

Monmouth County Cooperative Extension



2014 Annual Report

Rutgers Cooperative Extension

Rutgers Cooperative Extension is an integral component of the New Jersey Agricultural Experiment Station (NJAES) of Rutgers - the State University. This linkage provides a diverse range of research, extension and education programs that serve the people of New Jersey and their urban, suburban and rural communities. Through our Cooperative Extension offices in all 21 NJ counties, 4-H Agents, Extension Specialists, Family & Community Health Sciences Educators and Agricultural and Resource Management Agents work in serving NJ residents in every area of our state. This structure partners with the U.S. Department of Agriculture, the Rutgers School of Environmental and Biological Sciences and New Jersey county governments to provide practical education for all people. RCE faculty and staff provide a diversity of outreach programs in Agriculture and Resource Management, Sea Grant Extension, 4-H Youth Development and Family and Community Health Sciences.

Our Vision

Rutgers Cooperative Extension of Monmouth County helps individuals, groups and organizations to address their needs, problems and concerns. We identify emerging and established issues and can then provide the leadership, organizational skills and commitment to develop appropriate solutions through the educational process. We seek to build multi-disciplinary teams to assess complex problems in a more comprehensive and knowledgeable manner.

Our Mission

Our mission focus is on issues and needs relating to Agriculture and the Environment, Management of Natural Resources, Food Safety, Quality, Nutrition & Health, Family Stability, Economic Security and Youth Development. We aim to help the diverse population of Monmouth County adapt to a rapidly changing society and improve their lives by applying current science-based information. The staff is strongly supported by groups of trained volunteers who serve on advisory boards and who increase our educational outreach and services to Monmouth County.

RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu



Agriculture and Resource Management

Overview - In 2014, we celebrated the 100th anniversary of the establishment of the Cooperative Extension Service in Monmouth County by planting an Ilex 'Red Beauty' at our Ag Building . Freeholder Lillian Burry spoke on the importance of the Cooperative Extension in Monmouth County and presented a plaque proclaiming September 16th, 2014, as 'Rutgers Cooperative Extension Day.' RCE partners were also in attendance - USDA-NRCS, USDA Farm Service Agency, and Freehold Soil District, all housed within our multi-purpose Agricultural Building.

Department Head William Sciarappa, Horticulturist Diane Larson, Program Associate Vivian Quinn and Horticultural Consultant John Neyhart served a diversity of clientele in 2014 through established programs, services and applied research activities. The Monmouth County clientele base includes commercial agriculture, horticulture, aquaculture, homeowners, governmental agencies and natural resource interests. Extension agents work cooperatively throughout the state and region to provide technical and educational programs in the fields of vegetable, agronomic, nursery and greenhouse production. Our external outreach programs prioritize agi-chemical education, integrated pest management, crop production and stormwater runoff.

Outreach Partners – Partners include USDA-NRCS, Farm Service Agency, Freehold Soil District and the Board of Agriculture; all internally within the Agricultural Building to more efficiently serve county clients. Also, Rutgers Cooperative Extension partners with the the Monmouth

County Agricultural Development Board, New Jersey Department of Agriculture, the New Jersey Department of Environmental Protection, NJ Farm Bureau and regional watershed committees.

Extension Outreach

Agribusiness is especially important in Monmouth County to provide food, forage, feed, nursery plants and services. RCE educational programs enhance the financial viability of these operations. Outreach topics include specialty crop production, pesticide use, pest management, soil health, equine pasture, animal waste training, sustainable farming and landscape, greenhouse and nursery production. To this end, our office developed the following educational programs and processes.

- 14 meetings held with 1,280 farmers, educators, horticulturists, environmentalists and general public
- 31 educational presentations to 21,094 participants
- Communication categories totaled 2,075 phone responses, 1925 client emails and e-alert system
- 5 county-wide/ agricultural interest newsletters and a standing website www.monmouth.njaes.rutgers.edu
- Program announcements with e-AG Advisor and Nursery News distributed to over 250 subscribers
- 66 total farmers were documented as having farm site plans in animal waste management
- 7 commercial growers served from our free service for sterilizing tomato and pepper seeds from bacterial diseases continued in the Monmouth County office
- Soil testing, soil health service & soil survey research

RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu

Agricultural Production – Nationally, our Garden State ranked 3rd, 4th and 5th in fruit production of cranberries, peaches and blueberries in 2012. For vegetable production, NJ ranked 3rd in bell peppers and spinach, 6th in cucumber and squash, 8th in tomatoes and snap beans and 9th in sweet corn. The total value of agricultural production in 2012 for New Jersey was a record \$1.01 billion. Similarly the overall agricultural industry in Monmouth County remains very diverse and economically strong. Sales in 2012 were estimated at \$95 million (3rd in State) on 38,961 acres of land. Statewide the county ranks 1st in equine breeding and training facilities. Roadside and community farmers markets and pasture acreage remain as state leaders; 2nd in nursery and floriculture, crop production, horse farms, Asian vegetables and pumpkins; 3rd in sweet corn, sod production and Christmas tree farms; 5th in alfalfa hay, soybean, pepper and tomato production and 6th in hay and forage.

Equine Industry

Soil testing and animal waste projects were a key programmatic emphasis in 2014. Significant strides continue in improving environmental and soil health as well as pasture grass quality and weed management.

The equine industry is struggling as adjacent states have thrived with their recent acceptance of racinos – racetracks

with gaming that NJ has not approved. Without competitive purse funds, training farms, breeding farms and hay and grain farms are relocating to surrounding states with more to offer. To promote awareness of this important problem, the third annual outreach event was held at the Freehold Raceway - **The Open Space Pace and Festival of Horses**. The New Jersey Department of Agriculture approved the event as an official County Fair in 2013. This fair highlights the relationship between the horse and open space in New Jersey – especially Monmouth County - and celebrates our state animal. A parade of horses, clubs and organizations marched through the center of Freehold past the viewing stand of Freeholders and other dignitaries.

Arriving at Freehold Racetrack, 4,000+ spectators were greeted with numerous equine and agricultural displays. There was a petting zoo and numerous educational booths from the Equine Science Center, Rutgers Cooperative Extension, The Board of Agriculture, NJ Department of Agriculture, 4-H Youth Development, and Farm Bureau among others. Standard-bred and celebrity races were held; each with a \$1000 donation given to worthy ag-equine organizations. We believe these three years of public awareness events have helped contribute to the voter passage of the new funding process dedicated to Open Space Preservation.



Resource Management

Natural resource projects had another productive year in Monmouth County. Over-development and climate change have put our water quality and quantity at risk from many sources of pollution. Stormwater runoff and flooding was especially evident in the wake of Superstorm Sandy. Extension programming with Monmouth County Watershed Partnership and local organizations have communicated to citizens effective ways to protect our infrastructure and water supplies. Highlights included rain garden construction for water recycling and assessing the financial value of environmental benefits of farmland and open space. Constructing a total of 65 public rain gardens stimulated the adoption of over 550 private rain gardens which helped recharge over 12 million gallons of stormwater runoff. In addition to our rain garden and rain barrel programs, we partnered in producing and rebuilding a pilot Maritime Forest along the Monmouth County coast. This innovative construction mimics mother nature's natural barriers to reduce flooding and sand surge which have greatly disrupted our seaside citizens and shoreline.



Rutgers staff accepts NJDEP Award for Environmental Education . L to R. Gov. Florio, V. Quinn, W. Sciarappa, D. Larson & Director Bob Martin.

RUTGERS

New Jersey Agricultural
Experiment Station

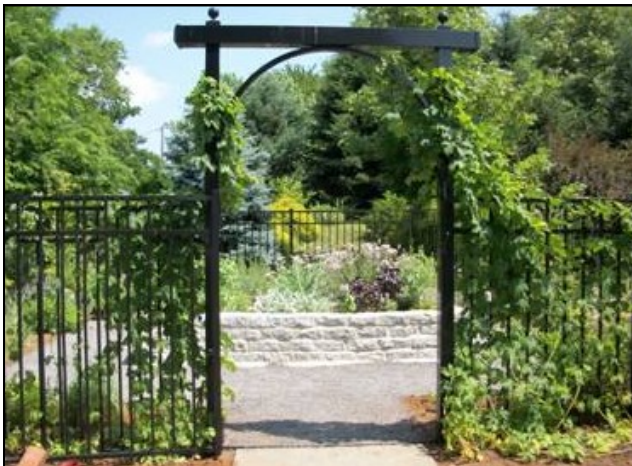
Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu

