

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$757,150.60	1. Research into the Efficacy and Methodology of Sanding New Cultivars in Renovated Cranberry Bogs.	The American Cranberry Growers' Association (ACGA) will research best practices in the sanding of cranberry bogs recently renovated with new cultivars – including sand depth, time-from-planting, and breed-specific responses – to improve productivity and rate-of-return. This research reflects the hypothesis that light sanding of newly planted beds (in the 1st and 2nd years after planting) decreases the time to onset of productivity. The grant equipment will be used by scientists at the Rutgers University Philip E. Marucci Center for Blueberry and Cranberry Research, and the results will be disseminated at biannual grower meetings.	\$34,150.00
New Jersey Department of Agriculture	\$757,150.60	2. Marketing Campaign for Cumberland County Specialty Crop Commodities	According to the latest figures from the U.S. Census of Agriculture, Cumberland County alone accounts for nearly 20% of the entire state's agricultural economy, and the commodities produced are some of the most diverse in New Jersey. Cumberland County is the #1 producer of such commodities as beets, cabbage, collards, escarole, kale, lettuce, radishes, tomatoes, peaches, cut flowers, and nursery stock. In specialty crops, Cumberland is a significant producer of Christmas trees, cut flowers, fruits, herbs, honey, lavender, mushrooms, organic, peppermint, potatoes, sweet corn, and vegetables. There is strong interest at the county level to support our agricultural industry sector and encourage diversity in commodity production. The proposed marketing campaign would accomplish both goals by highlighting Cumberland County's agricultural sector and encourage entrepreneurial investment in specialty crop production.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	3. Increase Specialty Crop Farming in NJ by Providing Access to Affordable Land Via Long-Term Leases on Preserved Farmland	The Foodshed Alliance will increase the number of specialty crop farms in New Jersey by providing emerging and expanding farmers with affordable long-term leases on preserved farmland. Grant funding will be utilized to create marketing materials (videos and advertising) to reach specialty crop farmers in need of farmland.	\$36,100.00
New Jersey Department of Agriculture	\$757,150.60	4. Judgment of Princeton International Wine Summit	Working in collaboration with the New Jersey Department of Agriculture and the New Jersey State Division of Travel and Tourism, the Garden State Wine Growers Association will use funding awarded from this Specialty Crop Grant to develop a first-ever international wine conference hosted by New Jersey's wine industry. Our program will be called the Judgment of Princeton International Wine Summit. The goal of the campaign is to create international exposure for New Jersey's wine industry with a series of events that will feature a reception for international and domestic wine writers, wine seminars and a major tasting event.	\$40,000.00

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New Jersey Department of Agriculture	\$757,150.60	5. New Jersey's Specialty Crops: Expanding Awareness, Education, and Demand through FAH at the Land Stewardship Center	The New Jersey Agricultural Society, if awarded, will establish an agreement/contractual relationship with the NJ Department of Agriculture to lead and execute the project. The NJAS's new Farmers Against Hunger at the Laurel Run Land Stewardship Center ("the Center") in Burlington County will serve as the hub for this project, which will focus exclusively on specialty crops. The targeted outcomes of this project are to: Expand awareness of the importance and nutritional value of specialty crops, to include fruits and vegetables through focused exposure to such crops at the new Land Stewardship Center; Develop in those most in need the knowledge and skills necessary to prepare delicious and nutritious meals using fresh produce; and Increase awareness of and exposure to local sources for purchasing fruits and vegetables, e.g., New Jersey's specialty crop farmers, farmers markets, etc., to drive demand.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	6. Expanding Specialty Crop Exposure in NJ High-Need Urban Elementary Schools	The New Jersey Agricultural Society, through its signature Learning Through Gardening program, proposes to expand its school-based garden production of fruits and vegetables at 12 new (not previously funded) elementary schools that serve high-need students in urban areas across New Jersey. The project includes providing the essential start-up materials, supplies, and support for the 12 new school-based gardens, as well as three-year ongoing support to the schools for their gardening programs. The project will also expand outreach to teachers through on-site visits and activities and the development and distribution of 10 new school garden-based lesson plan to teachers in the 12 target schools. These lesson plans will also be made available online to the public regardless of association with LTG.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	7. NJ Specialty Crops Advancement through Ag Leadership Development	The New Jersey Agricultural Society (NJAS) has as its overarching mission to preserve and enhance agriculture, farming, and related activities and businesses in New Jersey through educational, informational, and promotional programs. As two key areas of its supporting agenda, the NJAS: (1) identifies issues impacting the agricultural industry and articulates those issues to key audiences, and (2) builds coalitions to preserve, enhance, and promote economically viable agriculture. In alignment with this mission and agenda, the NJAS proposes the NJ Specialty Crops Advancement through Ag Leadership Development project. This project is fully integrated into the NJAS signature NJ Agricultural Leadership Development Program (NJALDP).	\$40,000.00

