

**NEW JERSEY DEPARTMENT
OF
AGRICULTURE**

STRATEGIC PLAN

Through June 2006

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VISION

New Jersey's agricultural and food industry will be productive and profitable while protecting the natural resources that sustain it, benefiting the overall environment, and supporting the health and welfare of the general public.

MISSION

- Promote and provide high quality, nutritious, abundant, safe and affordable food and other agricultural products;
- improve the economic viability of the agricultural industry and foster opportunities for farm profitability;
- preserve and protect agricultural and natural resources; and
- provide leadership and excellence in services to New Jersey agriculture and the general public.

INTRODUCTION

The New Jersey Department of Agriculture's diverse programs and services touch a wide array of residents, businesses and organizations throughout New Jersey. Whether protecting farmland, keeping our family farms viable, ensuring the health and safety of plant and animal resources or distributing millions of pounds of federally donated foods to New Jersey's schoolchildren and neediest citizens, the Department's activities directly impact daily life in the state.

In 2002, a Strategic Plan was prepared that led to a reorganization of the Department to better meet the challenges of ensuring a strong, innovative and profitable agricultural industry in the most densely populated state in the nation. The clear direction set forth in that plan has enabled the Department to meet its goals and objectives.

However, the one thing the Department doesn't want to see grow is grass under its feet. Therefore, it is critical to reassess our goals and adjust our efforts to respond to changing agricultural, economic and land-use dynamics.

Just as the agriculture and food industry must adapt to meet the shifting marketplace, so must the Department change its approaches in the services it provides. That ability to adapt has been a major focus of the Department as we have repositioned agriculture in New Jersey, providing growers with greater opportunities to remain viable and also never losing sight of the products that serve as the bedrock of the industry.

Whether it is the expansion and promotion of New Jersey seafood and aquaculture products, the further incorporation of agri-tourism as a key component to farm sustainability or the effort to shorten the market-supply chain so farmers retain ownership of their product longer, the previous strategic plan set the stage for successes in advancing agricultural interests in New Jersey.

This Strategic Plan guides the Department through June 30, 2006. It re-establishes the framework to achieve the Department's mission. The planning process enabled the Department to:

- Focus on the goals and priorities critical to achieving our mission;
- Explore the factors and trends that affect the way in which we carry out our mission;
- Identify the issues we anticipate through June 30, 2006; and
- Find ways to adjust our organization, programs, services and management approach to meet the demands of a changing agricultural industry, related agri-business interests and the citizens of our state.

The plan that follows was developed under the leadership of Agriculture Secretary Charles M. Kuperus, reflecting the input of the Department's various Divisions, the State Board of Agriculture and from the Department's constituents. The plan serves as a roadmap for how the department will operate in the future.

The plan is headlined by seven major goals that support the agency's vision and mission. Each goal is modified by a series of objectives that specifically state what the department intends to accomplish. Performance measures indicate how the Department will measure success toward achieving those objectives.

GOALS

1. Preserve farms and promote a viable agricultural industry.
2. Protect and conserve natural and agricultural resources.
3. Protect producers and consumers by ensuring safe, high-quality agricultural products and services.
4. Support and expand profitable, innovative agricultural and food industry development.
5. Provide access to fresh and nutritious foods for children, the needy and other New Jersey citizens.
6. Promote agricultural education, awareness and involvement.
7. Guarantee the delivery of quality services by a well-trained and motivated workforce.

GOAL 1: PRESERVE FARMS.

Permanently preserve and retain the maximum amount of New Jersey farmland to maintain a viable agriculture and food industry, and promote smart growth and a high quality of life for New Jersey citizens.

OBJECTIVE 1.1:

Deed restrict, through existing preservation programs, 160,000 acres of farmland for permanent preservation by June 30, 2006.

Performance Measure 1:

A total of 18,000 acres or 200 farms will be preserved annually.

Performance Measure 2:

Process all applications to the State Direct Easement and Fee Simple programs within nine months from date of contract or appropriation of funds.

