



## Northeast Cooperative Extension Directors Honor Rutgers Program

A Rutgers New Jersey Agricultural Experiment Station (NJAES) Cooperative Extension program designed to conduct research and outreach programming on the marketing and production potential of new ethnic crops for East Coast farmers was honored at the annual meeting of the Northeast Extension Directors held July 8 at Cornell University.

The program, *An Integrated Multistate Research and Extension Program Identifying Potential Consumer Demand, Production Opportunities and Barriers to Adoption of Ethnic Crops as Alternatives for East Coast Farmers* received the **2012 Award of Excellence**, the highest award presented by the Directors of Extension in the Northeast.

The award recognizes extension outreach programming that has achieved outstanding accomplishments, results and impacts in addressing contemporary issues. **Rick VanVranken, agricultural agent**, Rutgers Cooperative Extension of Atlantic County, accepted the award on behalf of the Ethnic Produce Production and Marketing Working Group (EPPMWG). In addition to VanVranken, the Rutgers members of the working group include Ramu Govindasamy, professor and marketing specialist in the Department of Agricultural, Food and Resource Economics (DAFRE); James Simon, professor in



the Department of Plant Biology and Pathology and director, New Use Agriculture and Natural Plant Products Program (NUANPP) at Rutgers; Albert Ayeni, instructor, Plant Biology and Pathology; Tom Orton, extension specialist in horticulture at Rutgers Agricultural Research and Extension Center; Brian Schilling, assistant extension specialist, DAFRE; Chung Park with NUANPP; as well as agricultural and resource management agents William Sciarappa (Monmouth County); Peter Nitzsche (Morris County); and Stephen Komar (Sussex County).

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## The Open Space Pace – an exciting & new County Fair by Bugler Bill Sciarappa

The 2013 Festival of Horses packed the parade route on Main street in downtown Freehold on the morning of September 21. In the afternoon, The Open Space Event drew 4,500 attendees at the Freehold Raceway. As an inaugural Agricultural Fair, this outreach program focused on assisting the struggling equine farm industry and preserving open space in New Jersey.

Event leader and retired harness racer Sam Landy, led the charge and was assisted in planning and



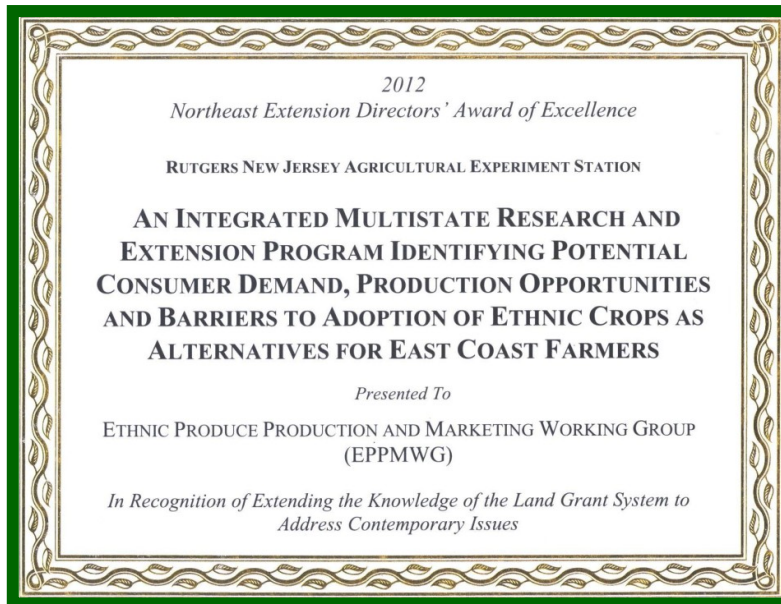
implementation by numerous partners including the Equine Science Center, Rutgers Cooperative Extension of Monmouth County, the Monmouth County Board of Agriculture and our Freeholders. Grand Marshall-Freeholder Lillian Burry with Sam Landy on horseback led the parade that started in front of the Hall of Records. Announcer/Mayor Nancy Grbelja accompanied by Freeholder Director Tom Arnone, Secretary of Agriculture Doug Fisher, Assemblyman Ron Dancer, and several other distin-

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The EPPMWG is a multi-state, multidisciplinary team of extension agents, specialists and researchers from **Rutgers, the University of Massachusetts, Cornell, Penn State and University of Florida.**

Ethnic communities in the Northeast offer opportunities for entrepreneurial farmers to grow unique crops. Evolving from a call to address the “Nuances of Marketing Ethnic Produce” for the Mid-Atlantic Direct Marketing Conference in the late 1990s, an Ethnic Produce Production and Marketing Working Group was established to identify and quantify opportu-



nities and barriers to the adoption of ethnic crops as alternatives for East Coast farmers.

