

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$749,758.31	1. Breeding cranberry varieties for rot resistance, lowered fruit acidity; experimentation to reduce insecticide / fungicide use	The American Cranberry Growers' Association (ACGA) will research cultivars with lower fruit acidity and greater rot resistance while maintaining crop yields to increase the commercial success of NJ cranberries, to increase fruit marketability by reducing the use of fungicides and insecticides, and to develop alternative forms of pest management. The grant equipment will be used by researchers at the Rutgers University Philip E. Marucci Center for Blueberry and Cranberry Research. One incubator will be used to cross cranberry cultivars under increased fruit rot pressure to test for resistance and to assess the efficacy of new fungicides and fungicide regimes. The titrator with auto-sampler will be used to measure acidity level in the analysis of cultivars' fruit quality. The other incubator will maintain colonies of Sparganothis Fruitworm and Spotted Fireworm to develop behavior-based alternatives to pesticides, create models for more precise chemical controls, and test for fruit resistance to these pests.	\$39,478.00
New Jersey Department of Agriculture	\$749,758.31	2. Building Regional Wine Cluster Collaboration	Working in collaboration with the New Jersey Department of Agriculture, the Garden State Wine Growers Association will use funding awarded from this Specialty Crop Grant to develop a marketing program that will foster the creation of regional marketing campaigns with our wineries located in wine clusters throughout the state and our AVA regions as well as create new wine clusters through this promotional outreach.	\$40,000.00

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$749,758.31	3. Project to maximize the effectiveness of the Jersey Fresh advertising program in 2021 and beyond.”	The New Jersey Department of Agriculture seeks Specialty Crop Block Grant funding to raise awareness of locally grown specialty crops and to drive sales through a multi-faceted marketing campaign. The Department seeks to increase the overall effectiveness of the marketing of all specialty crops in New Jersey through the continuation of the proven successful efforts of the Jersey Fresh program. This will be accomplished using outdoor advertising (digital billboards and bus sides), print ads, radio, point of sale materials and social media and other online promotions.	\$348,674.97
New Jersey Department of Agriculture	\$749,758.31	4. Enhancing Sales of Locally Grown Produce through a Single Box Multi Produce Item Web Based Purchasing Platform for distribution directly to individuals	The Landisville Produce Co-operative, a.k.a. (LPC) will increase the sales of its grower members locally sourced fruits and vegetables through a new system of direct customer ordering of a single box quantity consisting of multiple fruit and vegetable commodities via a web site ordering portal. The system will allow individual persons to place orders for a variety of New Jersey grown produce supplied by the Co-op's grower members. These produce items will then be subjugated into a single carton box and allocated for either pick-up or shipment via Doordash, Grubhub, or other distribution vehicles directly to consumers.	\$39,520.00
New Jersey Department of Agriculture	\$749,758.31	5. Advertising Jersey Fresh Blueberries – 2021	New Jersey remains in the nation’s top growers for blueberry production. In 2018, New Jersey blueberry growers produced over 38 million pounds of blueberries at a total value of ~\$53 million. Each year, acreage devoted to cultivated blueberries continues to increase, both domestically and internationally. This increase in competition has made it necessary for the New Jersey Blueberry Growers Association to find ways to maintain existing market share, as well as increase demand in new markets. We believe that given our resources, an aggressive billboard campaign would maximize our assets most efficiently and enable us to reach millions of consumers throughout our marketing area.	\$30,000.00

