Join in the excitement!

Parade of Horses
down Main Street
Freehold
9:30 am

Harness Racing
& Activities
Celebrity, Amateur, Under Saddle
and feature Open Space PACE Race!
Music, Food & Family Fun!
at Freehold Raceway
11:00 am to 4:30 pm

Concert
Southside Johnny
and the Asbury Jukes!
4:30 pm
Advance Tickets $5 – visit OpenSpacePace.org
or call (908) 839-6564
Tickets at the Gate – $20

FREE! Everyone is welcome!
at the inaugural
OPEN SPACE PACE
& Festival of Horses!
for preservation of open space in New Jersey

SEPTEMBER 29, 2012
AT FREEHOLD RACEWAY

Presented by UMH Properties, Inc. and Monmouth Real Estate Investment Corporation (MREIC).
For more information and sponsorship opportunities call (908) 839-6564.

www.OpenSpacePace.org

Cooperative Extension of Monmouth County
Volume IX, No. 4 Fall 2012
Agent’s Overview

As you can see from our front page, this month has a very important inaugural event called the Open Space Pace. The main mission is to gather various supporters for preserving open space in New Jersey. This agricultural and economic issue is of long-term concern to farmland and farmers, especially the Equine industry. The dwindling purses at NJ Racetracks as Freehold has caused a migration of breeding horse farms to neighboring states because those purses are larger there and being bred in their states provides a better financial bonus. A direct result is that we have less and less farms and the industry that support equine operations and their pastures and will dwindle as well.

Aside from the seriousness of the subject, there will be lots of festivity – a horse parade through the street of Freehold starts at 9:30, arrives at the Route 33 Racetrack to tour tailgaters, vendors and Ag education booths. Celebrity sports stars and celebrity races (one pitting radio DJ’s Lew and Liz) on the sulks. A horse jousting match between knights of the crew from Medieval Times should be quite exciting. A full schedule of harness racing with local music played throughout the day is planned. All this is topped off with a special concert by local and global musician Southside Johnny. Either you can hear and see Southside from a short distance for free or pay $15.00 to enter the concert area.

For more details, visit the Open Space Pace http://www.openspacepace.org/ website or the Equine Science Center http://www.esc.rutgers.edu/ website and view the video. Equine Science Center director and horsewoman Karyn Malinowski and committee leader, farm owner and retired racer Sam Landy will be on hand to discuss Open Space issues and harness race problems as well as many of the Agricultural community – Rutgers Cooperative Extension – Ag & 4-H, Monmouth County Board of Agriculture, NJ Department of Agriculture and Farm Bureau.

So “Join In The Excitement” – September 29th, Saturday

See you there

Bill Sciarappa

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Monmouth County Board of Agriculture Summer Picnic & Twilight Tour

The Board of Agriculture of Monmouth County held its summer picnic and twilight tour at the Rutgers Fruit and Research Center in Cream Ridge on August 2nd. A crowd of about 40 were greeted by Farm Director, Dr. Joe Goffreda and BOA President, Gary DeFelice as well as a contingent of Rutgers Extension Faculty and farm crew. After a quick overview of the farm’s history and current research program, two large wagons were loaded up to tour the 275 acre facility. The beautiful farmland and innovative experiments were eye openers to many; stone fruit breeding trials, new forest pest threats entering orchards, IR-4 studies on minor crop and their pesticides, blueberry growth on upland soils, pot-in-pot horticulture, pheromone and mating disruption trials and many others.

At the tours end, the group off-loaded to a great spread of food arranged by several Board Members as Robin Bruins, Linda Trappani and other volunteers. Lots of lively conversation and general socialization occurred. After a long spell relaxing, the group slowly departed to a beautiful and balmy night with a very bright moon and a star-filled sky shining overhead in this country jewel of our Garden State.
The Agriculture Tent lived up to its name at this year’s Monmouth County Fair. Sited appropriately with the antique tractors, the Board of Agriculture’s display was beneath a backdrop of New Jersey farm photos beautifully arranged by Anne Tripani. The interactive putting green was a big hit, and a bonus for all who stopped by was a strawberry plant from Gary DeFelice.

The Home & Garden competitions in arts & crafts, gardening and consumables from children, teens and adults were outstanding and duly awarded with ribbons for respective placement. (for complete results see) http://www.monmouthcountyparks.com/page.aspx?ID=4082&mode=1

The Master Gardeners shared the tent with other Monmouth County offices, with a focal point of a raised formal herb garden and antique wagon wheel filled with herbs. Closer to the Ag tent they created a display of container gardens with the focus being on vegetable planters, so the public could see that it’s possible to grow food even without a yard or large property by growing vegetables in containers. Up in the Home and Garden Tent, the MG displays focused on water usage with a rain barrel display and handouts on home water conservation. Although the fair seemed to be shut down due to weather more than it was up and running, based on the popularity of the displays it was a success none the less.