OBJECTIVE 1.2:

Ensure that permanently preserved farms are maintained in compliance with all deed restrictions to protect the public's investment in farmland preservation by verifying that land is maintained for agricultural use.

Performance Measure 1:

Monitor all permanently preserved farms on an annual basis for deed compliance.

Performance Measure 2:

Process all landowner requests to undertake restricted activities on preserved farms – including subdivisions, the construction of agricultural labor housing and the replacement of single-family residential dwellings – within two months after they are received and deemed complete.

OBJECTIVE 1.3

Continually integrate the Farmland Preservation Program with the smart growth strategy for New Jersey.

Performance Measure 1:

Develop a proactive outreach strategy to coordinate and streamline municipal, county, regional and statewide farmland preservation efforts by December 2005.

Performance Measure 2:

Update SADC ranking criteria for all program applications by April 2005 to incorporate the concepts and objectives of the Agricultural Smart Growth Plan.

Performance Measure 3:

Encourage an additional 4 counties and 20 new municipalities to adopt Comprehensive Farmland Preservation Plans and, in the case of municipalities, establish agricultural advisory committees to assist CADBs, the SADC and the NJ Department of Agriculture in the preservation of farmland and the retention of the agricultural industry.

OBJECTIVE 1.4:

Ensure responsible farmers are protected from restrictive local, county, state and federal acts and ordinances, and public and private nuisance complaints through administration of New Jersey's Right to Farm Act; and continue active communication with all pertinent entities.

Performance Measure:

Six new agricultural management practices will be developed and adopted by June 2006.

OBJECTIVE 1.5

Improve coordination among local, county and state farmland preservation and Right to Farm efforts.

Performance Measure:

Develop and implement a training strategy for County Agriculture Development Board members and supporting professionals, including legal and appraisal professionals, by December 2005.

GOAL 2: PROTECT AND CONSERVE NATURAL AND AGRICULTURAL RESOURCES.

Encourage and support stewardship of agricultural and urban open land and other natural resources to protect and enhance fertile soils, clean water, and productive and healthy animal and plant resources.

OBJECTIVE 2.1:

Provide technical assistance to the agricultural and development communities and the public to control erosion, sedimentation, non-point pollution, stormwater management, promote water conservation, and develop and conserve water supplies.

Performance Measure 1:

Work with conservation partners to conduct a technical assistance needs assessment in response to current land use initiatives. Assistance will be provided for a minimum of 75 new soil erosion, sediment, nutrient, animal waste and water management contracts, in conjunction with the USDA-NRCS per year.

Performance Measure 2:

By 2005, provide leadership, administrative, technical, legal and financial support to the 16 Soil Conservation Districts to facilitate the implementation of their natural resource conservation programs by establishing a beneficial degree of uniformity, establishing program priorities and enhancing communications and coordination between the Districts and the SSCC.

Performance Measure 3:

By 2006, identify and address the existing and future statewide natural resource management needs of the agricultural and development communities as well as the public to protect the quality of our environment and conserve the natural resources that sustain it by initiating a “locally-led” natural resource needs assessment.

Performance Measure 4:

By 2006, increase the public’s awareness of the roles of the Soil Conservation Districts, State Soil Conservation Committee and the Natural Resource Conservation Partnership by enhancing the visibility of the Soil Conservation Districts and developing a legislative outreach strategy at the state and local level.

Performance Measure 5:

Work with Department of Environmental Protection Water Allocation to eliminate the backlog in water certifications by June 2005.

Performance Measure 6:

Work with other government entities to ensure good land stewardship.

OBJECTIVE 2.2

Detect and control indigenous and foreign plant pests, invasive weeds and diseases of agricultural and environmental importance, and to protect forested residential and recreational areas against defoliation and tree loss.

Performance Measure 1:

Investigate all suspected infestations of the Asian longhorned beetle to eradicate the pest. All host trees within the established quarantine areas will be surveyed annually. All known infested trees will be removed according to the joint state-federal action plan.