Master Gardeners

Twenty-nine Monmouth County residents successfully completed the Rutgers Master Gardener program in 2014, which entailed 60 hours of formal training, followed by at least 60 hours each of community volunteer service. Monmouth County has trained a total of 455 Master Gardeners since its inception in 1999, retaining 220 active Master Gardeners. Master Gardeners provided 23,067 hours of volunteer service in 2014, and responded to over 1900 gardening inquiries from the public on the Helpline. Of the total hours of volunteer time, 2717 hours were spent performing consultation and diagnostic duties at Helpline events, 9726 hours were spent performing Community Outreach where the public was educated on horticulture on an informal basis, and 3388 hours were spent formally teaching the public through the Speakers Bureau. These volunteer areas alone, totaling 15,831 hours, calculate into a cost factor of \$402,107 according to the Independent Sector's value of volunteer time for New Jersey,

Community Projects

- Rutgers Master Gardeners assisted in the start up of 6 new Community Gardens in Monmouth County, while continuing to help with the ongoing education at 29 existing Community/Food Pantry gardens.
- The Horticultural Enrichment committee of Master Gardeners provided 21 programs in healthcare facilities in Monmouth County, providing cognitive, emotional, and physical benefits through horticulture to over 315 residents.
- Over 4,000 pounds of produce grown and donated to 10 different local food pantries by the Master Gardener class of 2014's 'Plant a Row for the Hungry' garden, and the Junior Master Gardener garden, both gardens on site at the Freehold Agriculture Building.



Educational Outreach

- Speakers Bureau library contains 46 different Power-Point presentations developed by MGs
- Master Gardeners presented 70 lectures to over 1450 residents of Monmouth County. 14 educational programs were planned and conducted for youth, with over 1000 youth attending.

2014 Highlights

- A new Herb Garden started up on the grounds of the Agriculture Building, consisting of a central raised bed and surrounding planting beds enclosed by an iron fence. This new educational garden will highlight different types of herbs, act as a source for educational outreach on growing herbs, and serve as a source of donation for local food pantries.
- A new Native Plant Garden was initiated on the grounds of the Agriculture Building, whose goal is to teach clients proper plant selection, pruning, watering, and maintenance techniques through scheduled workshops, tours, and other educational opportunities at this site.



RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu

Marine



The Shellfish Restoration Program is a partnership between Rutgers NJAES Cooperative Extension and the New Jersey Department of Environmental Protection Division of Fish and Game Bureau of Shellfisheries . Its goals

are to educate the Coastal community about the natural cycle and ecology of the Barnegat Bay, to promote environmental stewardship, and to use clams and oysters as the teaching tool to achieve these goals ---including helping people understand they are both part of the problem AND the solution! **The Shellfish Program is award winning!!** Reclam the bay has won the US Environmental Protection Agency Region 2 Environmental Quality Award.

The program has also won two National Extension Awards at the Association for Natural Resource Extension Professionals Meeting, and Two Governor's Excellence Awards – The Governor's Excellence Award in Tourism for the Clam Trail, and an Honorable Mention in the Healthy Ecosystems Category of the Environmental Excellence Awards. This is in addition to Agent Gef Flimlin being honored by the Jersey Shore Partnership for his work with the seafood industry and the Shellfish Program including Monmouth, Ocean and Atlantic counties.

Agent Flimlin has also been working with the Borough of Highlands as the scientific source for information for the Highlands Depuration Committee. This marine project focuses on examining the inner workings of the depuration process and how clambers are incorporated into the profits of the plant. He brought information about the stock survey and natural mortality study done by Rutgers and NJDEP Bureau of Shellfisheries, the workings of depuration (cleaning shellfish that come from special restricted waters so they can be marketed), the potential for using High Hydrostatic Pressure processing for a valued added pre-shucked clam, and serving as a liaison to the Interstate Shellfish Sanitation Program which oversees all aspects of shellfish production and marketing to maintain a high level of safety for shellfish consumers.

