

MEET OUR GROWER

# Mill Rock Farms



Location: Hammonton, New Jersey

Product: Fresh/Frozen Blueberries

- Third Generation Family Farm
- 100% Drip Irrigation
- Integrated Pest Management Program

Sal Colasurdo is a third-generation farmer, growing 50 acres of blueberries in Hammonton, NJ. Sal's grandfather, Salvatore Colasurdo, started the farm in 1902 growing blackberries, raspberries, and grapes. Blueberries were planted in the early 1940s by Sal's parents, Millie and Rocco, and have since remained the only crop grown by Mill Rock Farms.

In the 1980s, Mill Rock Farms became one of the earliest in the State of New Jersey to convert from traditional overhead irrigation to solely drip irrigation, a proactive measure that earned Sal recognition by the New Jersey State Soil Conservation Committee, the New Jersey Department of Agriculture, and the USDA Natural Resources Conservation Service. Sal has served as an Executive Committee member of the Atlantic County Board of Agriculture since 1993 and has been a proud member of the Jersey Fruit Cooperative since 1996.

**Jersey Fruit**  
A Farmer-Owned Cooperative since 1940

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