



AGENT'S OVERVIEW

Community Outreach

Agri-business and economic development can be closely tied into community events to provide winning combinations all around. Here in Monmouth County, we have several recent examples that demonstrate such effective partnerships which serves as the theme of our summer season's issue - Community Outreach. We take pride in the coordination and support offered by our **County Board of Agriculture, Rutgers Cooperative Extension and the Freeholders of Monmouth County**.

Many members and staff have worked long and hard to deliver agricultural, horticultural, nutritional and environmental programs, often to non-science oriented clients. Some examples featured here in articles and photo essays are:

1. Monmouth County Fairs
2. Master Gardener Gardens
3. Keyport Rain Gardens
4. Keansburg School Event

Monmouth County is the only New Jersey county that hosts 3 very successful, NJDA state approved and supported fairs – the **Strawberry Festival** in Ocean Township, the **Freedom Fest** in

Allentown and, of course, the classic **Monmouth County Fair** in Freehold (which again attracted over 75,000 people this year) - photos below. The County Board of Agriculture has persistently promoted agricultural exhibits in all its forms and gained exposure for important programs in animal science, food crop production, local specialties, agronomics, bee keeping, tractor displays, farm life and culinary skills for the family.

The **Master Gardener Plant-A-Row for the Hungry (P.A.R.) Garden** has again attracted hundreds of eager learners and supplied a bountiful harvest of over 1 ton of fresh produce for the local food banks. The dedication of these volunteers is impressive and exemplifies the spirit of community development. The Junior Master Gardener Program has helped create our communities next generation of horticultural enthusiasts.

The **RCE Rain Garden**, also in back of our county extension office, has served as a training tool for over 100 certified rain garden specialists and as a educational vehicle for over 1,000 visitors this year. This water conservation program has inspired several hundred

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Monmouth County Fair



Front: MCBOA Officer Robin Bruins, 2009 4H Ambassador Clair McKittrick, MCBOA Pres. Gary DeFelice; Back: Ag Secretary Doug Fisher, Grower Al Trapani
Photo Nyna McKittrick

Lions' Strawberry Fair



Fair Director Peter Deller and Strawberry Queen promoting agriculture and locally grown strawberries.



Monmouth County Board of Ag supports three NJDA state approved agricultural fairs



Freedom Fest



Agricultural education in action at the New Jersey Horse Park

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4000 Kozloski Road
PO Box 5033
Freehold, NJ 07728-5033





private rain gardens in central NJ. A recent example from this team building program was the construction of our 30th public demonstration rain garden now located in Keyport (photos above). Led by Rain Garden Specialist Dennis MacNamara, an amazing design of 3 integrated rain gardens on the riverfront functioned to intercept parking lot run-off, filter concentrated storm-water pollutants through amended soil and bio-remediate these non-point source problems through beautiful plants. These are really great community projects!



Bolger Middle School in Keansburg – an Abbott District community supported by the NJ Board of Education – partnered with RCE to train teachers and instruct students. Our extension team of Family and Consumer Health Science, 4-H – Youth Development and Ag Science along with Master Gardeners, local growers and contributing farm markets, combined to better connect with these underserved urban citizens. We collaborated in building a vegetable garden, an herb plot, a habitat garden, rain gardens and an outdoor learning environment. A capstone event “Jersey Fresh Day and Healthy Living” was a big success attracting 70 summer students and 20 parents who rotated through three learning stations. Tour highlights included harvesting vegetables grown in the school garden, making compost, identifying rain garden plants, handling brown and white chicken eggs, making and consuming two types of salsa, discussing good nutrition with the USDA food pyramid and bringing home a Jersey Fresh bag of tomatoes, peppers, squash, eggplant, cilantro, peaches and blueberries (photos above & below).



So it has been an outstanding season for community outreach whose success also draws upon the dividends developed by previous workers and past administrations. We should continue these worthy investments in our community and not allow such important programs and processes to diminish any further through thoughtless budget cuts and project elimination. Such programs directly contribute to local economic growth, youth development and community stability. Maintaining state, county and municipal support through NJDA – Jersey Fresh, New Jersey Board of Education, Rutgers University Extension Services and Monmouth County Parks and Recreation is a mutually beneficial priority that effectively meshes agriculture and the environment with the citizens of our Garden State in a synergistic and sustainable system.