Performance Measure 2:

All municipalities with observed gypsy moth defoliation will be contacted for ground surveys. All ground surveys requested by municipalities will be completed. Gypsy moth defoliation will not exceed 40 percent in treated areas. Gypsy moth population levels will be reduced in all treatment blocks so that fewer than 5% of the blocks require retreatment the following year.

Performance Measure 3:

One million acres of agricultural crops, forests, parks, urban and suburban landscapes, and wetlands will be under targeted biological pest control.

OBJECTIVE 2.3:

To provide alternative biologic-based pest control strategies to control pests and reduce chemical pesticide use.

Performance Measure:

Eight species of biological control agents (one million total) will be reared and inspected annually.

OBJECTIVE 2.4:

Protect the health of the NJ livestock, equine and poultry industries to protect human health, maximize food and fiber production and maintain an economically sound animal industry.

Performance Measure 1:

All requested diagnostic procedures for the detection of livestock and poultry diseases will be performed by the Department's animal health laboratory.

Performance Measure 2:

Investigate within 24 hours of notification all suspected animal disease outbreaks to provide prompt and accurate diagnoses, minimize animal losses and contain or eradicate disease.

Performance Measure 3:

Implement pertinent training to stakeholders, veterinarians, animal control officers, animal control investigators, SPCA agents and law enforcement officials to ensure

standards of care for livestock and poultry are met as set forth in the Department's regulations for humane treatment of domestic livestock.

Performance Measure 4:

Assist stakeholders, veterinarians, animal control officers, animal control investigators, SPCA agents and law enforcement officials in investigations regarding the humane treatment standards of care for livestock, equine, and poultry with respect to animal welfare, neglect, or infectious diseases.

Performance Measure 5:

Provide animal health training a minimum of 4 times/yr for stakeholders and constituents, including all-hazards emergency planning and response to protect the security and bio-security of animals, agriculture industries, disease control programs and animal welfare standards, and the promotion of both the professional and hobby agricultural industry. The Department will undertake community outreach and continuing education to include publications and presentations designed for disease awareness and prevention for farmers, owners, veterinarians, and the general public.

**GOAL 3: PROTECT PRODUCERS AND CONSUMERS
ENSURING SAFE, HIGH-QUALITY
AGRICULTURAL PRODUCTS AND SERVICES.**

Administer fair and effective regulatory, inspection, grading and other quality assurance programs for food, agricultural products and agricultural inputs.

OBJECTIVE 3.1:

Ensure pest- and disease-free plant stock, and high-quality seed and other plant products for consumers and growers.

Performance Measure 1:

Inspect and certify all New Jersey nurseries, register 100 percent of all seed wholesalers, and seed offered for sale will be sampled at 300 high-volume wholesale and retail outlets.

Performance Measure 2:

Provide inspection services for all requests for phytosanitary certificates to improve the interstate and international marketability of New Jersey grown plants.

OBJECTIVE 3.2:

Ensure healthy populations of honeybees for pollination of New Jersey's agricultural crops and to maximize honey production.

Performance Measure 1:

All migratory and non-migratory honeybee colonies will meet regulatory standards.

Performance Measure 2:

At least 8,500 healthy honeybee colonies will be available annually for use by growers for pollination.

OBJECTIVE 3.3:

Assist interstate and international movement of livestock, horses and poultry, and expand export opportunities for New Jersey agricultural animal producers by maintaining state-wide specific disease-free statuses.

Performance Measure 1:

Perform a minimum of 30,000 regulatory laboratory tests per year on livestock and poultry to assure maintenance of specific disease-free statuses and complete compliance with federal requirements, within the next two years.

Performance Measure 2:

Conduct four to six inspections on each NJ licensed swine farm per year to enforce the Swine Health Protection Act.

Performance Measure 3: Strengthen the existing comprehensive Low Pathogenic Avian Influenza program by incorporating the USDA Uniform Methods and Rules on LPAI when completed. The program will include monthly visitations of Live Bird Markets, testing of poultry throughout the state and establishment of an AI certified free poultry auction by June 2006.

Performance Measure 4:

Review existing laboratory services, identify new opportunities and, in concert with the designing of a new state laboratory, develop plans for expansion, including facility requirements by 2006.

