



# **New Jersey Agritourism Grant Program (NJATP)**

## ***Frequently Asked Questions (FAQ)***

*Updated: January 9, 2026*

---

### **Table of Contents**

Applicant Eligibility .....	2
Allowable Costs.....	2
Application Questions .....	4
Award Process.....	4

## Applicant Eligibility

### **Q. Can preserved farms apply?**

A. Agritourism grants provide an excellent opportunity to support the agricultural industry, and the State Agriculture Development Committee (SADC) encourages all farmland owners to apply. However, we want to help you avoid potential issues that could impede your ability to compete for a grant or successfully implement your agritourism project.

If your farm is preserved, it is essential to determine whether your tourism proposal might conflict with the deed of easement. SADC staff are available to help and provide guidance.

Please reach out to Cindy Roberts at [cindy.roberts@ag.nj.gov](mailto:cindy.roberts@ag.nj.gov) to discuss your proposal and obtain the necessary guidance to help ensure your grant application and tourism plan are allowable.

### **Q. Does the applicant need to be a *zoned farm* or meet specific farm zoning requirements to be eligible, or can smaller agricultural operations that aren't formally zoned as farms apply if they offer agritourism activities?**

A. Applicants applying under the "Farm" category are required to meet the [USDA's definition of a farm](#), which defines a farm as "any place from which \$1,000 or more of agricultural products were produced and sold, or normally would've been sold, during the year". All proposed grant activities must comply with the relevant municipal and/or county zoning ordinances applicable to their farm property.

### **Q. Can multiple farms work together on one agritourism project?**

A. Yes. Multiple farms can apply as collaborators on one agritourism project. Please note, it is required that one farm act as the "lead applicant", which means their businesses will be responsible for the grant award, including reporting, compliance, and liability.

### **Q. Can one business submit multiple applications?**

A. Yes. However, each application must include clearly distinguished project activities, expenses, and scopes of work. NJDA will not fund any duplication of work, including budget items.

### **Q. Does my business have to own the land we operate on to be eligible for funding?**

A. No. Applicants may apply for funding to support agritourism on leased/rented land, provided the applicant has permission to conduct proposed activities on the property.

### **Q. Are state entities eligible?**

A. No. Only agricultural businesses as defined in the Request for Proposals are eligible as lead applicants. However, it is encouraged that ineligible entities seek collaboration on a grant proposal with any willing farm partners that could benefit from NJATP funding.

## Allowable Costs

### **Q. Can I request funding for production-related expenses such as seeds, plugs, trees, harvest equipment, irrigation, farm labor?**

A. No. NJATP funding is available to support expenses that are “primarily related to agritourism activities”. Any activities or costs associated with planting, management and harvest of agricultural products, or the production of value-added goods such as beer, wine, cider etc. are presumed ineligible. Exceptions will be made for production expenses that are necessary to carry out an agritourism activity, such as an educational garden, or a cider press for demonstrations.

**Q. Can I request funding for retail-related expenses?**

A. No. Any expense that is primarily related to retail, such as infrastructure for a farm stand, refrigeration for product, or merchandiser shelves are considered unallowable costs. All expenses must be justified as being primarily related to the proposed agritourism activities.

**Q. Are the purchase or construction of permanent structures, such as pavilions, restrooms, pole-barns allowable expenses?**

A. Yes. However, these structures must be used solely for the purpose of supporting or hosting eligible agritourism activities. If an applicant cannot reasonably describe how the proposed structure(s) will directly pertain to and improve the quality of their agritourism offerings, the request for funding will be considered unallowable. Applicants must be able to ensure the feasibility and allowability of construction on their property at the time of application.

**Q. Would funding to support the purchase of food products used for educational agritourism activities be considered an allowable cost?**

A. The purchase of food, whether prepared or minimally processed, is allowable, should those products be essential to the educational demonstrations, displays, or courses outlined in the project. Priority will be given to organizations which produce and/or source their products from NJ producers.

**Q. Are supplies or other goods given to participants to take home after an educational agritourism activity allowable costs?**

A. Yes. Applicants can request funding for certain items that will ultimately be given to the visitor. However, costs that are solely related to production or retail activities are not eligible for funding through this program.

**Q. Would the cost of the additional insurance be considered as an allowed cost?**

A. Generally no, as “Insurance, membership fees, or other monthly business expenses” are considered ineligible for funding. However, if additional insurance is necessary to conduct the agritourism activities in question, those requests will be considered on a case-by-case basis.

**Q. Do projects have to be new concepts, or can they be to apply to costs for events that have been done in the past and will continue this year?**

A. Two points:

1. Pre-award costs, meaning costs that are eligible for grant funding prior to an award being made, are allowable as early as January 1, 2026. Any costs incurred prior to that date, even if eligible for funding, will not be covered by a potential grant award.

2. Project's can feature existing agritourism activities, or new activities that would be introduced using grant funding.

## Application Questions

**Q. Should we include any letters of support or customer testimonials to help tell the story in the application?**

A. Yes. Any additional documentation to support your proposal is encouraged.

**Q. What are examples of acceptable "supplemental" materials for application submission?**

A. Price quotes, vendor quotes, site plans, business plans, letters of support, photos, articles, license/permits/insurance proof, screenshots of online listings.

**Q. Do we have to have all the quotes and documentation for grant expenses at the time of application, or is that something we can provide after the award is made to receive payment?**

A. It is encouraged that applicants provide as much documentation in their application submission as possible to support their budget and project activities. Smaller expenses, such as tables, chairs, signs, are examples of items that would not require any supporting documentation. Use your discretion to determine which items would benefit from a supporting quote, estimate, or catalog price.

**Q. Does the marketing agency budget category only apply to the project type "Marketing Campaign"?**

A. No. Projects that are not solely marketing campaigns can include marketing agency expenses in their grant budgets, should those costs support the project.

**Q. In the Expected Performance Measures section, do we need to fill out each indicator of each Outcome?**

A. No. This section is designed to help you and program officials evaluate the success of your project, should you receive a reward. Please select the indicators that are relevant to your project, and you can feasibly measure during the duration of the grant period. You are only required to select at least one indicator from one of the four Outcome brackets (meaning, only one data point is technically required).

## Award Process

**Q. When will grants be determined?**

A. Funding decisions will be delivered to all applicants no later than April 1, 2026.

**Q. Will there be rolling approval and refusals?**

A. Yes and no. Applications submitted prior to January 30<sup>th</sup>, 2026, will be competitively reviewed. All decisions will be delivered simultaneously for applications submitted during that period. If there is

funding remaining after the selection of awards, any application submitted after January 30<sup>th</sup>, 2026, will be reviewed on a rolling basis.

**Q. Will applications be funded in full, or will partial funding be awarded as well?**

A. This depends on how many applications we receive, and how many are eligible for funding. In a scenario where we receive more funding requested from eligible applicants than is available, partial funding outcomes occur. If we do not exceed available funding, the likelihood of partial funding decreases.