Photos upper L to R: The Fruit & Vegetable event was judged by RCE staff, Master Gardeners and retired County Agent Rich Obal. BOA President Gary DeFelice greets Rutgers Dean Rick Ludescher. Lower L to R: Classic tractors were eye-catching conversation pieces as usual. Water usage with rain barrel display & handouts on conservation were presented by the Master Gardeners.

The storm that closed the Monmouth County Fair on Saturday evening also caused widespread crop damage in some surrounding farms due to very high winds and pelting hailstones. The wind made sweet corn stalks lean and tree fruit limbs crack while the hail pelted foliage and fruit. The photos show the destruction of a great crop of tomatoes, peaches and apples. A pretty ugly, depressing scene.
Horticultural row crop yield expectations from commercial fields are well confirmed by multiple studies. Agricultural professionals use these target yields to assist them in predicting cost and return budgets, number of seeds or plants needed, fertilizer and other inputs, packaging supplies, and estimating revenues.

Yield expectations are an equally important planning tool for mixed stands of vegetables and small fruit crops grown in community gardens and small-scale agriculture enterprises. Yet, few yield studies are available for these operations.

Knowledge for Non-Agriculturalists

This report makes mixed stand yield expectations available to non-agriculture professionals: community economic development sociologists, urban policy planning professionals, and professionals preparing grant proposals.

Realistic yield expectations:

- Matter the moment participants sell crops, i.e., advance from gardening lifestyle activities to commercial market gardening or small-scale agriculture enterprises.
- Enable individuals unfamiliar with farm productivity to estimate food garden output based on parcel size when preparing grants and community garden project proposals.
- Enable quick estimates of “food security” production required for calculating daily fruit and vegetable servings generated from a particular parcel of land.
- Enable cost-benefit analysis of public or private investments in urban market garden projects.
- Give guidance in determining which crops to grow efficiently and economically in small spaces; estimating how much there may be to sell; and estimating profitability.

Mixed Stand Experiences

Yields reported by Smith and Stoner back in 1978 and more recently by Jett, are confirmed by the experiences of home and community market garden analyses. In 2009, the National Gardening Association polled 2,559 households. Respondents with an average of 12 years of food gardening experience and an average garden size 600 ft² reported 300 lb yield mixed vegetables. They concluded a well maintained food garden can yield 0.5 lb/ft² produce over a growing season. Also in 2009, Penn Center Public Health Initiatives collected yields from 48 gardens in Camden, NJ. An aggregate of 60,621 ft² yielded 30,836 lb of diversified produce, or 0.5 lb/ft².

Wide rows on a u-pick farm provide space for people to make multiple harvests. Plant spacing affects yield. Lee Turkey Farm, East Windsor, NJ

Summary

Realistic yield expectations are an important factor when planning mixed stand, small-scale agricultural endeavors. Comparing reported historical market garden yields with recent small-scale operation yields under modern conditions, and yields from current community gardens, give insight into yield expectations. We conclude that yields ranging from a low of approximately 0.25 lb/ft² to a high of approximately 1.25 lb/ft² may be expected. As a general guideline, when factoring in yield expectations for mixed stand small-scale agriculture ventures, 0.5 lb/ft² is an acceptable and realistic value.

For more information on yields and related articles go online to http://njaes.rutgers.edu/pubs/urbanfringe/pdfs/urbanfringe-v07n01.pdf

Jack Rabin, Associate Director – Farm Programs, Gladis Zinati, Ph.D., Research Manager – Sustainable Soil Science Peter Nitzsche, County Agricultural Agent, Morris County
Grow Your Career in Agriculture
Dean Robert M. Goodman

The summer of 2012 has been hot and dry — so hot and so dry that July was the hottest month ever recorded in the United States and much of the country is in the grip of the worst drought in decades. But however hot and dry it’s felt in New Jersey, the state is not suffering from the same severe drought conditions plaguing other parts of the country.

Although we experienced a dry spell from late June to mid-July, and some parts of the state have received below-average rainfall, crops are generally thriving. Most of our cropland is in good shape, and our farmers have access to wells, rivers and streams that offer water for irrigation.

So far this year we can count our blessings. Among them are New Jersey’s 10,000 farms and the people who own and run them. They are some of the most creative, innovative farmers in the United States, perhaps in the world, growing everything from flowers to fish, with lots of traditional fruits, nuts and vegetables in between. Organic farms are a small but growing part of the picture, with 211 such farms working more than 3,000 acres in New Jersey. Farmers are reaching directly to consumers through farm stands, farmers’ markets and nearly 100 community-supported agriculture operations.

But the extreme heat and drought that have devastated farmers in other parts of the country highlight the fact that we need to pay more attention to the ability of agriculture to meet this century’s demands for food, feed and fuel while reducing the environmental impact of production.

Farming is an inherently risky business. Around the world, farmers struggle with the ramifications of climate change — rising temperatures, too little water in some places, too much in others. Each year, farmers spend money — often, borrowed money — on seed, fertilizer and equipment based on what they think they can get out of the ground and what they think consumers need and want.