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New Jersey Department of Agriculture	\$757,150.60	8. Advertising Jersey Fresh Blueberries 2022	After a year of pivoting and adjusting a more traditional media plan to account for the effects of Covid on targeted media outlets, The New Jersey Blueberry Growers Association seeks Specialty Crop Block Grant funding for a project to promote awareness and purchase of local, New Jersey grown blueberries in season via newer, non-traditional marketing methods to reach a more diverse audience.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	9. Increasing the Sale of Deciduous & Flowering Trees & Landscape Conifers Through Education and Management Tips	Deciduous trees, such as ash, elm, poplar, oak, and others, provide many benefits to the environment and to pollinators. Flowering trees and landscape conifers also provide a multitude of environmental benefits, and all are considered specialty crops by the USDA. With an ever-present threat to these specialty crops by invasive pests and disease, the public must be made aware of the many benefits they bring and be provided with methods to manage these assets. This project, "Increasing the sale of deciduous & flowering trees and landscape conifers through education and management tips," will use an already successful platform to convey this message and allow the New Jersey Forestry Association to increase marketing and educational efforts to reach an even greater audience. "Backyard Forestry in 90 Minutes" is a free monthly program that has been offered at no charge to anyone that is interested in trees, forests, or the environment and has been successfully running since 2014.	\$23,000.00
New Jersey Department of Agriculture	\$757,150.60	10. Landscape Plants of New Jersey and Jersey Grown Directory Guide	The New Jersey Landscape Contractors Association will assist in increasing the awareness of native landscape plants of New Jersey, explain the Jersey Grown program, encourage more producers to participate in Jersey Grown program and how readers can locate Jersey Grown Certified Suppliers from which they may purchase by publishing a Landscape Plants of New Jersey and Jersey Grown Directory Guide. The guide will be mailed to approximately 3,800 landscape professionals and delivered to nurseries throughout the state to provide free to consumers. The guide will include plants found in New Jersey, such as annuals (geraniums), broadleaf evergreens (rhododendron), deciduous flowering trees (dogwood), conifers (hemlock), shrubs (barberry), and perennials (switchgrass), etc. The plan is to continue to strengthen the Jersey Grown brand name to enable the industry to benefit from locally produced nurseries, turfgrass and greenhouse products.	\$23,504.00

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New Jersey Department of Agriculture	\$757,150.60	11. Increasing Sales of Plants and Flowers in New Jersey through the 'Plant Something' Marketing Program	The New Jersey Nursery & Landscape Association's aim with this project is to continue to expose the general public in New Jersey to the environmental, physical, and emotional benefits of New Jersey grown (i.e., Jersey Grown) plants, flowers, and trees. This grant award would allow for further participation in this award-winning industry promotion. Building upon the success that has already been established thru campaigns, promotions, and educational outreach, we hope to utilize the "Plant Something" brand awareness to help inform the public of not only the benefits of planting (environmental, physical, and emotional), but the need to plant "Jersey Native" plants, pollinator-friendly plants, and inform the consumer on the negative impacts of invasive species such as the Emerald Ash Borer, Spotted Lanternfly and Beech Leaf Disease. Components in this grant request include licensing of the Plant Something program, public relations, media and awareness, social media promotions, public events (if allowed during the pandemic), and Point of Purchase/Sale Materials.	\$20,000.00
New Jersey Department of Agriculture	\$757,150.60	12. Increasing Sales of Specialty Crops by helping producers find career-oriented employees through apprenticeship & marketing	In order to "enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development," producers of specialty crops need to have a sufficient workforce. Throughout New Jersey, these producers are experiencing unprecedented shortages of available employees due to COVID-19, resulting in decreased production and sales. Through an already-approved US DOL registered apprenticeship program, the New Jersey Nursery & Landscape Association can help these producers find and retain employees. This grant would include the development of new occupations that are needed by producers, such as horticulturalists, and would market the opportunities through colleges, FFA, workforce development boards, and any other opportunity that arises.	\$21,100.00
New Jersey Department of Agriculture	\$757,150.60	13. Two Educational Seminars/Tastings Highlighting New Jersey Wine Grape Varieties for Growers and Wine Industry Influencers	The OCPVA will organize and execute two educational seminars (one in the northern part of the state, one in the southern) for wine writers, sommeliers, grape growers, and other influencers highlighting New Jersey wine grape varieties and the wines produced from them. OCPVA will partner with Rutgers NJ Center for Wine Education to coordinate venues and speakers for the events. Topics will include climate and soil conditions in the state, as well as the economics of grape growing. The book Wine Grape Varieties for New Jersey will be used as a teaching tool. Wine industry influencers from New York City, Philadelphia, and New Jersey will be targeted. Award-winning wines from across the state will be available for tasting.	\$13,884.00