OBJECTIVE 3.4:

Assist food animal producers in determining and meeting the requirements and/or expectations of Federal Regulatory Programs.

Performance Measure:

The number of livestock farms enrolled in and/or monitored under federal regulatory or state quality assurance programs will increase by a minimum of 10 percent by June 2005.

OBJECTIVE 3.5:

Provide quality assurance for perishable agricultural commodities in accordance with Federal and State grade standards to ensure product marketability and maintain producer, marketer and consumer confidence.

Performance Measure 1:

Perform all requested inspections, gradings and certifications.

Performance Measure 2:

All required Organic Program Accreditation documents will be completed for submission to the National Organic Program by October 2006.

OBJECTIVE 3.6

Prevent unfair, disruptive trade practices that adversely affect the economic well being of the agricultural industry by administering and enforcing applicable laws and regulations.

Performance Measure 1:

All identified non-cash buyers of perishable commodities and entities that purchase milk from farmers or farmer cooperatives will be licensed and bonded annually, and 100 percent of identified milk dealers and retail milk outlets will be licensed.

Performance Measure 2:

Inspect a minimum of 40 retail stores at random to ensure accurate branding of New Jersey-produced products.

Performance Measure 3:

Investigate all mislabeling complaints.

Performance Measure 4:

All retailers selling organic products in NJ will be registered in accordance with the Department's organic program by June 2006.

Performance Measure 5:

All growers of NJ organic products will be registered in accordance with the Department's organic program by June 2006.

OBJECTIVE 3.7:

Expand the Jersey Fresh Quality Grading Program

Performance Measure 1:

275 growers will be licensed in 2005 and 10 new growers will be added each additional year.

Performance Measure 2:

Inspect a minimum of 3,000,000 pounds of various commodities packed under the *Jersey Fresh Quality Grading Program* to insure products packed under the brand will meet the grading standards of the program.

Performance Measure 3:

Increase by 10 percent annually the quantity of commodities sold under the Jersey Fresh label.

OBJECTIVE 3.8:

Assure that feed, fertilizer and lime sold in the state are accurately labeled and are free from contaminants.

Performance Measure 1:

Register all manufacturers and distributors of feed, fertilizer and liming materials.

Performance Measure 2:

A minimum of 1,000 random samples will be collected and analyzed to confirm label accuracy.

OBJECTIVE 3.9:

Provide third-party audits to ensure compliance with safe food production practices when requested by owners of agribusiness involved in the production, packing, storage and marketing of fresh produce, and report results in a timely manner.

Performance Measure 1:

All third-party audit requests by growers, packers, shippers, repackers and processors will be met, with results of audits reported within 30 days.

Performance Measure 2:

A minimum of 25 Third Party Audits will be performed during the 2005 growing season.

OBJECTIVE 3.10:

Assist in maintaining a safe and high quality supply of fish and seafood products for New Jersey consumers

Performance Measure:

Work with all segments of the industry to develop quality assurance programs, implement Hazard Analysis Critical Control Point (HACCP) procedures, adopt sanitary operating procedures and good handling practices.

GOAL 4: SUPPORT AND EXPAND PROFITABLE, INNOVATIVE AGRICULTURAL AND FOOD INDUSTRY DEVELOPMENT.

Foster agricultural economic growth, profitability and a positive business climate for individual farms through technical and financial assistance, market development, and effective product and industry promotion.

OBJECTIVE 4.1:

Increase the profitability of New Jersey's agricultural industry.

Performance Measure 1:

Farm gate sales will increase annually. Ten new market opportunities will be opened for agricultural products each year.

Performance Measure 2:

By 2006, an economic growth strategy will be developed for each sector of the agricultural industry – fruits and vegetables, nursery and horticulture, dairy, poultry and livestock, equine, seafood and agri-tourism. Performance measures will track the economic development strategies and no less than 70 economic development strategies will be initiated each year with no less than 35 economic development strategies achieving full implementation each year.

OBJECTIVE 4.2:

Create additional income for New Jersey farmers.