**The EPPMWG has secured more than \$2.3 million** to conduct research and implement outreach programs relating to ethnic produce. Collectively, on ethnic produce alone, this diverse group has to its credit **50 refereed journal articles, 14 extension publications**, eight peer reviewed abstracts, three

conference proceedings, three edited books, 17 edited book chapters, 77 presentations, 12 posters, 20 abstracts in proceedings, four trade journal articles and six newsletter articles. The working group has also established the [WorldCrops.org](http://WorldCrops.org)

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guished guests amped up the crowd with their comments. Miss NJ Rodeo Amanda Thompson sang a beautiful version of the Star Spangled banner and Ag agent / Bugler Bill Sciarappa tooted , “First Call” to begin the march to the race track.

The talented Freehold Township Marching Band composed of 130 musicians, color guard, and twirlers led by Band Director, Ed Gattsek entertained the crowd along the way and then provided an energetic 20 minute set at the track - WOW – What a performance!

A total of \$26,000 was donated to OPEN SPACE worthy charitable organizations such as 4-H Youth Development, Scouting groups, Equine clubs etc. A dozen educational booths complimented the open space theme such as provided by the Equine Science Center Director, Karyn Malinowski, Rutgers Cooperative Extension, The Board of Agriculture, NJ Department of Agriculture, Farm Bureau and the Master Gardeners of Monmouth County.

The Gardeners also did extra special landscaping around the facilities as arranged by Director Dominick Mondini of the NJ Nursery and Landscape Association.

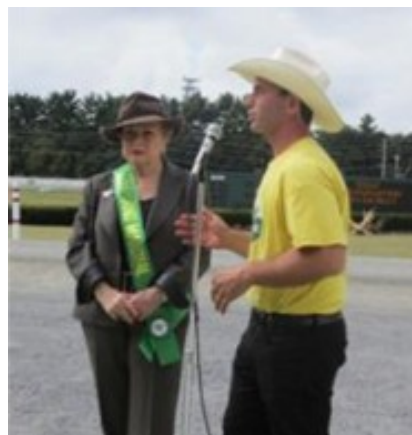
Celebrity races were held including radio DJ ESC Director Karyn Malinowski, Lou Rossi and the womens’ under saddle race for Breast Cancer. After the Open Space Pace race and regular races, Miss NJ Rodeo joined the first rock and roll group - The Eddie Testa Band - singing some current country hits and wailing away on some Janice Joplin tunes – worthy of winning American Idol! This special show was followed by R&B veteran Southside Johnny with a fabulous evening performance topped by a fireworks finale that really



rocked the town. What a great ending to a great day! Many thanks again to Freehold Racetrack, Freeholders, and the Sam Landy family. See some of the photo highlights of these key people on the open space team. Be sure to join in again next year in September 2014.



**WOW!**



# MONMOUTH COUNTY FAIR 2013

This year the Monmouth County Fair had everything going for it. Unlike 2012, the weather was just about perfect for fairgoers and animals. The total attendance over five days was 84,000. Featured were the exciting rides, tasty food, shows and exhibits but at its heart, this showcase event was about local agriculture and farmers and people who live in Monmouth County.

New for 2013 were the presence of FFA members promoting their mission to support agricultural education and selling locally grown fruits and vegetables donated by local farmers. A visitor could buy their produce, leave at the tent and pick up on their way out. Fairgoers were very happy to purchase the Jersey Fresh produce which sold out every night, and these funds will greatly assist local youth and Ag programs. We look forward to seeing them again in 2014.

The Master Gardener display was entitled "Replant the Shore." A team of Rutgers MGs "planted" appropriate seashore plants along the tent's entrance path that led right up to the educational display, created from items "left" by Superstorm Sandy. Posters and handouts enhancing the theme were available for specific questions about what to plant at the shore post-Sandy.

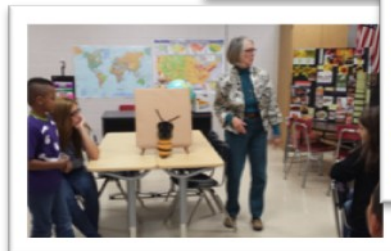
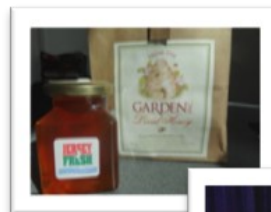
The Home and Garden Tent featured high quality vegetables, flowers, baked goods, photography and art work entries from the people of Monmouth County. Judges select first, second and third places and ribbons were awarded. If you missed entering this year, your next opportunity will be July 23-27, 2014.