Bill Sciarappa

CALENDAR

SEPTEMBER

- 2 - Great Tomato Tasting - Snyder Farm, Pittstown, NJ. 3 PM to dusk. RSVP www.snyderfarm.rutgers.edu or 908-730-9419 Ext. 2
- 16 - Organic Weed Control - Hands-On Training Program for Ag Educators & Farmers 9AM-3:30 PM. Snyder Farm 908-730-9419
- 23 - Vegetable Production Twilight Mtg. - 6:30-8:30. Bridgeton. Wes Kline 856-451-2800 X1

OCTOBER

- 12-13 - National Blueberry Conf. & Expo, Grand Rapids, Michigan www.blueberries.com
- 15-18 - Produce Marketing Association Fresh Summit: Orange County Convention Ctr., Orlando, FL, For info 302-738-7100 or www.pma.com/freshsummit

Questions about crop insurance? Call our toll-free information line 800-308-2449 Or visit us online at <http://saalem.rutgers.edu/cropinsurance>

MONMOUTH COUNTY BOA
7:30 PM - 9-21, 10-19, 11-16, 12-21

BASIC PESTICIDE TRAINING 2010 - CORE—9 am - 1 pm
9-14, 10-5, 11-9, 12-7

Category 3A - 9 AM - 3 PM 10-26
To register call 800-524-9942

Held at
Rutgers Cooperative Extension Ag Building
4000 Kozloski Rd. Freehold, NJ

Changing Times is produced and edited by Bill Sciarappa and Vivian Quinn - sciarappa@njaes.rutgers.edu Past Issues on the web www.visitmonmouth.com/07050coopext

TRENTON THUNDER FARMER APPRECIATION NIGHT
SPONSORED BY: NEW JERSEY FARM BUREAU

Tuesday, August 24 @ 7:05 pm

Trenton Thunder AA Affiliate of the New York Yankees vs New Hampshire Fisher Cats AA Affiliate of the Toronto Blue Jays

\$1 Dog Tuesdays! \$1 Hot Dogs All Night Long!

ORDER NOW!
A portion of proceeds will benefit the New Jersey Farm Bureau or

County _____
 FFA Chapter _____
 4-H Club _____
 Group _____

Mail To: Trenton Thunder Ticket Office, Farmer Appreciation Night, One Thunder Road, Trenton, NJ 08611
Fax To: 609-394-9666
SPECIAL RATE \$10 PER TICKET
Total Tickets: _____ x \$10.00 = \$_____
Total Amount Due = \$_____
Parking Fee - \$3

For More Information Please contact Anna at 609-394-3300 x 137 anna@trentonthunder.com www.trentonthunder.com



A new Rutgers online resource for vegetable growers. Easily access all vegetable info in one spot. Log in and sign up to receive new content as it becomes available.
www.njveg.rutgers.edu

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

PESTICIDE CONTROL PROGRAM WEBSITE
Go to website: www.pcpnj.org

RUTGERS COOPERATIVE EXTENSION MONMOUTH COUNTY
New Jersey Agricultural Experiment Station

4000 Kozloski Rd, PO Box 5033
Freehold, NJ 07728
Agriculture: 732-431-7260
Family & Consumer Science: 732-431-7271
4-H: 732-431-7263; 7264
Fax: 732-409-4813

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, national origin, or handicap

Richard G. Obal
Richard G. Obal
County Agricultural Agent

Bill Sciarappa
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County Agricultural Agent

AGENCY UPDATES



Farm Service Agency



The Environmental Quality Incentives Program (EQIP) is a voluntary conservation program for persons who are engaged in livestock, forestry or agricultural production, including organic production. NJ will offer five Conservation Activity Plan options in 2011:

- Agricultural Energy Management Plan** – to explore and address on-farm energy problems and opportunities
 - Comprehensive Nutrient Management Plan (CNMP)** – for livestock operations that store, transport, or use manure
 - Forest Management Plan (FMP)** – to develop NJ-approved Stewardship Plans for woodlots and non-industrial private forestry operations that are 10 acres or greater
 - Fish & Wildlife Habitat Management Plan** – for any ag operation interested in habitat enhancement for threatened, endangered or at risk species on their ag lands & streams
 - Integrated Pest Management Plan** – for cropland where the operator intends to follow the NJ Pest Management standard to reduce risk of pesticide use on the farm
- EQIP** environmental quality incentive program sign up for 2011 is open till **September 31st**.
WHIP wildlife habitat incentive program sign up for 2011 is open till **September 31st**.
 Contact USDA **Freehold Service Center** (4000 Kozloski Road) Telephone: (732) 462-0075



**The Snyder Research and Extension Farm
and The Melinda C. Snyder Teaching Garden**

present the 20th Annual

Great Tomato Tasting



Save the Date!