The world needs more farmers, better-educated farmers who can adapt to weather extremes, and it needs all of us to take a deep interest in what we eat, where our food comes from and how it arrives on our tables. We ought to consider whether the food we eat is grown sustainably or not, whether convenience is more important than freshness. We ought to consider growing our own food where that’s possible — which is more possible than you might think, even if you live in an apartment or in a city. There’s nothing like hands-in-the-dirt experience to connect us to our food and our planet.

Finally, we ought to consider agriculture as a career. At a time when opportunities are shrinking in many industries, they’re growing in agriculture. Concerns about food shortages, land use, climate change and biodiversity have created a huge need for interdisciplinary researchers to focus on agriculture. Farmers, agronomists, agricultural economists and other such specialists are needed all over the world, New Jersey included.

If you’re a young person starting college, consider growing food or helping others to grow it. The bumper sticker that decorates many pickups in rural areas has it right: No farmers, no food.

Robert M. Goodman is the Executive Dean of Agriculture and Natural Resources and Executive Director of the New Jersey Agricultural Experiment Station at Rutgers, The State University of New Jersey.

Asbury Park Press, Aug. 22, 2012

West Nile Alert
(TRENTON) – An 11-year-old quarter horse mare from Salem County has tested positive for West Nile Virus, the first case in NJ this year. The animal began showing signs of illness on August 4 and was euthanized. “We want to remind people to vaccinate their horses against mosquito-borne diseases,” said NJ Secretary of Agriculture Douglas H. Fisher. “Horse owners should contact their veterinarians to protect their animals from these preventable diseases.”

West Nile Virus (WNV) is a viral disease that affects horses’ neurological systems when infected mosquitoes bite them. Eastern Equine Encephalitis (EEE) causes inflammation of the brain tissue and has a significantly higher risk of death in horses than WNV infection. The diseases cannot be spread from horse to horse or from an infected horse to humans or domestic pets.

In 2011, New Jersey had one case of WNV and one case of equine EEE. One animal was euthanized, the other

(Continued on page 6)
AGENCY UPDATES - Lynn Richmond (609) 633-2954

New members take seats on State Board of Agriculture

TRENTON — A Monmouth County hay and grain farmer and a Burlington County fruit and vegetable grower were sworn in as the two newest members of the New Jersey State Board of Agriculture during the board’s reorganization meeting in Eastampton on Aug. 22.

Martin Bullock and Marilyn L. Russo were selected for the positions at the January 2012 State Agricultural Convention and later nominated by Gov. Chris Christie and confirmed by the State Senate.

“Martin Bullock and Marilyn Russo’s families have been farming in New Jersey for generations,” said New Jersey Secretary of Agriculture Douglas Fisher. “With their vast knowledge and leadership experience, they are fabulous additions to the State Board, which sets policy for agriculture.” Also during the reorganization meeting, James Giamarese, an East Brunswick vegetable farmer, was selected to serve as board president and Dr. Lewis J. DeEugenio Jr., a Glassboro fruit farmer, as vice president. Bullock operates Bullock Farms along with his brother, their wives and children. The home farm in Upper Freehold Township has been in the family since 1860. They also rent land in Ocean and Burlington counties. They grow 200 acres of soybeans, 150 acres of corn, 40 acres of wheat, 40 acres of pumpkins, gourds and winter squash and 60 acres of rye. During the winter, they have a choose and cut Christmas tree operation, also selling wreaths, blankets and gifts. Last season, the farm began growing heirloom tomatoes, with plans to expand to other vegetables. A graduate of Allen-town High School, Bullock has been an active leader in the agricultural industry, serving as an officer on the Monmouth County Board of Agriculture since 1985 and the county Agricultural Development Board since 2002. He serves as a director for the New Jersey Grain and Forage Council and Farmers Brokerage and Supply. He has held positions on the New Jersey Soybean Board and Mid-Atlantic Soybean Board and served as a supervisor for the Freehold Soil Conservation District.

The Russo family has been farming in New Jersey since 1960, establishing Russo’s Orchard Lane Farm in Chesterfield in the 1970’s. The 300-acre farm, run by Marilyn, her husband, Nicholas, and their son, Michael, has a seasonal farm market, pick-your-own fruits and vegetables and offers educational tours and birthday parties. Their fall activities include a corn maze, pumpkin picking and hay rides. The Russos sell their produce at the Trenton Farmers Market, which Nicholas’ grandfather, Anthony, helped to establish. Marilyn Russo also has taken a leadership role in her community. She is a member of the Burlington County Board of Agriculture and the New Jersey Farm Bureau and Burlington County Farm Bureau’s Women’s Committees. She served with the Burlington County Farm Fair for many years and was on the Rutgers Board of Managers. She also was a Northern Burlington Regional High School Board of Education member, serving as president from 1990 to 1992. Russo is a graduate of Rancocas Valley Regional High School in Mount Holly.

The State Board of Agriculture, comprising eight members, is the policy-making body of the New Jersey Department of Agriculture. Its members serve for four years, with two members being replaced each year. By law, at least four of its members must represent the top commodity groups in the state. Members serve without salary, but may be reimbursed for expenses.