A complete list of winners can be found at <http://www.monmouthcountyparks.com/page.aspx?ID=4207>



## Jersey Fresh Day at Bolger School, Keansburg

In celebration of Jersey Fresh foods, Rutgers 4-H, FCHS, Master Gardeners, and Ag Science staff collaborated on the Keansburg Afterschool Program "Jersey Fresh" Day. The staff conducted hands-on activities for parents and students. The workshops focused on the nature and makeup of bees, what's killing them, pollination, varieties of honey and tasty recipes.



The highlight was a live presentation by Drew Madzin of "From the Garden, Inc.", in West Freehold. Both parents and students were excited to see the bee hive, learn about the bees, and taste the Jersey Fresh honey provided by "From the Garden."

Left: Pat Eiseman, Master Gardener, R. Virginia Krzyzanowski 4-H & Drew Madzin

# MARITIME FOREST PLANTED AS NATURAL STORM PROTECTION

## Bill Sciarappa, Ag Agent

In a very complex and demanding horticultural operation, MG volunteers and RCE staff provided essential supervision, knowledge and physical labor over a 3 day planting period in October. The 1 acre site aside Fletcher Lake in Bradley Beach transformed a dumpy, compacted parking lot into a beautiful mini-park that functions to reduce damage from ocean storms that create serious stormwater and sand surge that clogs the drainage system damage.

With sand dune berms and vegetative barriers of pines, cedars, junipers, maples, 15 different native shrubs and 5,000+ plugs of 3 beach grass species – this RCE team greatly assisted AECOM/Captain Al and partners like the BB Boro, Surfriders, COA. Planting the 200 lb. trees, staging the 1000's of other plants in 10 different sections with 3 walking paths and advising the 150+ novice volunteers were the key contributions of our extension landscape and horticultural crew. Many thanks to Dorsey Latza, John and Linda Bauer, Mary Hilscher, Kathleen MacGowan, Sandra McLaughlin, Ellen Simonetti, Ellen Brahney, Pete McIntyre and Bob Magovern. Special thank to Diane Larson and Vivian Quinn for coordination. What a great team!!!

If you get a chance- check it out – a real pilot project that, like our rain garden initiation, may lead to more public awareness and help in restoring our shore.

The main leader of this operation and colleague/friend - Captain Al Modjeski was one of our key supporters for our first rain garden specialist training session. Now the Captain has modified this horticultural concept into a living shoreline on steroids. Next Spring a similar (but smaller) maritime garden/forest is planned for Sylvan Lake - the southern waterbody between Bradley Beach and Avon. We'll be asking again for volunteers in the 2014 spring for this next exciting phase.



*Environmentally, Bill Sciarappa*

# AGENCY UPDATES



<http://content.govdelivery.com/accounts/USFSA/bulletins/7f74bd>



## ASSISTANCE WITH ORGANIC CERTIFICATION COSTS

(TRENTON) – The New Jersey Department of Agriculture today reminded organic producers the deadline to apply for a federal grant to reduce organic certification costs is approaching. Through the United States Department of Agriculture (USDA) Agricultural Marketing Assistance Organic Certification Cost Share Program, each qualified producer of organic products is eligible for a reimbursement of up to 75 percent of its costs of certification not to exceed \$750. Certification costs include fees and charges levied by the certifying agent for certification activities.

To qualify for reimbursement under this program, an organic producer must have been certified or incurred expenses for the continuation of certification during the period of October 1, 2012 and September 30, 2013. Certification must be through a USDA-accredited certifying agent. In the event that demand exceeds the amount of funds allocated to New Jersey, applications will be processed on a first come, first served basis. Operations may receive one reimbursement per certification or category of certification per year.

Applications must be received by the New Jersey Department of Agriculture no later than November 19, 2013. Applications and more information about the program are available online at [www.nj.gov/agriculture/grants/organiccostshare.html](http://www.nj.gov/agriculture/grants/organiccostshare.html).

Please contact Debra McCluskey with any questions at (609) 984-2225 or [Debra.McCluskey@ag.state.nj.us](mailto:Debra.McCluskey@ag.state.nj.us).

## Organic Land Care Certificate Course

January 27, 28, 29, February 3 and 4, 2014  
 (Snow date: February 5)  
 8 AM – 5 PM  
 Rutgers EcoComplex  
 Bordentown, NJ

<http://njaes.rutgers.edu/>



## Annie's Project New Jersey: Greenhouse Growers 6 Week Course

Rutgers Cooperative Extension of Cape May County  
 Tuesday, Jan, 14 to Feb. 25, 2014 6 to 9 PM  
 Rutgers Cooperative Extension Burlington County  
 Westampton, NJ

For six weeks beginning January 14, 2014, a great group of women will meet, eat and share their similar experiences as they learn from experts across the state and nation. Create sustainable relationships with farm women, meet industry professionals and create a business plan to help ensure the success of your greenhouse business. We hope to see you there.