Performance Measure 1:

Assist five producers with an in-depth evaluation for developing and producing value-added specialty products from their farm enterprises.

Performance Measure 2:

Assist three producers in drafting application submissions for Value-Added producer grants through USDA Rural Development.

Performance Measure 3:

Provide information to a minimum of 100 agricultural and horticultural producers on a variety of available grant opportunities through news releases, the NJDA website and one-on-one contacts. Assist and encourage producer participation by answering questions and in drafting grant applications.

OBJECTIVE 4.3:

Expand the profitability of New Jersey's fish and seafood industries by developing better utilization strategies for processing by-products, recapturing domestic markets, expanding export

markets, shortening the marketing chain and developing a premium market position for locally harvested/farmed/produced products.

Performance Measure 1:

Assist New Jersey growers and harvesters to develop appropriate and innovative marketing and promotional strategies to gain a better market position.

Performance Measure 2:

Assist in developing standards for a “Jersey Seafood” brand.

OBJECTIVE 4.4

Support the orderly growth of the State’s aquaculture industry through the establishment of business-friendly and environmentally sound policies to protect the environment, wild stocks and the aquatic farming industry.

Performance Measure 1:

Working with industry and the academic community, develop policies, rules and regulations to implement the Aquaculture Development Act.

Performance Measure 2:

Facilitate the opening of additional lease areas to support the growth of innovative aquaculture technologies especially in areas that have suffered economic challenges as a result of the loss of traditional fisheries.

OBJECTIVE 4.5:

Increase consumer consumption and farm income through an aggressive marketing program to promote awareness of and preference for New Jersey farm products.

Performance Measure:

The Jersey Fresh message will annually make four hundred million gross impressions reaching a consumer audience residing in the Philadelphia, New York, and New Jersey region.

OBJECTIVE 4.6:

Provide a variety of technical assistance services and special projects including technical assistance on farm building construction codes, agricultural credit and finance, food processing initiatives, agricultural recycling, farmland assessment procedures, sales tax requirements, interstate trucking regulations, farm energy conservation, and farm risk management.

Performance Measure 1:

Participation of New Jersey farmers in crop insurance programs will increase by 15 percent more farms by June 2006.

Performance Measure 2:

In accordance with other agricultural organizations and agencies, develop and implement four new agricultural policy initiatives that strengthen the economic position of New Jersey Agriculture.

Performance Measure 3:

Provide information about Farmland Assessment to a minimum of 500 landowners. Information will detail Farmland Assessment requirements as well as steps to resolve issues that may arise.

Performance Measure 4:

Provide assistance to a minimum of 50 farm operations that require help on issues pertaining to “Sales and Use Tax Act” on farmer’s purchases and sales.

Performance Measure 5:

Develop a comprehensive Green Energy strategy by June 2005, including all forms of bio-fuels using agricultural products as base stocks, as well as programs for the use of Green Energy, including solar, wind and bio-mass in farm operations.

OBJECTIVE 4.7:

Implement the objectives and strategies outlined in the Agricultural Smart Growth Plan, including the development of a Planner’s Tool Kit to assist municipalities and counties in planning for the continued viability of the agricultural industry.

Performance Measure 1:

Update the Agricultural Smart Growth Plan by June 2006

Performance Measure 2:

By December 2004, develop a draft of the Planner’s Tool Kit, to include model ordinances, fact sheets and other hands-on guidance to help planners implement objectives of the Agricultural Smart Growth Plan.

Performance Measure 3:

Continue to integrate and coordinate the objectives and strategies of the Agricultural Smart Growth Plan with state, local and private planning efforts.

Performance Measure 4:

Be an advocate for farmers’ and farm operations’ rights and to develop and implement policy positions on current major land use plan initiatives.

GOAL 5: PROVIDE ACCESS TO FRESH AND NUTRITIOUS FOODS FOR CHILDREN, THE NEEDY AND OTHER NEW JERSEY CITIZENS.

Implement food and nutrition assistance programs to maximize participation by eligible New Jersey citizens, and strengthen agriculture's relationship with the food industry.