Cooperative Extension of Monmouth County

Agriculture Building
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728

Office Hours: 8:30 AM to 4:30 PM
Monday - Friday

Phone: 732-431-7260
FAX: 732-409-4813
Website: www.njaes.rutgers.edu

Monmouth County Board of Chosen Freeholders



Director, Gary J. Rich, Sr.
Deputy Director, Serena DiMaso
Thomas A. Arnone
Lillian G. Burry
John P. Curley

Teri O'Connor, County Administrator

Rutgers, The State University of New Jersey The NJ Agricultural Experiment Station (NJAES)

Dr. Robert M. Goodman
Executive Dean of Agriculture and Natural Resources
Executive Director of NJAES

Dr. Larry S. Katz
Senior Associate Director, NJAES
Director Cooperative Extension

RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu

Family & Community Health Sciences

FCHS... Promoting Healthy Families,
Schools and Communities



The Department of Family and Community Health Sciences (FCHS) reached over 3,000 Monmouth County residents through nutritional programs, learning seminars, health fairs, social media and other outreach efforts. The intent is to encourage individuals, busy families, and communities to make more informed personal choices to enhance their well-being. All programs are designed to meet the needs of various socio-economic levels, while combining research and practical advice to promote healthier lifestyles for a better tomorrow.

FCHS continually develops new initiatives to meet the needs of our audiences improving health through education. *Our efforts* join families, schools, and the community so they can make wellness learning a top priority. Our programming strives for nutritional welfare while choosing more fruits and vegetables, increases knowledge for chronic disease prevention, increases practices to select more locally grown foods for better health, promotes active lifestyles and improves practices in food production, preparation, storage, safety and sanitation.

The Get Moving – Get Healthy New Jersey campaign continues to highlight all major areas of programming in Monmouth County. This includes focus areas in schools such as our school wellness, county workforce wellness, personal well-being and family meals projects. The intention is to encourage and showcase healthy eating and physical activity through educational programs, interactive websites, publications and targeted marketing campaigns.

One of the spotlighted programs for school wellness is our *Grow Healthy- USDA Team Nutrition Grant Project*. We reached over 225 students and their families at the West Belmar Elementary School this past year. The students were able to plant their own seeds in the classroom, helped build a large garden in the school-



yard and then transferred those seedlings to grow bigger for harvest. They enjoyed different tastings of kale chips, cucumbers and other various vegetables. The majority of the students embraced



trying these new items and even asked to grow them in their garden. FCHS in cooperation with the school was able to maintain educational pieces linking subjects in the classrooms, from physical activity to science experiments. The program was a great success in motivating students to become more involved in wellness and nutrition. Mr. Anthony Abeal, the school principal, was quite pleased with the outcome of the program, *“West Belmar School’s goal is to have ordinary classroom lessons to come to life. Students were able to investigate and explore various types of food by creating an organic school garden; furthermore they were the facilitators of their own learning... The Grow Healthy project was an excellent learning experience for the staff and students.”*

The Supplemental Nutrition Assistance Program-Education (SNAP-Ed) is expanding its nutrition programs through social campaigns. Of the current four campaigns providing outreach to low income limited resourced populations, the *Faithfully Fit* and *Select to Protect Campaign* are our most popular. *Faithfully Fit* focuses on food pantries, soup kitchens and faith-based organizations; while the *Select to Protect Campaign* focuses on parents and caregivers with children under the age of 13. In addition, our website, SNAPed4me.org, is a great resource for individuals who are looking online for educational nutrition information. Here, one can view anything from a great workout to healthy recipes and nutrition videos. SNAP-Ed is currently working with over 30 collaborators in Monmouth County and the list is continually growing.

FCHS helps people stay healthy, enjoy life, be active, and reduce health care costs. Many of today's health problems--obesity, heart disease, diabetes, and cancer--can be reduced through good nutrition and a healthy lifestyle. The FCHS department has implemented a distinctive, collaborative educational effort aimed at raising awareness in our community.

RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu



4-H Youth Development Program

The 4-H Youth Development Program is a free, co-ed, and inclusive program that uses a learn-by-doing approach to enable youth to develop the knowledge, attitudes and skills they need to become competent, caring and contributing citizens of the world. This is accomplished by using the knowledge and resources of caring adult volunteers. The staff of the Monmouth County 4-H Program works with a cadre of volunteers to help youth from across the county to develop the skills and attitudes they will need to become healthy, well-rounded citizens as adults. Through clubs and educational offerings in afterschool programs and libraries, staff and volunteers worked with over 1100 youth in grades K - 13 in 2014.

Volunteers

In the past year, over 85 adults volunteered their time with Monmouth County 4-H. Volunteers in Monmouth County averaged 220 hours of time over the course of the year, with a market value of \$467,500. Their worth goes well beyond that, and is immeasurable to the staff and youth with whom they work. In addition, the program also offers internships for teens, reinforcing their workplace skills under the guidance of 4-H staff.