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$749,758.31	6. Consumer and Industry Advertising/Promotion of the "Jersey Grown" brand	The nursery/greenhouse/sod industry continues to be the largest agricultural commodity in New Jersey and is the fifth largest in the nation. According to the 2017 Census of Agriculture, the nursery, greenhouse, floriculture and sod industry generated sales at almost \$500 million, an increase of \$93 million from the previous census. New Jersey has also moved up to rank fifth in the nation in nursery stock sales. Despite the array of plants grown in New Jersey, which are more convenient and better adapted to our state and surrounding regions, consumers and retail sales outlets continue to look beyond New Jersey to source good quality nursery plants. The New Jersey Nursery & Landscape Association would like to apply for a grant to execute a multi-level marketing plan that will be targeted at both re-wholesale, landscape and retail outlets, as well as at the end consumer to drive demand towards locally-grown nursery and greenhouse plants.	\$24,490.61
New Jersey Department of Agriculture	\$749,758.31	7. Marketing Jersey Fresh and Local Peaches	For the past 69 years, the New Jersey Peach Promotion Council (NJPPC) has conducted successful and changing promotional programs for the orderly marketing of the New Jersey peach crop. Our success in recent years has been in promoting the quality and availability of locally grown, nutritious and delicious Jersey Fresh peaches; compiling the NJ Peach Calendar and distributing it to consumers retail, grower retailers and shippers, institutional and wholesale buyers, allied industry; planning and staging various media events; consumer and produce merchandising contests, coordinating retail promotional events; providing education and information to consumers, buyers, and the media via print advertising, website, Facebook and other social media information, and personal contacts and via audio and video methodology; and conducting new peach variety and other product and handling research.	\$30,000.00

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$749,758.31	8. Jersey Fresh Rx” Fruit and Vegetable Prescription: A Best Practices Guide to Local and Sustainable	Rutgers Cooperative Extension’s Family and Community Health Sciences (FCHS) department seeks to create a best practice guide for a Prescription Fruit and Vegetable program, “Jersey Fresh Rx” that emphasizes New Jersey specialty crop consumption and sales. FCHS promotes health and wellness through education, research and collaboration with outreach in food, nutrition, and healthy lifestyles. Fruit and vegetable prescription plans were established to decrease the incident of chronic disease utilizing medical professionals to write prescriptions for vegetables and fruits to increase consumption whereby reducing the incidence of chronic disease. Implementation of programs nationally have lacked sustainability and accessibility which this study will focus on to create a practical model of implementation. In New Jersey the need for increased vegetable and fruit consumption is supported by evidence from the Chronic Disease Centers that determined 61% of state residents were overweight or obese in 2018.	\$40,000.00
New Jersey Department of Agriculture	\$749,758.31	9. Extend and Maximize Postharvest Quality of Strawberry: Creating Controlled Atmosphere Storage in a Bag	Rutgers-The State University of NJ will extend and maximize the postharvest quality of strawberries by demonstrating the reduction in postharvest disease incidence and over-ripening with the addition of a carbon dioxide generating sachet to fruit clamshell packages. The results will be disseminated through grower meetings, fact sheets, and a video teaching how to implement the technology.	\$39,586.00
New Jersey Department of Agriculture	\$749,758.31	10. Reducing Honeybee Losses During Blueberry Pollination Services	Rutgers, The State University of New Jersey in collaboration with the New Jersey Beekeepers Association, regional commercial beekeepers, the NJ blueberry industry and associated growers, and the NJ Blueberry Advisory Council, will determine the contributing causes to the bee decline experienced by beekeepers during commercial blueberry pollination services. We will identify alternative management practices that can be used by both beekeepers and growers to improve bee health. We will formulate new and improved recommendations that address both the needs of blueberry growers and beekeepers. This work will build on an existing SCBGP project now coming to an end. In the existing project we quantified bee losses that are occurring during blueberry pollination, identified in-hive residues, and started to quantify several pesticides that may be contributing to the problem.	\$37,018.00

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$749,758.31	11. Identification and management of Phytophthora species limiting conifer production in nurseries and Christmas tree farms	Rutgers University Cooperative Extension agents Timothy Waller and Bill Errickson will be cooperating with nurseries to identify to a species level and mitigate the impacts of Phytophthora spp. that limit Christmas tree and other conifers' production throughout the state of New Jersey. The project will support a comprehensive and innovative disease management program with the aim of providing recommendations on site selection and soil considerations that influence pathogen development, identifying sources of Phytophthora spp. contamination and avoidance thereof, resistant variety (germplasm) selection, and conventional, biological, and cultural disease management applications.	\$36,901.00