OBJECTIVE 5.1:

Ensure that all commodities purchased for use in the 2,727 participating school lunch program schools meet the grade and condition specifications of the contract.

Performance Measure:

One-hundred percent of the on-site inspections as required by federal regulations will be performed to ensure quality control.

OBJECTIVE 5.2:

Continue to provide state and federal financial assistance to promote and expand school lunch and other child nutrition programs in public and private schools, residential and non-residential childcare institutions and other community service organizations.

Performance Measure 1:

One-hundred percent of child nutrition sponsors will receive federal and state meal reimbursements within 30 days.

Performance Measure 2:

The number of child nutrition sponsors will increase by 5 percent annually.

Performance Measure 3:

The number of children participating in the School Breakfast Program will increase by 55 schools in September 05 with a student enrollment of 50,038 students as mandated by the new school breakfast mandate.

Performance Measure 4:

The number of participants participating in TEFAP will increase by three percent (3%) annually through our contracted Emergency Feeding Organization's network expanding access to local distribution agencies throughout the State.

OBJECTIVE 5.3:

Provide for high quality, safe and nutritious federally and locally donated foods to New Jersey's school children, institutional residents and needy citizens.

Performance Measure 1:

One-hundred percent of all food offered by federal and local sources will be accepted and distributed.

Performance Measure 2:

One-hundred percent of all USDA foodstuffs offered for TEFAP will be accepted and distributed to New Jersey's six contracted Emergency Feeding Organizations.

OBJECTIVE 5.4:

Provide continual technical assistance and training to school food service providers and school administrators on implementation of the Department's Healthy Choices Healthy Kids initiative.

Performance Measure 1: By September 2005, all school food authorities will be cognizant of the components of the Model School Nutrition Policy. All schools will have attended implementation trainings offered by the Division and begin revising food specifications towards healthier food choices.

Performance Measure 2: By September 2006, twenty-five percent of participating school food authorities will have voluntarily implemented the components of Healthy Choices, Healthy Kids and have an approved Model School Nutrition Policy on file with the Division of Food and Nutrition.

Performance Measure 3: By September 2007, all school food authorities will have a Model School Nutrition Policy implemented for the upcoming school year.

OBJECTIVE 5.5

Promote and facilitate a thriving food industry that provides maximum marketing opportunities for New Jersey farmers and the fishing industry.

Performance Measure 1:

Research and develop a database of agri-tourism operators to facilitate information exchange. Coordinate an Agri-tourism Symposium to address common opportunities and challenges and provide basic tourism and hospitality training.

Performance Measure 2:

Develop and implement a new grading and quality assurance program and related packaging to support the branding and marketing of farm-raised NJ clams.

Performance Measure 3:

Develop a comprehensive business plan to bring branded farm-raised clams to market. This will be performed in conjunction with the USDA Value-added Grant Program, as well as the NJ Seafood Marketing Committee, and the Rutgers Food Innovation Center.

Performance Measure 4:

Develop and distribute promotional materials to support the branding as sale of New Jersey's seafood products. Materials will be targeted to upscale retail markets, restaurants and farm markets.

Performance Measure 5:

A New Jersey Seafood Supplier and Export Guide will be updated for distribution to all known industry buyers, retailers, and processors.

Performance Measure 6:

Continue to work with existing and new commodity groups on their programs that are consistent with Department programs

OBJECTIVE 5.6

Develop a "Jersey Fresh" Hospitality Industry Program. The program will work closely with the industry and include many elements to strengthen the marketing of "Jersey Fresh" produce to the restaurant and institutional food service industries.

Performance Measure 1:

Promote "Jersey Fresh" produce and menu themes to the New Jersey Restaurant Association, The Professional Chef's Association, as well as individual restaurants.

Performance Measure 2:

Promote participating restaurants to the public via press releases, a press event, and a listing on the NJDA website.

GOAL 6: PROMOTE AGRICULTURE, FOOD AND NATURAL RESOURCES EDUCATION PROGRAMS, AWARENESS AND INVOLVEMENT.