Offered by: Jenny Carleo, CMC Agricultural Agent.. For more info and to register: [www.APNJGreenhouse.eventbrite.com](http://www.APNJGreenhouse.eventbrite.com)

## CALENDAR

### November 2013

**18-19 Farm Bureau Convention**, Westin - Princeton  
Call Farm House for details 609-393-7163.

**19 - Basic Pesticide Training CORE Certification of Applicators & Operators** (Bilingual). 732-932-9271.

### December 2013

**6 - Haygrove Owners Conference** - 717-492-4955

[www.tunnelbuzz.com](http://www.tunnelbuzz.com)

### January 2014

**14 - Feb. 26 - Annie's Project NJ** - see p. 6

[APNJGreenhouse.eventbrite.com](http://APNJGreenhouse.eventbrite.com)

**14-16 - Integrated Pest Management** - Rutgers Continuing Education. Info 732-932-9271, email:

ocpe@njaes.rutgers.edu or visit [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu)

**21-23 - Empire State Fruit & Veg Expo** - Syracuse, NY.

Info: Jeanette Marvin at [nysvga@twcny.rr.com](mailto:nysvga@twcny.rr.com)

**25-26 - NOFA 2014 Annual Conference** - Brookdale Community College [www.nofanj.org](http://www.nofanj.org)

**27 - Getting Started in Vegetable Production** - Mid Atlantic Fruit & Vegetable Conf., Hershey Pa. (see right).

**27, 28, 29 Feb. 3, 4 Organic Land Care Certificate**

**Course for Professionals** - Bordentown, NJ

[www.njaes.rutgers.edu/organiclandcare](http://www.njaes.rutgers.edu/organiclandcare)

**28 - Organic Turfgrass Management**—Rutgers Continuing Education, 732-932-9271 or [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu)

**29—Pesticide Calibration (Session II)**, Rutgers Continuing Ed - 732-932-9271 or [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu)

### February 2014

**4-6 - NJ Agricultural Convention & Trade Show & Annual State Ag Convention**—Taj Mahal, AC:

[www.njveggies.org](http://www.njveggies.org)

**21 - Central Jersey Vegetable Meeting** - Ag Building,

Freehold, NJ 732-431-7260 x7280 Joanne

**27 - MC BOA Dinner**



Feb. 4-6, 2014 Taj Mahal

MID-ATLANTIC  
fruit & vegetable convention

**2014 Mid-Atlantic Fruit and Vegetable Convention**

**January 28 to 30**

**Hershey Lodge and Convention Center**

The [Mid-Atlantic Fruit and Vegetable Convention](http://www.mafvc.org) has become the premier grower meeting in the Northeast combining three days of six or more concurrent [educational sessions](#) with a large industry [trade show](#) and numerous networking opportunities - all designed to enable fruit, vegetable and berry growers as well as direct marketers to stay on the cutting edge of their industries. About 2,200 persons from throughout the mid-Atlantic region and beyond gather each year at the [Hershey Lodge and Convention Center](#) for the Convention. For the 2014 Convention, the North American Raspberry and Blackberry Association and the Virginia State Horticultural Society will also be meeting in Hershey. [Registration](#) is open to all interested commercial fruit, vegetable and berry growers, direct marketers and allied industry personnel.



<http://www.mafvc.org/>



<http://njveg.rutgers.edu/>

*Changing Times is produced and edited by Bill Sciarappa and Vivian Quinn  
sciarappa@njaes.rutgers.edu*

*Past Issues on the web <http://www.visitmonmouth.com/page.aspx?id=3078>*

### MONMOUTH COUNTY BOA

**11-12, 12-10, 1-15, 2-19, 3-18, 4-15, 5-20**

**BASIC PESTICIDE TRAINING**

**CORE 9 am - 1 pm**—1-14, 2-11, 3-4, 3-18, 6-3

3A 1-28, 3-25, 4-22, 6-17, 9 AM—3 PM

3B 2-18, 3-11, 5-13 9 AM—3 PM

To register call 800-524-9942

Held at Rutgers Cooperative Extension Ag Bldg.

4000 Kozloski Rd. Freehold, NJ 732-431-7260

### RUTGERS COOPERATIVE EXTENSION MONMOUTH COUNTY

New Jersey Agricultural Experiment Station

PO Box 5033, 4000 Kozloski Rd., Freehold, NJ 07728

Rutgers Cooperative Extension— Agriculture, Family and Community Health Sciences, 4-H Youth Development, Resource Management, and Marine Studies— welcomes this opportunity to send you the enclosed materials for your information and use. Educational programs and information are provided to all people without regard to sex, race, color, national origin, gender, religion, age, disability, political

**Bill Sciarappa, County Agricultural Agent**  
**Extension Department Head**

Photos: V. Quinn, B. Sciarappa

New Jersey Agricultural  
Experiment Station

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