



A Quarterly Newsletter from the NJ Department of Agriculture

From Jingle to Jam: Creativity Meets Farm-to-School with Alex Rosenberg

-Interview with Nicole Broadwater

I recently had a chance to interview Alex Rosenberg, Regional Operations Manager at Pomptonian Food Service about his parody of Shaboozey's recent hit. Alex titled his song "Farm to School" and if I do say so myself, this song far exceeds the original version.

How did you get the idea to make a song for NJ Farm to School Week? – I am a creative person, and this is known in my company. I got a call from the main office asking me to come up with a jingle for NJ Farm to School

Week. The guidance was "something catchy" and a couple bullet points of what to include.

How did your jingle turn into a parody? - I was driving in my car when a song by Shaboozey came on the radio, and I thought this is a song I can make work. I wrote the song over the weekend.

What are you most proud of? - I think I am most proud of how it organically came together and how well it has been received.

How did you get the school involved? - I thought it would be great if I could get the students involved. I reached out to Clifton High School vice-principal, James Kosior and the band director, Leo Weismantel. They exceeded all my expectations in coordinating what I wrote on paper into the video. They even played the video during their morning announcements.

And without further ado, let's listen to this toe tapping, catchy song!



TOP TOMATO SPRING 2024

SHINING A SPOTLIGHT ON THOSE MAKING
A DIFFERENCE IN FARM TO SCHOOL

Holly Systema

“Children are the backbone of our future. We, as farmers, need to continue to educate them and their families on their food sources...We are the stewards of the land and our roll in our food system is incredibly important for us to share.”

-Holly Systema

The Farm at Windy Flats is working to connect schools with fresh, nutritious food grown on their own land. Starting out small, Holly reached out to a few local school districts to showcase the farm, her family, and her products.

She shared their story — one rooted in a deep commitment to care for their animals and to grow the food served to them. Unlike many farms, they feed the animals only what they grow themselves.

Before Holly became involved in the farm, she worked in the local school system, teaching children with special needs. It became clear that many children were becoming increasingly disconnected from their food sources. This disconnect made Holly realize the importance of offering local food directly to her community. That realization became a turning point for her; together with her husband, they decided to take the farm to a new level. The goal was not just to produce food for themselves, but to offer it directly to the local community, ensuring “that the same nourishing food we share with our children could also nourish theirs.”

Holly views the farm as an educational opportunity to bridge the gap between children and their food sources. She believes it is crucial to teach them where their food comes from and why it's important to eat locally sourced, nutritious food. Holly states, “I would love to start a program where we, as the farmer, actually go into the school and educate children about where food comes from, how it is grown, and stress the importance of raising children that are nutritionally aware.”

We believe she is well on her way to achieving this goal!

Learn more about [The Farm at Windy Flats](#)



We New Jersey Farmers

We want to celebrate NJ farmers working long hours to bring us local food, agricultural education, and joy. Are you a NJ farmer who is connecting with schools in the following areas – food served in school meals, field trips, and/or school visits? Do you know of farmers who are doing all of the above?



Applications for our NJ Farm to School Farmer Recognition Award 2025 are now open. [Click Here](#) to apply.

Jersey Tastes! Monthly Activity Center

March

April

May



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