



New Jersey Agritourism Grant Program (NJATP)

Fiscal Year 2026 Description of Funded Projects

Number of Grants Awarded: 72

Amount of Funds Awarded: \$5,000,000.00

For more information, please visit the program's website:

<https://www.nj.gov/agriculture/financial-services/grants/agritourism.shtml>

Revised as of 7/1/2026

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Application Period

Request for Proposals

On December 1st, 2025, the New Jersey Department of Agriculture (NJDA) released a Request for Proposals (RFP) for the inaugural year of the New Jersey Agritourism Grant Program (NJATP). A total of \$5,000,000.00 was made available for grants to support projects submitted by agricultural entities such as farms, ranches, wineries, breweries, distilleries and other agricultural businesses pursuing funding to support eligible agritourism activities. Applicants could request up to \$100,000 in grant funding to support a variety of agritourism activities, and investments to support their ability to attract, educate and/or entertain visitors.

The RFP was active until January 30th at 5:00 PM; any applications submitted after were considered on a rolling basis, subject to funding availability following the review of applications submitted during the initial RFP period.

In total, the NJDA received 446 applications requesting \$36,868,907.84 in program funding.

Outreach and Technical Assistance

Two info-sessions were hosted virtually on December 16th and January 13th respectively. Approximately 300 individuals attended both sessions. Sessions included a walkthrough of application requirements, discussion of program guidelines and a robust Q&A period.

Program information was disseminated across multiple state agency channels, including press releases, social media posts, email listservs and through relevant agricultural institutions.

Selection Process

Review of Applications

Applications were collected and filed based on a timestamped email submission to NJATP@ag.nj.gov. Any applications submitted after January 30th, 2026 at 5:00pm were considered “rolling” submissions, and were filed separately from those submitted prior to the established deadline.

All applications were initially screened by NJDA staff to confirm eligibility and fit within the scope of the program. Any applications that were incomplete, were submitted by an applicant entity not clearly defined as a commercial, agricultural business – as defined by [P.L. 2023, c. 87](#) – or any application which failed to provide adequate proof that the proposed grant activities met

the definition of agritourism ([P.L. 2023, c. 87](#)), were removed from funding consideration prior to final review.

Applications that passed the initial screening were then delivered to the review committee for scoring. Applications were scored during the period of February 1st – April 13th using the published scoring criteria, which can be found on pages 6-7 of the [NJATP Request for Proposals](#).

Selection of Applications

During the week of April 13th, the review committee convened, with technical assistance provided by NJDA staff, to select applications for award. Application scores were tabulated as an average of 4 independent reviewer scores. Applications were ranked from highest to lowest score, out of 8 possible points. Based on available funding, 72 applications were selected for funding, exhausting all available funding - \$5,000,000.00.

Below is a summary of the scoring data from selected applications:

- Maximum score – **7.75**
- Minimum score – **6.33**
- Average score – **6.78**
- Median score – **6.75**

Following the conclusion of the review, selections were finalized and sent to program officials at the New Jersey Department of State, Division of Travel and Tourism for ultimate approval. Decision letters were sent electronically via-email to all applicants on May 1st at 4:00pm.

