

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$873,944.58	1. Developing Culturally Preferred Nutrient-Dense Leafy Greens As Promising Specialty Crops For New Jersey Farmers	Rutgers University has a long history of studying high-value specialty crops that appeal to the diverse ethnocultural groups that reside in New Jersey. Our project will identify and screen promising land races, cultivars, and our own selections of amaranth and roselle that do well under New Jersey growing conditions and characterize their nutritional and phytochemical composition. We will share our findings with existing and beginning growers and conduct outreach to consumers about better handling and preparation techniques.	\$37,040.00
New Jersey Department of Agriculture	\$873,944.58	2. Growing the New Jersey Wine Industry: Rutgers Grape And Wine Science Certificate Program	Rutgers, The State University of New Jersey, will create and deliver a Grape and Wine Science Certificate educational program which will train 75 graduates. The program will provide much needed workforce development to the wine industry of New Jersey and enhance the competitiveness of this industry.	\$37,037.00

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New Jersey Department of Agriculture	\$873,944.58	3. Mitigating Blueberry Scorch Virus Using Artificial Intelligence And Autonomous Drones	Rowan University will mitigate the spread of blueberry scorch virus by developing artificial intelligence (AI) software that allows an aerial drone to fly autonomously over blueberry fields and perform early and accurate detection of infected plants. Results will be disseminated to stakeholders through demonstrations of our technology at grower meetings and through deploying our technology at selected blueberry farms in South Jersey to assess its effectiveness.	\$36,404.00
New Jersey Department of Agriculture	\$873,944.58	4. Identifying New Fungicides For Cranberry Fruit Rot Control Using A Novel Bioassay	The American Cranberry Growers' Association (ACGA) has established "Identification of fungicides with activity against fruit rot pathogens" as a research priority. The existing fungicide toolbox is limited to four groups of fungicides. The funding will support researchers at the Rutgers University Philip E. Marucci Center for Blueberry and Cranberry Research and Extension to complete a high throughput bioassay system for identification of new fungicides for fruit rot control.	\$39,998.01
New Jersey Department of Agriculture	\$873,944.58	5. Who's Your Hunterdon County Farmer?	The Hunterdon County Board of Agriculture would like to develop an interactive online education and marketing portal for consumers to easily reach Hunterdon County farmers. The website would be able to be maintained by the Agriculture Board as well as the farms having access to their personal pages. The main page will highlight different farmers every week. We will also have chances for schools to request classroom visits from farmers, educational information about latest trends in farming, old family farm recipes, and links to sites such as Jersey Fresh, USDA, Rutgers Extension, etc. The county board would like to also have a farmer's only page with links for useful articles, upcoming meetings, and any info needed from the State that pertains to farmers.	\$15,000.00

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New Jersey Department of Agriculture	\$873,944.58	6. Expanding Awareness, Education, And Demand For New Jersey's Specialty Crops	The Foodshed Alliance will create a "Know Farms, Know Food" campaign providing significant exposure to north and central New Jersey's specialty crop farmers. The campaign will include three main components: social media campaign spotlighting the individual specialty crop farms, what they grow, and how they grow it; On the Farm Tastings and Tours at individual specialty crop farms, and a series of consumer workshops on the benefits of eating healthy, delicious locally produced food, as well as providing hands-on education on how to incorporate it into their lives (instructions on cooking, processing, preserving, etc.	\$39,949.00
New Jersey Department of Agriculture	\$873,944.58	7. Advertising Jersey Fresh Blueberries – 2022-2023	As part of a more extensive research and promotion program, 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 a radio campaign and aerial banners over the Jersey Shore during the height of New Jersey's blueberry growing season.	\$40,000.00
New Jersey Department of Agriculture	\$873,944.58	8. Expanding Specialty Crop Knowledge And Producer-Consumer Connections Through Educational Web-Based Forums And Social Media	The New Jersey Agricultural Society (NJAS) proposed project addresses opportunities to significantly expand knowledge of a wider range of specialty crops through web-based forums and expanded social media outreach among students within the 22 Learning Through Gardening (LTG) schools. This approach will enrich learning opportunities for the students, all of whom were significantly impacted by COVID-19 closures/restrictions which resulted in lost learning time. Additionally, the project focuses on expanding the visibility of specialty crop farmers to connect them more directly to consumers of such crops and will support expanded reach of the LTG program to broader audiences, e.g., teachers, school staff, students' families, and the public.	\$37,065.00

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New Jersey Department of Agriculture	\$873,944.58	9. Competitive Marketing Of Jersey Fresh And Local Jersey Peaches	The New Jersey Peach Promotion Council will direct and coordinate a group of approved and successful techniques to market locally grown New Jersey (NJ) peaches using expert consultants, volunteers, director peach growers, peach marketers and expert fruit scientists from Rutgers University and the New Jersey Department of Agriculture. The outcome will be focused on maintaining and enhancing the sustainability of a competitive peach industry in the state of New Jersey. This will be done by improving the visibility of the local peach crop using competitive consumer and trade advertising and other marketing technology.	\$40,000.00
New Jersey Department of Agriculture	\$873,944.58	10. Promoting The Sale Of Deciduous And Flowering Trees And Landscape Conifers Through A Replanting And Marketing Campaign	New Jersey Forestry Association, Inc. will partner with New Jersey growers to increase the sale of deciduous and flowering trees and landscape conifers to offer replacement seedlings to landowners and municipalities. To guarantee the success of this replanting program, marketing and education will be provided.	\$20,000.00
New Jersey Department of Agriculture	\$873,944.58	11. Promoting Specialty Crops Grown And Sold By The Members Of The New Jersey Council Of Farmers And Communities	The New Jersey Council of Farmers and Communities (NJFCF) will promote New Jersey grown specialty crops through marketing and promotion using both traditional, social media, and online venues to increase awareness, and provide wholesome produce and outlet locations for sales of New Jersey Specialty Crops. Increasing farm to table Specialty Crops directly through our 30+ farmers' markets and farm roadside stands comprises our non-profit organization's membership and our mission.	\$40,000.00
New Jersey Department of Agriculture	\$873,944.58	12. Expanding Organic Dry Bean Production For Year-Round Farm Income In New Jersey	The Northeast Organic Farming Association of New Jersey will increase the supply and demand of organic dry beans throughout New Jersey by conducting field research, consumer marketing, and education, training, and technical support for farmers. By increasing the diversity of crops produced in New Jersey and by increasing the ability of farms to sell shelf-stable goods year-round, this project will support farms' financial viability and local food system security.	\$14,489.50

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New Jersey Department of Agriculture	\$873,944.58	13. Project To Maximize The Effectiveness Of The Jersey Fresh Advertising Program In 2023 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, social media, and other online promotions.	\$402,366.21
New Jersey Department of Agriculture	\$873,944.58	Grant Administration	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.	\$60,036.81