

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$817,417.05	1. Garden State Wine Growers Association (Women In Wine- Supporting the Emerging Role of Women in the NJ Wine Industry)	The Garden State Wine Growers Association, through its Diversity Equity and Inclusion Committee, will empower Women in the NJ Wine Industry by: providing educational programs, training and accessibility into the industry for women specifically; supporting a collaborative wine product that showcases the collective talents of women in the NJ Wine Industry; creating high-level awareness of the role of women in the wine industry.	\$40,000.00

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New Jersey Department of Agriculture	\$817,417.05	2. Jersey Fruit Cooperative Assn., Inc. (Expand Local Market Distribution to Increase Availability and Access of Specialty Crops Grown by Family Run F	The Jersey Fruit Cooperative will expand market opportunities for its grower-members by developing a direct delivery program to service farm markets and small, independent retailers throughout New Jersey and into surrounding states. This here to for untapped market niche will benefit Jersey Fruit growers and other specialty crop producers throughout the state by expanding availability of "Jersey Fresh" peaches and blueberries.	\$40,000.00
New Jersey Department of Agriculture	\$817,417.05	3. Mercer County Community College (To Fund the JKC Garden Project & the Horticulture Programs)	Mercer County Community College will play a pivotal role in educating the next generation of urban and underrepresented farmers through the implementation of a program that allows youth in Trenton the opportunity to gain hands-on experience and exposure to vegetable production, food safety, and urban forestry. In Trenton, issues like food insecurity and dying shade trees continue to be a concern. Mercer County Community College's James Kerney Campus (JKC) sits poised to be an educational hub for Trenton for both training and education within the areas of urban agriculture. Community based programs within the city along with college-based programs, like Upward Bound, will serve as feeder programs for the identification of youth to participate in on-campus vegetable production along with training, seminars and farm visits on topics like food processing, food safety and urban forestry.	\$18,998.04

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New Jersey Department of Agriculture	\$817,417.05	4. New Jersey Agricultural Society (FarmVoice Studios: Telling the Stories of NJ's Specialty Crop Farmers)	The NJ Agricultural Society would establish an agreement with the NJ Department of Agriculture to lead and execute the project. This project will design/launch the NJAS FarmVoice Studios to serve as the new, innovative hub for producing and celebrating the stories of NJ's farmers with a focus on the state's specialty crop farmers. Giving voice to the farmer through storytelling is a powerful communication tool for changing perceptions of farming and engendering deeper understanding and support for NJ's farming community. It is through this medium of storytelling that we will engage the public on a deeper level with our farmers through their lived stories. The project will develop a communication structure to increase specialty crop farmer visibility through compelling new content and selected curated content.	\$40,000.00
New Jersey Department of Agriculture	\$817,417.05	5. New Jersey Blueberry Growers Association ("Advertising Jersey Fresh Blueberries – 2024")	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 digital billboard campaign as part of a larger overall media campaign that also includes trade ads, aerial beach banners and digital marketing.	\$40,000.00

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New Jersey Department of Agriculture	\$817,417.05	6. New Jersey Peach Promotion Council (NJPPC)(Jersey Fresh Peaches Buy Jersey- Buy Local Marketing Campaign)	The New Jersey Peach Promotion Council will enhance the sustainability of the New Jersey peach industry by implementing a comprehensive marketing campaign that focuses on the theme Buy Jersey-Buy Local. Effective promotional tools will be utilized, including social media, press releases, trade and consumer advertising, and promotional events. Expert consultants will be contracted to be able to implement the most effective campaign. Findings from previous marketing campaigns will be used to improve the efficiency of campaigns moving forward. The marketing campaign will be focused in New Jersey, Philadelphia, PA and suburbs, New York City, NY and suburbs and Boston, MA and suburbs. Additionally, a market survey will be implemented to better understand why peach buyers may purchase peaches from other states. The findings of the survey will be used to inform the industry to develop action plans to be the preferred peach for New Jersey and regional wholesalers and retailers.	\$40,000.00
New Jersey Department of Agriculture	\$817,417.05	7. Project to Maximize the Effectiveness of the Jersey Fresh Advertising Program in 2024 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 (aerial banners, digital billboards and bus sides), print ads, radio in English and Spanish, point of sale materials and social media and other online promotions.	\$399,531.00

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New Jersey Department of Agriculture	\$817,417.05	8. Rowan University - Nguyen, Early Detection and Mapping of Carolina Redroot in Cranberry Bogs using AI and Autonomous Drones	Rowan University in collaboration with Rutgers Philip E. Marucci Center for Blueberry and Cranberry Research, and Influential Drones will mitigate the spread of Carolina redroot in cranberry bogs by developing artificial intelligence (AI) software which allows an aerial drone to fly over cranberry bogs to perform early detection of the weed and create a map of affected areas. Results will be disseminated to stakeholders through demonstrations of the developed technology at cranberry grower meetings. The technology will also be deployed at cranberry bogs at Rutgers P.E. Marucci Center for Blueberry and Cranberry Research and selected cranberry farms in New Jersey to assess its effectiveness.	\$39,991.00
New Jersey Department of Agriculture	\$817,417.05	9. Nickel Nutrient to Mitigate Blossom End Rot Abiotic Stress in Tomato and Bell Pepper	The Soil Fertility research group at Rutgers University evaluates Nickel (Ni) micronutrient application to mitigate Blossom End Rot (BER) in tomato and sweet bell pepper specialty crops. To meet this goal, the project outcomes include: 1.) determine the nickel requirements for common tomato and bell pepper varieties in NJ; 2.) disseminate Ni application recommendations to NJ growers; and 3.) utilize key finding to expand specialty crop research into Ni nutrient application for abating abiotic stress.	\$39,733.00
New Jersey Department of Agriculture	\$817,417.05	10. Tri-County Cooperative Auction Market (Specialty Crop - Outreach, Advertising, and Website Development Project)	The Tri-County Cooperative Auction Market will increase our customer and grower base to increase sales of specialty crops grown in New Jersey through outreach, marketing, and sales strategies. The project will have four major components: 1) Outreach/sales through events, conferences, and county board of agriculture meetings 2) Website re-design 3) Special events at the market 4) Advertising and promotion.	\$40,000.00

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New Jersey Department of Agriculture	\$817,417.05	11. Urban Agriculture Co-op (Improving the Aggregation and Transportation to Newark and expanding to Jersey City for Rural and Urban Specialty	Urban Agriculture Cooperative will provide aggregation and distribution services on behalf of 20 specialty crop growers (both urban and rural) to new markets in Newark and also Jersey City, NJ. Over 800 customers will be served specialty crops distributed in the form of farms-to-families share boxes to schools and non-profit partners, and also wholesale to farmers markets.	\$40,000.00
New Jersey Department of Agriculture	\$817,417.05	Grant Administration	Ensure that the State Agency and sub-awardees abide by Federal and State requirements and regulations by performing pre-award and postaward activities to administer Specialty Crop Block Grant Program funding.	\$37,406.71