For more information, visit http://www.nj.gov/agriculture/about/sba/

(Continued from page 5)

Both cases came in October after Hurricane Irene and subsequent rains caused flooding that resulted in much higher than normal mosquito populations. For more info, visit the NJ Dept. of Ag at www.nj.gov/agriculture/divisions/ah/diseases/diseaseworksheets.

EEE and West Nile virus, like other viral diseases affecting horses’ neurological systems, must be reported to the state veterinarian at 609-671-6400 within 48 hours of diagnosis. The Department of Agriculture’s Animal Diagnostic Laboratory provides disease testing, as well as necropsies. For more info visit http://www.nj.gov/agriculture/divisions/ah/prog/lab.html.
September 2012
18 - BOA Reorganization Mtg. 7:30 - Ag Building, Freehold
29 - Open Space Pace - Freehold Raceway 10:30a.m. - 8:00 p.m. Call Brett Taft (908) 839-6564 or website http://openspacepace.org

November 2012
12 & 13 NJ Farm Bureau Convention
For more info LizT@NJFB.org
4-6 International Pepper Conference, Naples, FL. Info http://conference.ifas.ufl.edu/Pepper2012

January 2013
22-24 Empire State Fruit & Vegetable Expo. Syracuse, NY, More info Jeanette Marvin nysvga@twcny.rr.com
29-31 Mid-Atlantic Fruit & Vegetable Convention. Hershey PA. Info: William Troxell 717-694-3900 or: www.mafvc.org

February 2013
5-7 NJ Agricultural Convention & Trade Show, NJ Veg Growers, Atlantic City, NJ - more info coming soon

Sign Up for FSA Fence Post for Daily Updates The Farm Service Agency Fence Post is an online newsletter that is updated on an almost daily basis. It contains articles of interest on the agency's programs and departments, as well as success stories from the field. To access Fence Post visit http://fsa.blogs.govdelivery.com Producers can sign up for weekly Fence Post updates by putting an email address in box that says “Get Email Updates.”

RUTGERS COOPERATIVE EXTENSION MONMOUTH COUNTY
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Photos: V. Quinn, Bill Sciarrappa, NJ Dept. of Agriculture website

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders, Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.
Progress In Immigration Issues

Following on the heels of a presidential decree supporting pathways to citizenship, reduction in deportation and a sympathetic understanding for a valued workforce; the US Supreme Court on June 25 struck down the illegal crackdown laws against mostly Mexican laborers in Arizona. Employers there can no longer be held criminally accountable for hiring undocumented workers and enforcement officials will be closely scrutinized for discriminatory practices – such as demanding “show your papers” to racially profiled people.

Many of today’s young Mexicans and other Hispanics don’t even know they are categorized “illegal” until they graduate high school or college. To cruelly deport them (and our green carded Asians, Indians, etc.) is a waste of good brainpower skills and an energetic labor force that strongly underpins agriculture, landscaping and the food industry. Older “illegals” have paid taxes for decades with little return of government services.

Obviously, I am sympathetic to this plight and enthusiastic about this recent progress in improving the workforce with reduced government intervention. Building a “Berlin Wall” and hiring thousands of enforcers followed by expanding enormous prisons is an effort in futility – a huge waste of taxpayer money that reduces our human resources greatly - very counter-productive.

My grandfather was an “illegal.” He did not know enough English to register at Ellis Island. Nonetheless, he went on to work here at the Jersey Shore in building businesses and buying farmland – using his agricultural and building skills from Italy as did many other European immigrants in the Northeast. When “Pop” got “caught” after a few years of entrepreneurial success, the judge leniently allowed him to stay in the states if he learned English, took the American oath, and had no criminal record. Grandpa – a former Italian farmer - went on to employ farmers in his new land, build a barber shop business, pay taxes and send five sons to WWII all at the same time.

This win-win approach is the tried and true model we strive to maintain in keeping America strong, vital and prosperous. Let us welcome our new Americans and support these Supreme Court decisions and work together in sharing the American Dream.

Bill Sciarappa

Peppadew Fresh Farms of Morganville gets major USDA Grant

MORGANVILLE, NJ -- Peppadew Fresh USA won a Value Added Working Capital Grant from the U.S. Department of Agriculture that will enable it to expand production and distribution of its Peppadew Goldew fruit.

During an April 16 ceremony at Peppadew Fresh Vineyards, here, local, state and federal officials on hand lauded the efforts of Pierre Crawley, managing director of Peppadew Fresh Farms, to bring a new agri-business to the state.

“This $259,625 grant will promote small business expansion and entrepreneurship by providing Peppadew Fresh LLC with access to capital, technical assistance and new markets for the fruit,” said Howard Henderson, New Jersey State Director of the USDA Rural Development program. "[Peppadew Goldew] received tremendous response in both New Jersey and nationwide, and it is impressive because it had the support of local, state and federal officials. The fact that it was the largest producer grant ever awarded in New Jersey is a testament to that support."