Appendix I: 2026 New Jersey Agritourism Grant Program – Submitted Applications

Table 1: Submitted Applications – County Distribution

| County | Total Funding Requested | # of Applications | % of Total (\$) |
|---------------|-------------------------|-------------------------|-----------------|
| Atlantic | \$3,742,654.66 | 42 | 10.2% |
| Bergen | \$377,340.00 | 4 | 1.0% |
| Burlington | \$3,467,047.92 | 45 | 9.4% |
| Camden | \$1,219,251.48 | 15 | 3.3% |
| Cape May | \$1,181,267.27 | 13 | 3.2% |
| Cumberland | \$1,596,138.51 | 21 | 4.3% |
| Essex | \$365,825.00 | 5 | 1.0% |
| Gloucester | \$3,478,212.13 | 44 | 9.4% |
| Hudson | \$100,000.00 | 1 | 0.3% |
| Hunterdon | \$3,590,973.85 | 41 | 9.7% |
| Mercer | \$1,752,593.36 | 21 | 4.8% |
| Middlesex | \$1,149,537.76 | 13 | 3.1% |
| Monmouth | \$4,990,981.09 | 54 | 13.5% |
| Morris | \$979,715.91 | 13 | 2.7% |
| Ocean | \$1,895,404.87 | 23 | 5.1% |
| Passaic | \$531,014.56 | 5 | 1.4% |
| Salem | \$1,182,578.72 | 16 | 3.2% |
| Somerset | \$1,028,767.00 | 14 | 2.8% |
| Sussex | \$2,223,074.09 | 30 | 6.0% |
| Union | \$158,800.00 | 2 | 0.4% |
| Warren | \$1,857,729.66 | 23 | 5.0% |
| Total: | \$36,868,907.84 | 446 Applications | - |

Table 2: Submitted Applications – Business Type

| Applicant Type | Total Funding Requested | # of Applications | % of Total (\$) |
|---------------------------|--------------------------------|--------------------------|------------------------|
| Farm | \$23,767,227.75 | 292 | 64.46% |
| On-Farm Winery | \$3,089,479.58 | 34 | 8.38% |
| Brewery/Distillery/Winery | \$1,583,015.48 | 20 | 4.29% |
| Ranch | \$4,688,398.02 | 54 | 12.72% |
| Other | \$2,900,055.10 | 34 | 7.87% |
| On-Farm Distillery | \$232,170.00 | 4 | 0.63% |
| On-Farm Brewery | \$608,561.91 | 7 | 1.65% |
| Total: | \$36,868,907.84 | 446 Applications | |

Table 3: Submitted Applications – Farmland Preservation

| Farmland Preserved? | Total Funding Requested | # of Applications | % of Total (\$) |
|----------------------------|--------------------------------|--------------------------|------------------------|
| Yes | \$11,308,213.56 | 137 | 30.67% |
| No | \$25,561,716.28 | 309 | 69.33% |
| Total: | \$36,868,907.84 | 446 Applications | |

Table 4: Submitted Applications – Project Category

| Project Category <i>(projects may fall under multiple categories)</i> | Project Count | % of Projects |
|---------------------------------------------------------------------------------|----------------------|----------------------|
| Education | 378 | 84.75% |
| Entertainment | 323 | 72.42% |
| Event | 296 | 66.37% |
| Marketing Campaign | 125 | 28.03% |

Appendix II: 2026 New Jersey Agritourism Grant Program – List of Awardees

Table 5: Selected Projects

■ = Farmland Preserved

| Organization Name | County | Funding Amount |
|-----------------------------------------------------------|------------|----------------|
| A D'Amico, LLC. ■ | Burlington | \$49,700.00 |
| A Meaningful Purpose at Reed's Organic Farm | Atlantic | \$4,684.00 |
| Abma's Farm 5th Gen., LLC. ■ | Somerset | \$100,000.00 |
| Ashwinkumar Jaju (Princeton Blooms) | Somerset | \$6,595.00 |
| Auburn Road Enterprises, LLC. (dba Auburn Road Vineyards) | Salem | \$78,975.00 |
| B&B Farms CSA, LLC. (dba Walkingbird Farm) ■ | Atlantic | \$69,040.00 |
| Barlow Flower Farm, Inc. | Monmouth | \$50,706.40 |
| Barnegat Oyster Collective | Ocean | \$98,600.00 |
| Battleview Orchards, Inc. | Monmouth | \$27,384.63 |
| Birds and Bees Farm, LLC. | Burlington | \$68,026.72 |
| Bluebird Farm Alpacas, LLC. | Somerset | \$98,940.00 |
| Bridge the Gap Equine | Burlington | \$100,000.00 |
| Cape May Winery and Vineyard ■ | Cape May | \$100,000.00 |
| Cedar Rose Vineyards, LLC. ■ | Cumberland | \$100,000.00 |
| Chelsea Forge Vintners, LLC. ■ | Warren | \$100,000.00 |
| Cherry Grove Farm | Mercer | \$93,962.00 |
| Chickadee Creek Farm ■ | Mercer | \$36,004.70 |
| Clam Daddy's | Atlantic | \$100,000.00 |
| Cream Ridge Winery | Monmouth | \$99,961.86 |
| Crooked Row Farm | Cumberland | \$68,013.71 |
| David Specca Farms, LLC. ■ | Burlington | \$85,226.00 |
| Deer Run Farm, Inc. ■ | Hunterdon | \$84,360.00 |