September 1, 2010

3:00 pm – Dusk



*Please RSVP at www.snyderfarm.rutgers.edu/
or by calling 908-713-8980*

Please join us in this unique opportunity to taste over 60 tomato varieties (heirlooms and hybrids) along with cucumbers, sweet peppers, apples, peaches, and herbs. Stroll through our teaching garden and take a wagon tour highlighting today's NJAES agricultural and horticulture research

USDA SURE Deadline to Apply for Payments - Producers have until Thursday, Sept. 30, 2010 to submit an application for payment under the 2008 Supplemental Revenue Assistance Payments (SURE) Program. SURE provides financial assistance for crop production and/or quality losses due to a natural disaster.

Upcoming September 2010 deadline Animal Waste Management Plans must be developed and filed

A series of educational sessions, beginning in February of 2009, has been held throughout the state and more may be held in the future. Any upcoming educational meetings and information about the AWMP program can be found at <http://njaes.rutgers.edu/animal-waste-management/>. The deadlines that livestock producers must comply with are below:

March 2010 - All livestock farms must comply with the General Requirements of the AWMP rule

September 2010 - Animal Waste Management Plans must be developed and filed

March 2012 - Animal Waste Management Plans must be implemented

The key point for now is that all producers with 8 or more animal units must have completed an Animal Waste Management Plan by September 2010 and filed it with their local county Cooperative Extension office.

Call County Extension offices for detailed assistance:

- Burlington County Extension Office: (609) 265-5050
- Hunterdon County Extension Office: (908) 788-1338
- Salem County Extension Office: (856) 769-0090
- Sussex County Extension Office: (973) 948-3040



Sustaining Farming on the Urban Fringe



You discover a lot about communities by their relationship to agriculture. For hundreds of years, local market days provided the heartbeat for that relationship. Market days occupied central places in community life; providing the backdrop for local festivals, other traditional events, and related commerce.

Grow local farmers share of food purchases

“Farmers markets have emerged as a key place where the public’s image of agriculture is formed,” according to Duncan Hilchey. Yet, analysis of 2007 data indicates direct sales of farm products to individuals for consumption are 3.2% of NJ farm revenues; \$31.1 million. While rising strongly, 57%, from 2002, they remain a fraction of the market. This reminds us that direct sales are a small, but vital, part of NJ farming output. Local wholesale opportunities are also needed to sustain a viable critical mass of Garden State farming. Another study revealed that among more affluent consumers, 65% of their food purchase decisions are based on “personal values.” As long as people act on their local values, and farmers markets offer convenience to reach busy people, opportunities for farmers to increase their share are ample.

Local farmers markets – long-term trend or fad?

New Jersey farmers markets are once again having their day in the sun. Everywhere you look – from the Highlands to the Pinelands and from Camden to Newark – new farmers markets are taking root. There were only a dozen farmers markets in the 1980s. Ron Good, at the NJ Department of Agriculture Division of Markets, said things took off in the 1990s. By 2002, New Jersey had 42 farmers markets; by 2006 there were 84. Another 22 started in 2009 – 132 farmers markets now operate at town squares, public lawns and parking lots. Farmers markets are growing faster in New Jersey than in any other state, according to USDA. For farmers and others seeking new places to sell what they grow, this can only be a good thing, right? Maybe. Fads come and go. The spike in consumer interest in finding sources of fresh local food coincides with the national economic downturn that started in 2007. Will community support for farmers markets last when buying habits become more bullish? The hopeful news is it appears farmers markets are not just another social fad, but may remain part of our public life. NJDA’s Good

said there is a tangible increase in public awareness of the importance of fresh local food, produced at a reasonable cost, with a smaller carbon footprint. “More people want to know where their produce is coming from. The economy has something to do with it, but people have gotten in the habit of purchasing fresh produce and we think that will continue,” he said.