Clubs

Clubs are the backbone of the Monmouth County 4-H program, where volunteers work year-round with members. The program's 34 clubs cover a variety of topics, from horses, live-stock, and small animals, to robotics, shooting sports, and cooking. The club environment is rich with opportunities to foster the development of mastery, belonging, generosity and independence that are the essential elements of 4-H's success.



Partnerships

In 2014, Monmouth County 4-H continued its partnership with the Keansburg 21st Century Community Learning Center at Bolger Middle School. Staff from 4-H visited the afterschool program twice a month to deliver programs on animal science and other topics. In addition, Bolger Middle School was one of five sites in Monmouth County that participated in National Youth Science Day in October. Monmouth County 4-H also renewed a partnership with the Freehold Borough 21st Century Community Learning Center, bringing weekly afterschool programs to the Park Avenue Complex.

RCE Department & Staff

*William Sciarappa, Ph.D.
County Extension Department Head*

Agriculture Department

*William Sciarappa, County Agricultural
& Resource Management Agent*

*Gef Flimlin - Marine Extension Agent
732-349-1152*

*Diane Larson, Home Horticulturist
Vivian Quinn, Program Associate
Joanne Bujalski, Secretary
Dorey Grimes, Secretary*

4-H Department

*Roberta Hunter, 4-H Agent
Virginia Krzyzanowski, Program Associate
Sabrina Brown, Program Associate
Claudia Lammers, Secretary*

Family & Community Health Sciences

*Rachel J. Tansey, Senior FCHS
Extension Associate
Sharese Porter, FCHS Senior
Program Coordinator
Abiezel Raices, SNAP-Ed
Program Associate II
Sandie Merritt, FCHS Secretary*

Rutgers Master Gardeners

Helpline - 732-303-7614
Monday - Friday - 9 AM - 4 PM
E-mail questions
mgarden@co.monmouth.nj.us

For more info visit our website:

www.monmouth.njaes.rutgers.edu/

RUTGERS

New Jersey Agricultural
Experiment Station

Cooperative Extension of Monmouth County
4000 Kozloski Road, PO Box 5033
Freehold, NJ 07728
732-431-7260
www.monmouth.njaes.rutgers.edu

Monmouth County Cooperative Extension



Through work with Monmouth Loves Horses and Open Space Pace, the 4-H program demonstrated its continued dedication to horses and equine science. Volunteers hosted two qualifying horse shows for 4-H members from the Tri-county region as well as two open horse shows during The Monmouth County Fair. At the fair, members worked with Monmouth Loves Horses to highlight several local therapeutic riding programs. Monmouth County 4-H was once again a recognized partner of The Open Space Pace agricultural fair.

Monmouth County hosted the New Jersey 4-H South Jersey Teen Conference in early 2014. This year's conference for youth in grades 8-13 highlighted community service in communities hit by Sandy. As part of the program, Monmouth County Arts Council provided an ArtHelps grant to work with artist Roddy Wildeman to create art using reclaimed items from Sandy detritus. In a follow-up to SJTC, Monmouth County 4-H hosted a beach sweep in Asbury Park that enlisted 40 youth and adults from three counties to improve the beach environment.

Perhaps our longest standing partnership, and the most successful, is with The Monmouth County Parks System. We continue to grow this 40 year bond with several annual 4-H events hosted at locations from Lincroft to Allentown. The Monmouth County Fair is the culminating event and provides a platform for members to showcase the projects they worked on throughout the year. With more than 65,000 visi-

tors, the fair is our premier event to educate the public about 4-H and recruit new members and volunteers.

Community Collaborations

In addition to these partnerships, 4-H frequently collaborates with members of the Monmouth County community, including:

- Delicious Orchards Food Market - Pumpkin Fest Event, annual funding and support
- F.F.A. Organization - collaboration with four county chapters
- Girl Scouts - providing Safe Sitter Babysitting class and in the STEM Career Day at Princeton Plasma Physics Lab
- Rutgers Master Gardeners of Monmouth County - several collaborative projects including the annual Bugs Birds, and Beyond event
- Monmouth County Board of Agriculture - scholarship and program support
- Rutgers Against Hunger
- Wal-Mart - Statewide Food and Fitness grant hosting the training and sending 15 teens

*Rutgers Cooperative Extension of Monmouth County 2014
Annual Report printed courtesy of the Monmouth County
Board of Chosen Freeholders*