



IMMEDIATE RELEASE

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NEW JERSEY AGRICULTURE OFFICIALS CELEBRATE FIRST JERSEY FRESH ICE CREAM



L-R: Ginna Novak, Hunterdon County Dairy Princess; Jared Weeks, owner Jersey Fresh Farm; Douglas Fisher, NJ Dept. of Agriculture Secretary; Carly Persichilli, NJ Dairy Princess and Freeholder Suzanne Lagay

(WEST AMWELL) – New Jersey Department of Agriculture Secretary Douglas H. Fisher cut the ribbon for the grand opening of the Red Barn Milk Company in Hunterdon County earlier this week. The business, started by Hun-Val owners Jared and Treacy Weeks, is selling the first Jersey Fresh ice cream and custard, along with other farm products.

“The Red Barn Milk Company has a great vision for what can be accomplished using Jersey Fresh products,” Secretary Fisher said. “Hun-Val Dairy Farm has produced Jersey Fresh milk for the past two years and it’s great to see them take this next step by opening the Red Barn Milk Company and serving the first Jersey Fresh ice cream as well as other menu items.”

Jared Weeks started milking cows on farms while a teenager and eventually started his own dairy farm after graduating from North Hunterdon High School. He first rented a barn that had 12 milk cows and now has built his total to about 160 cows, including new born calves as the herd is split between Holsteins and Brown Swiss. Weeks has the capacity to milk 50 cows at a time at Hun-Val. The ice cream is not the Weeks’ first venture into Jersey Fresh dairy products. They also introduced Jersey Fresh milk in 2015.

“To have the first ice cream with the Jersey Fresh label on it means a lot to us,” Jared Weeks said. “We are proud of what we have been able to do with our dairy farm and our products. This is a big day for us and we hope the Red Barn Milk Company will become a trusted fixture in our community.”

Along with Jersey Fresh ice cream, which will be available in hard pack and soft serve, the Red Barn Milk Company will also feature a traditional menu that will include meat products such as hamburger and hot dogs from Double Brook Farms in Hopewell, owned by Robin and Jon McConaughy.

The Red Barn Milk Company is located on Route 31 in West Amwell and is open Wednesday-Sunday.

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