



FOR IMMEDIATE RELEASE:
February 3, 2012

Freeholders help Delicious Orchards mark 100 years

Popular food market is a Monmouth County tourism destination

[Click to watch video of event](#)



FREEHOLD, NJ – The Monmouth County Board of Chosen Freeholders joined the McDonald family Tuesday to celebrate the 100th anniversary of Delicious Orchards. Also in attendance were a number of local legislators and New Jersey Secretary of Agriculture Douglas H. Fisher.

Delicious Orchards began 100 years ago as an apple orchard at the site of what is now Eastmont Orchards. In the 1960s the business moved to its current site on Route 34 near CR Route 537, and is now a 60,000-square-foot country market and one of the county's premiere tourist destinations.

"It is a privilege to be in such a wonderful establishment that has gone statewide, yet stayed truly Monmouth County," Freeholder Director John P. Curley said. "We thank you for all that you have done for our economy and all that you will continue to do."

"I remember working on getting Eastmont Orchards, which is Delicious Orchards, into the state's Farmland Preservation Program when I was serving on the Colts Neck Township Committee," said Freeholder Lillian G. Burry, a former mayor of Colts Neck. "I was very happy to do that because now we know that property is preserved as farmland. Delicious Orchards has become an institution."

Today, Delicious Orchards is a popular food market serving not only nearby residents, but people throughout Monmouth County and, in

fact, the entire state. The country store specializes in selling fresh produce – local when in season – and from-scratch pies, cakes and cookies. It also sells cheeses, meats, seafood and gourmet groceries, coffee and tea.

Last year, Delicious Orchards sold 1.2 million doughnuts and more than 200,000 pies, all made from scratch, staying as true to the original recipe as possible. To keep pace with demand, they bought an apple-peeling machine that peels a bushel of apples per minute, owner Bill McDonald said.

“We had to bring in a sophisticated apple peeler because we could not keep up with the volume of apples by hand,” McDonald said. “There are other areas where we could use innovation, but we take pride that we do not. For example, we still hand-fill our pies and bag our doughnuts. Bagging 1.2 million doughnuts is not an easy task, but this assures that you are only getting the very best.”

“Delicious Orchards is a landmark in Monmouth County and one visit is all you need to understand why,” Freeholder Deputy Director Thomas A. Arnone said. “They employ 250 people, many of them second- and third-generation Monmouth County residents. The high value placed on the employees explains why the quality of food sold at Delicious Orchards quality is second to none.”

“It’s fascinating to see all the work that goes on behind the scenes, especially in the bakery, from making the pies to decorating the cakes,” Freeholder Serena DiMaso said. “The McDonald family and their extended family, which includes their employees, should all be very proud to be associated with a company that truly embodies what Monmouth County is all about – family and quality of life.”

“Delicious Orchards has been around for so long that it is an essential part of the fabric that is Monmouth County,” Freeholder Gary J. Rich Jr. said. “People from all over the county and beyond come here to buy their cakes, pies, apple cider doughnuts and fresh produce. It is a proud tradition that I hope will continue for at least another 100 years.”

During the growing season, Delicious Orchards sells locally grown fruits and vegetables. Shoppers will find Jersey peaches, apples, corn, strawberries, blueberries, tomatoes, peppers, eggplant and many other varieties of produce, most of it harvested by Monmouth County farmers. In addition, they specialize in wild-caught seafood obtained from local fishermen.

“We congratulate Delicious Orchards for 100 years of serving the community, supporting local farmers and providing its customers with access to Jersey Fresh produce and Jersey-made products,” Secretary of Agriculture Douglas H. Fisher said. We rely on businesses such as Delicious Orchards to promote the sale of local produce and provide the public with access to these products.”

Delicious Orchards grew to 110 acres over the years after the orchard opened in 1911, with three generations of the Barclay family managing the operation. Carroll W. Barclay, who was in attendance at the 100th celebration, took over the operation of Delicious Orchards after World War II and began to change the operations from strictly wholesale to a mix of retail.

In 1959, Barclay hauled several wagonloads of apples to the roadside and set up a makeshift stand. This success with the public led to the construction of a 1,200 square foot stand the following year, and the modern day Delicious Orchards was born.

As the Delicious Orchards name became more famous in the 1960s, the Barclays moved toward a year-round business with the addition of more produce and baked goods.

In 1966, the Barclays bought a red brick building on Route 34 at Delicious Orchards current home. Now, with operations indoors, citrus fruits were added as well as cheeses. Three additions in 1969, 1972 and 1982 more than doubled the size of Delicious Orchards. Along the way, the Barclays brought in his sister Caroline and her husband Bill Smith.

During the fall of 1977, the Barclays and the Smiths decided to leave the day to day operations of Delicious Orchards, and over the years sold their ownership to their management team, which included current owner Bill McDonald. Bill and his wife Linda have four children who are all active in the family business.

Today, Delicious Orchards serves more than 2.5 million visitors each year.

Also present at Tuesday’s celebration were Sen. Jennifer Beck and Assemblywomen Mary Pat Angelini and Caroline Casagrande.

#