been a labor of love, focused on providing Boyertown, Pennsylvania and the surrounding area with fresh fruit to enjoy with the ones they love.

Richard S. Frecon came to the United States and worked a serious of jobs, before landing a produce inspections job in southeastern Pennsylvania. In 1944 he settled in Bucks County and purchased Boyertown Fruit Farms in the "Apple Basket" of the East. Richard established Frecon Orchards, focusing on apple and peach production, revolutionizing packing procedures and growing practices. He and his wife Martha raised 6 children, all of whom have worked for the family business throughout the years. Richard's mother Mary started a small roadside stand in 1951 to sell directly to travelers and passersby. Over the years, this small roadside stand grew into one of eastern Pennsylvania's first full service retail farm markets.

In 2005 Hank and Steve Frecon and their long-time friend Chris Adukaitis launched www.FreconFarms.com and Frecon's Pick Your Own apples and pumpkins attracting visitors from all over the tri-state area. They bought Frecon Orchards Outlet and changed the name to Frecon Farms. Today, they continue to pursue retail opportunity and grow the PYO business with a serious of events throughout the year.



Ph: 609-345-3229 • Fax: 609-345-2918 • WWW.SEASHOREEAST.COM

ATLANTIC CITY & PENNS GROVE, NEW JERSEY

SEASHORE FRUIT & PRODUCE CO.

Purveyors of Fresh Fruits, Vegetables & Frozen Foods



Low Calorie,
High Fiber,
Good Source of
Vitamins B & C
and Minerals.

Apple Tips

• Keep Cool.

Apples continue to ripen after being picked. Storing in a cool environment retards the process. Never store apples at room temperature; it will ruin their flavor.

• Buy in Season.

Despite refrigeration, like all fruits, apples have an optimum season when flavor, freshness, and its nutritional value peak.

• Buy Local.

Even under the best conditions, shipping and storage can have adverse effects on fruit quality. Buying local is the best way to be sure you are getting the most nutritious food. Plus supporting local growers helps preserve family farms.

• Experiment.

Try as many different as you can while they're in season!

Apple Varieties

4500 COURTLAND

Red apple with fine, smooth white flesh that is very slow to brown, making it an excellent choice for salads. Crisp texture; flavor is mild and slightly tart.



4501 EMPIRE

Mild flavor and firm texture. Empire are an all-purpose apple; great for fresh eating and baking. It is a cross between Red Delicious and McIntosh with the best qualities of each. Empires are firmer, sweeter, and keeps longer than McIntosh. It has the sweetness of Red Delicious with more character. It is better for baking than both; and is also good for cider.



4502 FUJI

Very sweet, juicy, and amazingly crisp. Great for fresh eating and baking. Its combination of low-acid sweetness and crunchy, juicy flesh with its pleasant aroma makes it one of the most successful newer varieties. It does very well, making it a great choice for supermarkets.



4503 GALA

Sweet and crisp. One of the most popular apples. Enjoy as a snack or in salads. It is one of the "gourmet apples" specifically aimed at supermarkets.



4504 GINGER GOLD

Apple season kicks off with ginger golds. Fresh, clean taste with a perfect balance of sweet and tart. Kids enjoy this summer apple var juicy *snap* and sweetness.



4505 GOLDEN DELICIOUS

Yellow skin, very sweet, and thin-skinned. Golden delicious is an easy apple to like— it's warm, sweet, and mellow with just the right amount to tang and juice. Great for eating fresh, baking, sauce, and freezing.

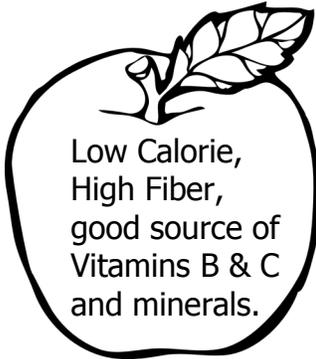


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Apple Varieties (continued)

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- **Experiment.**

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4506 GRANNY SMITH

Crisp and tart. Enjoy fresh; or use for baking, sauce, or juice. Granny Smiths ship and store very well.



4507 JONATHAN

A 200 year old variety that originated in New York state, it consistently ranks among the top ten popular varieties. It has a spicy, tangy, tart flavor with crisp, juicy flesh. Enjoy fresh, also great for cider and sauce.



4508 MACINTOSH

Nothing compares to a MacIntosh for fresh eating—it's crispy, juicy, tangy, firm, perfumed, and spicy. Macs can also be enjoyed in salads, sauce, and pies.



4510 PINK LADY

One of the oldest varieties known. It is very durable and attractive. It is not very strongly flavored and not very sweet, but is still a good fresh-eating apple.



4511 RED DELICIOUS

Sweet and crisp. Enjoy as a snack or in salads.



4512 ROME

Firm, crisp, and juicy. Known as *the best baking apple*; also great for sauce.



4513 STAYMAN WINESAP

Tart, sweet, and rich. A great all-purpose apple.