"This is the exact kind of venture and partnership we are looking for," NJ Secretary of Agriculture Douglass Fisher added in remarks to the assembled crowd of
Agricultural Art at our Ag Building

When farmers’ daughter and Master Gardener Pat Eisemann of Freehold spotted a beautiful piece of agricultural art in the Ag Museum at Rutgers; she just knew it was perfect for our Ag Building in Monmouth County. Unfortunately, the Ag Museum has had to close its doors with a funding problem and has offered its “treasures” to appropriate Ag interests throughout the state.

Pat contacted Ag Agent Bill Sciarappa who then applied for the piece entitled “American Farm” in partnership with the County Board of Agriculture through President Gary De Felice. This request was quickly approved. Then the difficult job of moving this 400 pound fragile monster was managed by Bill and our Ag Assistants with the Monmouth County cargo van. Buildings & Grounds and the County Carpenters did a wonderful job of creating a custom arched wood frame and installing it on the north wall of the front foyer. Note the major US crops at the top, the 3D tile of farm animals at the bottom, key insect pests on the right side and the molecular/academic approach to Ag Science represented and within the upper center section an expansive harvest scene within our American Heartland.

This artwork was created by sculpture master Beatrice Landolt who demonstrated her novel use of ceramics with Ag Science content. Beatrice has had Art Studios in Hopewell and Princeton, NJ. Many of her works over the last 30 years have graced Ag Corporations, the Department of Agriculture, Industry Events and Museums. Visit us in person!

(Continued from page 1)
Meet Diane Larson and John Neyhart
Two New Hires—Part-Time Horticultural Consultants

Diane Larson has worked as the Horticulturist and Master Gardener Coordinator for Rutgers Cooperative Extension of Monmouth County since 1998. Her prior work experience includes garden center management, landscape design, golf course horticulturist at Manasquan River Golf Club and horticulturist for Thompson and Morgan, a mail order seed company based in England. She has a Bachelor of Science degree in Plant Science from Cook College, as well as 6 semesters in their Landscape Architecture program. In 2009 she completed the two year NJ Agricultural Leadership Development Program, as part of their Class XII. She is excited to branch out from homeowner to commercial contacts and issues, and looks forward to working with the landscape and nursery trade.

L. John Neyhart has been a Teacher of Horticulture at the Monmouth County Career Center, part of the Monmouth County Vocational School District since 1985. He has a BS Degree in Ornamental Horticulture from Delaware Valley College. He comes with turfgrass experience having worked for a national lawncare company. He also has many years of landscape design and landscape maintenance experience working part time at several estates in Monmouth County. John served as an advisor for the National Council for Agricultural Education in the development of instructional material entitled “Landscape, Lawn Care, and Golf Course Management.” He is currently serving as President of the NJ Association of Agricultural Educators.

The Monmouth County Fair will soon be here, starting July 25th through the 29th. The Monmouth County Board of Agriculture will be sharing the 40’x60’ Agriculture tent with the USDA and display of vintage and antique tractors and farm equipment. Adjacent to this tent will be a 30’x60’ tent that will house various Monmouth County services, as well as a demonstration gazebo with seating, and the Monmouth County Master Gardeners. The MG’s will be creating an herb and container garden at the entrance to this tent. The herb garden will be an introduction to the new herb garden they are planning on installing in the fall at the Ag building. The container gardens will highlight vegetables, so that anyone, no matter where they live, will be encouraged to grow vegetables. Look for the speaker schedule at the demonstration gazebo for talks on gardening by our MG’s, nutrition topics by our FCHS department, and other county services. From the 4H Ambassador Contest to livestock shows and even a watermelon spitting contest, there will be plenty of entertainment for all ages and interests at the 4H Show, Livestock, and Exhibit tents. Check out the Park System’s website below for a full schedule.

http://www.monmouthcountyparks.com/

Monmouth County Fair

July 25 - July 29, 2012
Wednesday - Friday, 5:00 - 11:00 pm
Saturday, 11:00 am - 11:00 pm
Sunday, 11:00 am - 6:00 pm
Admission $7.00 *Ages 12 & under admitted free* Free Parking
Free admission for ages 65 & up on Seniors Day - Sunday, July 29th
The Marketing Mix – The Four Ps of Marketing

John D. Rockefeller once said that “next to doing the right thing, the most important thing is to let people know you are doing the right thing”. These are wise words to live by as you attempt to make your farm an agritourism destination. To be successful, an agritourism operator needs to constantly think of creative ideas for directing customer traffic to the farm and encouraging repeat visitation. The challenge lies in finding the most effective and cost efficient strategies for reaching your desired market.

1. Developing the appropriate mix of advertising and promotion may require some degree of trial and error. Evaluate the effectiveness of various advertising options to see which work best for your farm.

2. Strive to establish brand recognition of your farm by displaying your farm name or logo on apparel, bags, give-aways (e.g., reusable bags, pens, refrigerator magnets, etc.).

3. Have a presence in the communities from which you seek to draw customers. Strategically participate in off-farm events to raise awareness of your agritourism operation (for example, community farmers’ markets, local festivals, county fairs, etc.).