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New Jersey Department of Agriculture	\$757,150.60	14. Establishing and Demonstrating Methods for Hazelnut Harvesting and Processing in New Jersey	Rutgers, The State University of New Jersey (“Rutgers University”) will assemble the equipment and protocols necessary to demonstrate, document, and extend effective methods for hazelnut harvesting and processing in support of new and prospective growers of this low-input, high-value crop.	\$39,991.00
New Jersey Department of Agriculture	\$757,150.60	15. Developing Best Management Practices for Native Plant Nurseries in New Jersey	Rutgers, The State University of New Jersey will develop best management practices and educational programming to support the New Jersey nursery and landscape industries in the production of native plants as a specialty crop. Nursery growers, landscapers, and the general public will be invited to the research farms to see first-hand the many native plants that can be incorporated into ornamental landscape plantings and used for ecosystem restoration projects. The design of this project has the potential to increase the competitiveness of native plants as a specialty crop in the ornamental market. It is the project team’s expectation that this will result in increased profits for growers and an increase in the ecosystem services provided by native plants throughout the State of New Jersey.	\$39,932.00
New Jersey Department of Agriculture	\$757,150.60	16. Evaluation of the Feasibility of Hard Cider Apple Production in New Jersey	Rutgers University will spur the growth of the New Jersey hard cider apple industry through concise survey tools and data-driven horticultural recommendations. These tools and educational materials will be outreached to growers through twilight meetings, factsheets, social media, and articles. Information from the surveys and field trials will be utilized to develop decision-making tools (enterprise budget). These will aid New Jersey growers in deciding if establishing a hard cider apple orchard/cider mill will be an economically feasible venture.	\$37,338.00
New Jersey Department of Agriculture	\$757,150.60	17. Develop Retail Level Packaging to Improve Food Security, Reduce the Use of Plastics, and Highlight the Locally Grown Specialty Crops of Our Family	This proposal aims to level the playing field between large and small specialty crop producers and give our small family farms an opportunity to work directly with retailers/wholesalers to provide consumers with a more secure, environmentally friendly retail packaging option. Jersey Fruit will work directly with targeted retail accounts to identify and implement new packaging solutions that increase input recyclability, reduce the use of plastics and emphasize the “local” origin of our products through the prominent use of the “Jersey Fresh” promotional logo, thereby making Jersey Fruit-branded products more attractive for retailers and consumers.	\$40,000.00

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New Jersey Department of Agriculture	\$757,150.60	18. Marketing Jersey Fresh Local Peaches	The NJ Peach Promotion Council will direct and coordinate a group of approved ad successful techniques to market Locally Grown New Jersey peaches using expert consultants, volunteers, and director growers and Personnel from Rutgers University and the New Jersey Department of Agriculture. Since environmental conditions affect the size of the NJ peach crop and the timing of the marketing season, occasionally adjustments must be made on the technology utilized to meet the goal of enhancing the sales movement and viability of the NJ Peach crop and the industry that sustains it. The outcome will be focused on maintaining and enhancing the sustainability of a viable peach industry in the state.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	19. Know Your Farmer, Know Your Food, Connecting Consumers with New Jersey Potato Growers	The New Jersey White Potato Association will be promoting Jersey Fresh branded potatoes for wholesale and retail consumption. The goal of this project is to increase the volume of Jersey Fresh potatoes sold by embracing the "Know Your Farmer, Know Your Food theme. We will be using point of sale merchandise so that consumers will be able to put a name, face, and place on where their potatoes came from. We will be using our Jersey Fresh Potato packaging material, POS merchandise, website, and advertising to achieve this goal. In addition, we will be conducting a variety of trials of new varieties of potatoes in New Jersey in order to help our growers maximize yields and return on investments.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	20. Specialty Crop Box and Mobile Marketing Program	The Tri-County Cooperative Auction Market Association seeks to increase sales, the efficiency of distribution, and consumption of specialty crops among residents of the Hightstown and East Windsor area, including those impacted financially by Covid-19, through a fresh produce box and mobile marketing program. Tri-County will partner with the Rise Community Services Partnership, a 501(c)3 non-profit organization in Hightstown, NJ, to accomplish the project's goals. The program's success will be measured by the number of families served who report increased consumption and increase in sales to new customers via the mobile marketing system.	\$40,000.00

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New Jersey Department of Agriculture	\$757,150.60	21. Improving the Aggregation and Transportation to Newark, NJ for Rural and Urban Specialty Crop Farmers	Urban Agriculture Cooperative will aggregate 15 growers of specialty crops in the Northern New Jersey counties, sell their crops both online and in-person and transport their crops, so they do not have to physically attend and sell in the Newark NJ markets. UAC will sell and transport \$24,000 worth of specialty crops the last mile from our cold storage and packing sites to farmer’s market pick-up locations, pantries, and urban residences in the Newark, NJ area. UAC will thus significantly improve specialty crop access to underserved urban populations (5 community markets/ contactless pickup locations), serving over 250 unique customers living in food deserts as defined by USDA. As a nonprofit aggregator in a developing local foodshed, we are committed to extending training reimbursements and sharing knowledge with our food and agriculture communities.	\$40,000.00
New Jersey Department of Agriculture	\$757,150.60	Grant Admin	Ensure that the State Agency and sub-awardees abide by Federal and State requirements and regulations by performing pre-award and post-award activities to administer Specialty Crop Block Grant Program funding.	\$25,393.29