“Food reclaims its story...when the person who grew it hands it to you...Shake the hand that feeds you.” Michael Pollan

Farmers markets generally stick around when they get strong local support – not just from consumers buying tomatoes and pies, but community-wide support from cities and towns seeking to reconnect with local farming, and downtown associations seeking increased foot traffic that comes with market days. Some markets relied on municipal help. Betsy Cook is market manager at Collingswood Farmers Market, selected “Best Small Farmers Market” by American Farmland Trust. She said the 10-year-old Saturday market in Camden County has thrived thanks to local officials who provided in-kind services, including letting the market call a commuter rail parking lot home. Catherine Suttle runs the market at Dvoor Farm, a preserved farm in Raritan Township operated by Hunterdon Land Trust. There was a demand for a farmer’s market when it was opening three years ago, but it would not have happened without cooperation by township officials, she said. The only permit available at the time would have charged each vendor \$100 per week, but the Township created an umbrella permit making the market possible.

Elsewhere, downtown associations provide the catalyst. Helen Kyle is Assist. Mgr. of Downtown Millburn Development Alliance and the Tuesday market operating for 17 years in a parking lot of the Essex County Township. She said that the original purpose was to bring people to the downtown business area. The market’s success took on a life of its own. In Jersey City, among the state’s most dense urban areas, Patty Jordan helps run the market that overcame

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opposition once it became connected with the special improvement district that is restoring the majestic Loew's theater in Journal Square.

Moorestown Twp. once had expansive farms surrounding its picturesque Main Street. Burlington County avoided creating one more executive office facility, and instead installed an example of an alternative path for farmers markets and agricultural viability: removing the capital cost of land ownership as an entry barrier for a new generation of small urban fringe farmers.

On a former 64-acre dairy farm, Farmland Preservation Coordinator Dan Kennedy oversees a county-owned facility that includes a Community Supported Agriculture (CSA) tenant farmer, community garden plots, and Saturday farmers market. Kennedy said that as preservation money dries up statewide, county programs have to expand their views of what will keep agriculture viable. "This project was a way for us to turn the corner in terms of our priorities," said Kennedy, who is also a licensed planner. "It's a move back to what makes sense. Having a food system that is so far removed from the community was a mistake."

Rutgers supports farmers markets

Our "New Opportunities for New Jersey Community Farmers Markets" report, with management practices recommendations is available at: <http://foodinnovation.rutgers.edu>. Also offered is a Farmers Markets Practices online course for sponsors and vendors: http://foodinnovationcenter.rutgers.edu/educational_resources/market. We are finishing pilot Point of Interest (POI) files for NJ farmers markets and agritourism locations. This file will be available for download and installation on increasingly popular GPS navigation systems. Since farmers markets are experiential for customers, we connect them to Rutgers efforts promoting increased NJ agritourism: <http://www.visitnjfarms.org>.



The **Adelphia Turf Research Farm** run by the **Rutgers Plant Science Department** again attracted well over 250 participants from our important local "Green Industry" (photos above). Understanding the best management practices by these landscape professionals and homeowners promotes both public safety and beautification of our community schools, parks, athletic fields and home grounds. Rutgers tour leaders **Stephanie Murphy** - Soil Scientist, **Bill Meyer** - Turf Grass Breeder, and **Bruce Clark** - Plant Pathologists organized another top-notch program.



The **Monmouth County Career Center** celebrated their construction of new golf hole with a group ribbon cutting at their Freehold location. The students learned real world skills suitable for employment at golf courses around the state. Teacher **John Neyhart** thanked his fellow instructors, guests **Doug Fisher**—NJ Commissioner of Agriculture, **Ag Agent Rich Obal** and **NJDA rep. Bill Walker** and many members of the green industry who contributed time and materials and equipment to the completion of the project. The FFA club effort was recognized by State **NJDA FFA Director Nancy Trivette**.



Biotechnology High School intern **Jeff Neyhart** assisted our county projects as part of a mentorship program in conjunction with Monmouth County Vocational School District

Monmouth County - RCE Assistant Kevin Soldo has successfully transferred from **Brookdale Community College** on a scholarship to Rutgers as an environmental science major. His water quality and quantity monitoring was very productive, although muddy.

Monmouth County - RCE Assistant Brian Hulme (left side) handled GPS/GIS work and helped digital communication efforts in ag. He also launched his own successful herb growing and vegetable marketing business.

Special Thanks for Community Support this Summer in Monmouth County