4. Get online! There is a well-placed belief in the conventional wisdom that word of mouth is the best form of advertising. While personal testimonies are invaluable for expanding awareness and appreciation of your business, a study in Pennsylvania found that word of mouth ranked only fifth among agritourism visitors in terms of resources used in trip planning. Welcome to the new age of marketing: websites were identified as the most frequently used resource for identifying potential farm destinations.

5. Consider using social media (examples include Facebook and Twitter), which are increasingly popular tools being used effectively to promote agritourism. Also, maintain e-mail lists of customers to inexpensively announce product availability or special events and promotions.

Timing is Everything! All products have a product life cycle comprising of five stages: development, introduction, growth, maturity and decline. Your marketing success will depend upon tailoring your marketing mix appropriately to the life stage of your product. Is it a new product? Is it well established within your operation or the broader market? Is it an older product with declining sales?

As previously noted, when a product is first introduced you may choose a skim pricing strategy to quickly generate higher returns if little competition exists or, alternatively, adopt a market penetration strategy if you believe the slow and steady development of a customer base is a more feasible option. During the growth stage of your business, sales are rising. You may invest in refining existing products based upon customer feedback or changes you observe in the market. Growth in the number of competitors seeking to share in your successes and focus on building expanded brand recognition. Product pricing may be maintained or adjusted (up or down) based upon market demand and competition. As your product reaches maturity, revenues will eventually peak. It is likely that your successful ideas have drawn competitors, so protecting your market share may become a focal point for your marketing efforts. You may find it advantageous to lower advertising costs and focus on satisfying existing loyal customers. You may decide to make further product refinements (or develop new products) that differentiate you from competitors. Lowering prices to reflect cost savings arising from a mature market position may also be a reasonable option; however, be mindful that no one wants to win the proverbial race to the bottom. Decline is generally an inevitable stage of any product life cycle. Sales may not abruptly end, but they will tend to fall as more interesting alternatives draw customers’ attention. You may begin reducing your advertising budget and coast along based upon existing customer volume. At a certain point, a product may become unprofitable and its planned withdrawal or replacement with another product will be your most economical choice.

Conclusion - Agritourism is an expanding market opportunity for agricultural entrepreneurs in many parts of the US. However, the development of a successful agritourism operation requires a keen focus on marketing the farm as a travel destination attractive to customers on the basis of farm products and services, hospitality, and experiences. This fact sheet summarizes the basic principles of good marketing: the need to clearly understand and define the products being offered on your farm, approaches for developing appropriate pricing, the formulation of product placement strategies and promotion. To read this fact sheet in it’s entirely visit: http://njaes.rutgers.edu/pubs/publication.asp?pid=E337.

Brian Shilling, Extension Specialist, Jenny Carleo & Steven Komar, Ag Agents
5

News from the New Jersey Department of Agriculture

Burlington County Horse Contracts
Eastern Equine Encephalitis - First Reported Case of 2012

(Trenton) – A 3-year-old horse from Burlington County was euthanized on May 27 after testing positive for Eastern equine encephalitis (EEE), a serious, mosquito-borne illness in horses. “It is very early in the season to see Eastern Equine Encephalitis so horse owners need to be vigilant in vaccinating their animals against diseases spread by mosquitoes,” said New Jersey Secretary of Agriculture Douglas H. Fisher. “We hope this incident will raise awareness about the need to protect our official state animal from this and other harmful diseases, especially since June is the Month of the Horse in our state.”

EEE is preventable by vaccination. Effective equine vaccines for EEE and another mosquito-borne disease, West Nile Virus (WNV) are available commercially. Horse owners should contact their veterinarians if their horses are not already up-to-date on their vaccinations against EEE and West Nile virus. The Burlington County mare had been given the first in a series of two planned EEE vaccinations by a private veterinarian at the beginning of May.

EEE causes inflammation of the brain tissue and has a significantly higher risk of death in horses than West Nile Virus infection. West Nile virus is a viral disease that affects horses’ neurological systems. The disease is transmitted by mosquito bite. EEE and West Nile virus, like other viral diseases affecting horses’ neurological systems, must be reported to the state veterinarian at 609-671-6400 within 48 hours of diagnosis.

For more information about EEE and West Nile Virus in horses, visit the New Jersey department of Agriculture web site at www.nj.gov/agriculture/divisions/ah/diseases/diseaseworksheets.html#4.

2012 Rutgers Turfgrass Research Field Days

It is time to sign up for the 2012 Rutgers Turfgrass Research Field days. You can download a registration form from the website: www.njturgrass.org or you can register on-line. Sign up before July 13th and pay Member rates! Or...Join NJTA and pay member rate. Member rates? Current (2012) Members of the NJ Turfgrass Assn., Sports Field Managers Assn of NJ, Golf Course Superintendents Assn of NJ, the NJ Landscape Contractors Assn, the Cultivated Sod Growers Assn of NJ & NJ Nursery Landscape Assn qualify for member pricing.

Tuesday, July 31st: Golf & Fine Turf Day at Hort Farm ll, 102 Ryders Lane, North Brunswick, NJ. Early Core session 8 a.m.; tours start at 9 a.m. and end at 1 p.m.; core session at 2 p.m. NEW: 2-3 p.m. Basic Training for Professional Fertilizer Applicator Certification Exam (limited to first 80 registrations).