Ensure the sustainability of New Jersey's agricultural industry through agricultural education, youth development, training opportunities, and successful communication with the agricultural community, general public and all levels of government.

OBJECTIVE 6.1:

Develop a comprehensive Agriculture, Food and Natural resources education plan for middle and high school students that includes increasing the number of schools that offer food and agricultural educational opportunities leading to careers.

Performance Measure:

A comprehensive 5-year plan will be developed by July 2005.

OBJECTIVE 6.2:

Prepare young people for careers by providing leadership, resources and services to secondary schools, students and teachers in food, agriculture and natural resources education programs.

Performance Measure 1:

Career and leadership development events will be provided for a minimum of 2,000 agricultural education students per year.

Performance Measure 2:

A minimum of 18 professional development hours will be offered for 70 agricultural education teachers and technical assistance will be provided to 42 school districts with agricultural education programs per year.

OBJECTIVE 6.3

Through the Conservation Partnership, the Department will educate elementary students, high school students and adults about the importance of soil and water conservation and related topics.

Performance Measure: 1

Student participation in conservation education programs, including the Bumper Sticker and Poster Contest will increase by 10 percent.

Performance Measure: 2

By 2005, team participation in the New Jersey Envirothon will increase by 20 percent.

OBJECTIVE 6.4

The Conservation Partnership will develop a Conservation Education Master Plan designed to create the promotion of conservation education consistent with the social, economic and political needs identified for sustainable communities and encourage a community of lifelong learners to practice a science-based stewardship of natural resources.

Performance Measure: 1

Reconstitute the New Jersey Environmental Education Commission to include a 15 member Board of Directors reflecting the Conservation Education Master Plan. Members will represent the Conservation Partnership and the existing members of the New Jersey Environmental Education Commission.

Performance Measure: 2

By 2006, identify a stable and unrestricted funding source for the development and implementation of the Conservation Education Master Plan.

OBJECTIVE 6.5

Offer training to agricultural industry professionals to prepare them for leadership roles in the agricultural industry.

Performance Measure:

Each year, 20 agricultural industry professionals will receive agricultural leadership training.

GOAL 7: GUARANTEE THE DELIVERY OF QUALITY SERVICES BY A WELL-TRAINED AND MOTIVATED WORKFORCE.

Produce quality in all we do through a diverse, effectively managed, highly trained and committed staff supported by efficient use of available technology, resources and input from constituents, and in cooperation with other related agencies, in a work environment that fosters excellence.

OBJECTIVE 7.1:

Provide continual technical and professional training to the department's veterinarians, laboratory clinicians and service staff, scientists, agricultural products agents and soil conservation district personnel to assure proficient service and the maintenance of appropriate certifications.

Performance Measure 1:

All professional and technical staff will meet licensing, certification and training requirements annually.

Performance Measure 2:

Offer continuing education opportunities to at least 10 percent of departmental staff annually.

Performance Measure 3:

By December 2005, coordinate with Soil Conservation Districts' supervisor performance subcommittee to develop a supervisor training manual, new supervisor training manual and new supervisor orientation program

Performance Measure 4:

By June 2005, State Soil Conservation Committee/Soil Conservation District training committee will develop a model training plan for all Soil Conservation District staff.

OBJECTIVE 7.2:

Recruit and maintain a highly efficient, well-trained and motivated workforce in support of Department needs.

Performance Measure:

All vacant positions will be filled in accordance with approved levels, available appropriations, current regulations and the Department's Workforce Plan.

OBJECTIVE 7.3:

Develop electronic information systems that provide a broader range of programs and services to department constituencies while improving the efficiency of the delivery of these programs and services.

Performance Measure:

Web-enabled services will be reviewed and further developed to enhance research capabilities and web-based interaction with department constituencies and the public.

OBJECTIVE 7.4:

Recognize and reward, within state and bargaining unit guidelines, quality performance from employees and identify areas for improvement.

Performance Measure:

All Performance Annual Reviews (PARs) will be completed by March 31 of each year.