| | | |
|-----------------------------------------------|------------|--------------|
| Duffield's Farm Market, Bakery & Deli ■ | Gloucester | \$100,000.00 |
| Emery's Berry Farm, Inc. ■ | Ocean | \$39,166.30 |
| Farmhouse Flowers NJ, LLC. ■ | Hunterdon | \$18,805.00 |
| Farms View Roadstand Inc. | Passaic | \$100,000.00 |
| Folks Farm and Market, LLC. | Burlington | \$66,726.00 |
| Fox Hollow Vineyards, LLC. ■ | Monmouth | \$50,706.40 |
| Greg Donaldson Farms, LLC. | Warren | \$88,770.15 |
| Heritage Vineyards of Richwood, LLC. | Gloucester | \$100,000.00 |
| Homebody Farm, LLC. | Burlington | \$3,132.00 |
| Hungry Work, LLC. | Hunterdon | \$26,304.30 |
| Ideal Farm and Garden Centre | Sussex | \$92,447.00 |
| Independent Spirits Distillery | Gloucester | \$40,000.00 |
| Is It Spicy Sauce Company, LLC. | Camden | \$99,998.48 |
| Johnson's Corner Farm ■ | Burlington | \$26,000.00 |
| Johnsons Farm at Locust Hall ■ | Burlington | \$96,609.35 |
| Jordan Doyle Farms, LLC. ■ | Hunterdon | \$100,000.00 |
| Kitten Hive, LLC. (dba Wander Back Beerworks) | Cumberland | \$100,000.00 |
| Lee Orchard Garden, LLC. | Mercer | \$29,980.00 |
| Leslie C. Rea Farms, Inc. ■ | Cape May | \$98,867.53 |
| Lima Family Farms ■ | Somerset | \$55,424.00 |
| Lost Elephant Brewing Company, LLC. | Salem | \$88,172.00 |
| Mackey's Orchard | Warren | \$86,781.42 |
| MC Farms, LLC. ■ | Salem | \$34,000.00 |
| Phillips Farms, LLC. ■ | Hunterdon | \$99,517.00 |
| Pleasant Valley Lavender | Monmouth | \$36,775.00 |
| Raymond Hlubik (dba Hlubik Farms) ■ | Burlington | \$98,643.00 |
| Recklesstown Farm Distillery ■ | Burlington | \$77,002.00 |
| Red Barn Incorporated | Atlantic | \$74,053.00 |
| Richfield Farm & Garden Center | Passaic | \$89,914.56 |

| | | |
|-----------------------------------------------------------|------------|-----------------------|
| Robson's Farm ■ | Burlington | \$10,370.15 |
| Russo's Fruit & Vegetable Farm, Inc. | Burlington | \$98,850.63 |
| Sandy Creek Farms | Burlington | \$100,000.00 |
| Sheepy Hollow Farms, LLC. | Monmouth | \$25,400.00 |
| Sheppard Farms, Inc. | Cumberland | \$14,000.00 |
| Sickler's Circle View Farm ■ | Salem | \$56,870.43 |
| Spring Run Dairy, LLC. ■ | Hunterdon | \$23,415.00 |
| Stewgler Farm & Forest, LLC. (dba Gorgeous Goat Creamery) | Hunterdon | \$99,995.72 |
| <i>Pending Further Review</i> | - | \$17,225.00 |
| Sweet Amalia Oyster Farm, LLC. | Gloucester | \$100,000.00 |
| The Middleville Group, LLC. | Sussex | \$100,000.00 |
| The Seed: A Living Beer Project | Atlantic | \$100,000.00 |
| Tomasello Winery, Inc. | Atlantic | \$94,298.84 |
| Tranquillity Farms ■ | Sussex | \$100,000.00 |
| Treelicious Orchards, LLC. | Warren | \$43,800.00 |
| Twin Soles Brewing | Sussex | \$17,559.65 |
| Two River Gourmet Mushrooms, LLC. ■ | Monmouth | \$95,000.00 |
| Von Thun's Country Farm Market ■ | Warren | \$99,298.00 |
| Wightman Farms, Inc ■ | Morris | \$100,000.00 |
| Woods Edge Wools Farm, LLC. ■ | Hunterdon | \$61,000.00 |
| Wyckoff's Christmas Tree Farm, LLC. | Warren | \$4,942.07 |
| Total Funding Awarded: | | \$5,000,000.00 |