Wednesday, Aug. 1st: Lawn, Landscape & Sports Field Day and the Sports Field Managers Trade Show & Equipment Demos, Adelphia Farm, 594 Halls Mill Rd, Freehold NJ. 7:30 reg.; 9 am tours & equipment demos; 1 pm tours & demos end; lunch at 1 pm; Core session at 2 pm. Field day ends at 2:30 pm.
AGENCY UPDATES

SECRETARY OF AGRICULTURE KICKS OFF FARMERS MARKET TOUR WITH STOP IN TOMS RIVER
Community Farmers Markets Throughout State Opening, Offering Jersey Fresh Produce

(Toms River) – New Jersey Secretary of Agriculture Douglas H. Fisher celebrated the beginning of community farmers’ market season in New Jersey with a visit to the Toms Rivers Farmers Market. This visit is the first of a series of stops by the Secretary over the coming weeks to highlight the nearly 150 farmers markets operating statewide and in every county. New Jersey’s farmers markets offer residents the opportunity to enjoy just-picked, Jersey Fresh produce directly from the state’s farmers, while supporting state agriculture and their local economies at the same time.

“All the spring vegetables and herbs are available now, and other favorites, such as Jersey Fresh blueberries and sweet corn, which are a few weeks earlier than normal due to an unusually warm patch back in March,” said Secretary Fisher. “It is a great time to visit your nearby farmers market, meet the farmers who grow your food and show you support the Garden State’s agriculture industry.”

The Toms River Farmers Market is held Wednesdays, 11 a.m. to 5 p.m. in a parking lot at the corner of West Water and Irons Streets. It features produce from four farmers and a variety of vendors selling everything from seafood and meats to baked goods, nuts and candies. The market first opened in 2006 and is now operated by the Toms River Business Development Corporation.

“The Toms River Farmers Market is more than a collection of vendors from throughout New Jersey, it serves as another venue for local businesses to connect with prospective customers, and as a meeting place for many regulars locals and visitors alike,” said Joseph J Alessandrine, Jr., Executive Director, Toms River Business Development Corporation. “And, of course, it is a wonderful way to celebrate why we are called the Garden State – we can be very proud of what is home-grown here in New Jersey.”

Farmers at the Toms River market and many markets throughout the state participate in the Women, Infants and Children (WIC) and Senior Farmers Market Nutrition Program (FMNP), which provides vouchers for the purchase of locally-grown fresh fruits, vegetables and herbs. The US Department of Agriculture (USDA) program administered by the State Department of Health and Senior Services allots $20 in checks to qualifying individuals; valid through 11/30. For complete information on locations, days and hours of community farmers markets throughout New Jersey, visit www.state.nj.us/jerseyfresh/searches/urban.htm. For more information on the WIC and Senior FMNP: www.state.nj.us/agriculture/divisions/md/prog/wic.html.

NJ Department of Agriculture
Press Release - Lynne Richmond

COOPERATIVE MARKETING

Produce marketing at farmer cooperatives is underway. The Tabernacle Co-op at 1360 Rt. 206 is back in the produce business. Contact Pegi at 609-575-5585 or go their website at www.coopgrowers.com for more information.

FFA Award to Ag Assistant Vivian Quinn

At the recent NJ FFA Annual Convention, Vivian Quinn, Ag Assistant of Monmouth County, was awarded an Honorary State FFA Degree. Vivian has played an important part in providing Career Development to FFA Members. Her expertise, involvement and coordination of the Fruits and Vegetables Career Development event for 10 years was greatly appreciated.
Calendar

July 2012
10-15 Ocean County Fair - Tamara 732-349-1227
18-21 Burlington County Farm Fair - Rosemary 609-784-8369.
25-29 Monmouth County Fair, Freehold, NJ (see above) 732-431-7260.
31 - RU Turf Field Day - New Brunswick  http://www.njturfgrass.org

August 2012
1 - RU Turf Field Day - Adelphia  http://www.njturfgrass.org
2 - Monmouth County BOA Picnic Cream Ridge 6:00 PM.  Contact Gary DeFelice - DeFelice83@aol.com

Farm Service Agency, Aug. 1 last day to file COC election nomination forms. NAP closing for strawberries.

3-4 Pennsylvania Organic Farm Fest, Centre County Grange Fair Grounds, Centre Hall, PA.  For more info visit:  www.paorganic.org/farmfest2012.

12-16 Potato Assoc of America Annual Meeting, Crown Plaza-Denver Airport Conference Center, Denver.  info visit:  www.potatoassociation.org

14-16 - Penn State Ag Progress Days, Russell E. Larson Agricultural research Center, 2710 West Pine Grove Rd, Penn Furnace, PA, 814-865-2081 or email agprogresdays@psu.edu.

29 - Great Tomato Tasting, Snyder Research and Extension Farm, 140 Locust Grove Rd., Pittstown, NJ; 3 pm- dusk; $7 admission.  RSVP online at:  https://njaes.rutgers.edu/rsvp/tomato or call 908-713-8980.