Appendix III: 2026 New Jersey Agritourism Grant Program – Funding Demographics

Table 6: Funding Demographics – County Distribution

| County | Total Funding Awarded | # of Awards | % of Total |
|---------------|-----------------------|------------------|------------|
| Atlantic | \$442,075.84 | 6 | 8.84% |
| Bergen | - | - | - |
| Burlington | \$880,285.85 | 13 | 17.61% |
| Camden | \$99,998.48 | 1 | 2.00% |
| Cape May | \$198,867.53 | 2 | 3.98% |
| Cumberland | \$282,013.71 | 4 | 5.64% |
| Essex | - | - | - |
| Gloucester | \$340,000.00 | 4 | 6.80% |
| Hudson | - | - | - |
| Hunterdon | \$513,397.02 | 8 | 10.27% |
| Mercer | \$159,946.70 | 3 | 3.20% |
| Middlesex | - | - | - |
| Monmouth | \$385,934.29 | 7 | 7.72% |
| Morris | \$100,000.00 | 1 | 2.00% |
| Ocean | \$137,766.30 | 2 | 2.76% |
| Passaic | \$189,914.56 | 2 | 3.80% |
| Salem | \$275,242.43 | 5 | 5.50% |
| Somerset | \$260,959.00 | 4 | 5.22% |
| Sussex | \$310,006.65 | 4 | 6.20% |
| Union | - | - | - |
| Warren | \$423,591.64 | 6 | 8.47% |
| Total: | \$5,000,000.00 | 72 awards | |

Table 7: Funding Demographics – Business Type

| Applicant Type | Total Funding Awarded | # of Awards | % of Total |
|---------------------------|------------------------------|--------------------|-------------------|
| Farm | \$3,419,332.77 | 53 | 68.39% |
| On-Farm Winery | \$723,942.10 | 8 | 14.48% |
| Brewery/Distillery/Winery | \$288,172.00 | 3 | 5.76% |
| Ranch | \$259,940.00 | 3 | 5.20% |
| Other | \$174,051.48 | 2 | 3.48% |
| On-Farm Distillery | \$117,002.00 | 2 | 2.34% |
| On-Farm Brewery | \$17,559.65 | 1 | 0.35% |
| Total: | \$5,000,000.00 | 72 awards | |

Table 8: Funding Demographics – Farmland Preservation

| Farmland Preserved? | Total Funding Awarded | # of Awards | % of Total |
|----------------------------|------------------------------|--------------------|-------------------|
| Yes | \$2,165,024.86 | 30 | 43.30% |
| No | \$2,834,975.14 | 42 | 56.70% |
| Total: | \$5,000,000.00 | 72 awards | |

Table 9: Funding Demographics – Project Category

| Project Category <i>(projects may fall under multiple categories)</i> | Project Count | % of Projects |
|---------------------------------------------------------------------------------|----------------------|----------------------|
| Education | 61 | 84.72% |
| Entertainment | 49 | 68.06% |
| Event | 47 | 65.28% |
| Marketing Campaign | 24 | 33.33% |

Map 1: Funding Demographics – County Heat Map