September 2012
18 - BOA Reorganization Mtg. 7:30


Monmouth County Fair
July 25—29, 2012

http://snyderfarm.rutgers.edu/tomatoes.html

Non-Insured Disaster Assistance Program (NAP) Production Reporting

Production records for individual crops need to be filed with the Farm Service Agency to establish an approved NAP yield. If this is the first year you participated in NAP, you can provide production and acreage information from prior years to establish your yield. If you participated in NAP in previous year, you must report your production and acreage on a yearly basis to keep your yield up-to-date. Records submitted must be reliable and verifiable. Records need to show crop disposition. We recommend producers submit 2011 production records as soon as harvest is complete. All production records must be submitted by the subsequent crop year’s final acreage reporting date of July 15th.

MONMOUTH COUNTY BOA
9-18, 10-16, 11-20, 12-18

BASIC PESTICIDE TRAINING
CORE 9 am - 1 pm - 7/17, 8/14, 9/11
To register call 800-524-9942
Held at  Rutgers Cooperative Extension Ag Building
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 beliefs sexual orientation, or marital or family status.

Bill Sciarappa, County Agricultural Agent
Extension Department Head

Photos: Vivian Quinn - RCE Monmouth County; Bill Sciarappa, RCE Monmouth County; USDA

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture, and County Boards of Chosen Freeholders, Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity program provider and employer.
Retired horse racer Sam Landy is again leading the pack in an effort to bolster the struggling equine industry and preserve agricultural open space. Late last year, Sam assembled a notable committee of equine and ag interests to develop his concept of a keystone event at Freehold Raceway - similar to the old Monmouth Hunt affair or a mini-Kentucky Derby - complete with a downtown parade, educational booths, celebrity racing, sports stars and professional racing that is simulcast nationwide. The main featured race is the New Jersey Sire Stakes Race with a handsome purse to the winners. All this is topped off by an outdoor evening concert by South Side Johnny and the Jukes, going on Saturday, September 29, 2012 at Freehold from 10:30 a.m. to 8:00 p.m.

To stress the importance of this charitable event, Committee member and Equine Science Center Director Karyn Malinowski said that “According to the NJ Department of Agriculture, New Jersey lost 40,000 acres of open space between 1983 and 1996, primarily because of the demise of racehorse breeding farms.” Underlying causes for the loss of breeding farms at that time were changes in federal tax laws and reduction in the racing purse structure due to the competition for gaming dollars resulting from the arrival of casinos.

New Jersey stands to lose a similar amount of tax-paying open space unless it develops a mechanism(s) for assuring sustainability for both thoroughbred and standardbred racing. The New Jersey Farmland Preservation Program is extremely proud of the number of acres of farmland that have been preserved (equine-related and otherwise) However, it is not enough to just preserve farms (including horse farms) in the state. If industries utilizing the preserved farmland are not viable, they will seek locations elsewhere, taking with them their financial contributions and leaving in their wake joblessness and a scenic vista of preserved but unproductive land, a fiscal burden to the community that helped preserve it.

Horse racing is the economic driving engine of the entire horse industry in the state and is extremely valuable to the quality of life in the form of agricultural working landscape which benefits all residents of New Jersey. If you can contribute or need more info, contact Brett Taft (908) 839-6564. More information about the Open Space Pace organization and event is available at http://openspacepace.org/

So please mark it down with a star to attend this important event. It will be fun for young and old alike.

Don’t miss it.  Bill Sciarappa
To help celebrate the 100th anniversary of Delicious Orchards, New Jersey Secretary of Agriculture Douglas H. Fisher, State Board of Ag member Hugh McKittrick and a variety of local dignitaries visited the popular Colts Neck country food market. “We congratulate Delicious Orchards for 100 years of serving the community, supporting local farmers and providing its customers with access to Jersey Fresh produce and Jersey-made products,” said Secretary Fisher. “We rely upon businesses such as Delicious Orchards to promote the sale of local produce and provide the public with access to these products.”

Starting out in 1911 as wholesale apple growers, Delicious Orchards has evolved into a destination, not just for nearby residents, but for people from all over the region. Bill McDonald and his family are now owner/operators of Delicious Orchards which employs 250 people and have more than 2.5 million visitors each year. The very best for Delicious Orchards, according to McDonald, is selling Jersey Fresh and Jersey Seafood at every opportunity. During New Jersey’s growing season, people will find Jersey peaches, strawberries, blueberries, corn, peppers, tomatoes, eggplant and many other varieties of produce, much of it purchased from Monmouth County farmers. In the winter, McDonald purchases greenhouse tomatoes from a Vineland grower.

Senator Jennifer Beck and Assemblywomen Mary Pat Angelini and Caroline Casagrande presented Delicious Orchards with a Legislative Resolution. “I am pleased to join Secretary Fisher in recognizing Delicious Orchards, which is renowned throughout Monmouth County and New Jersey,” said Assemblywoman Angelini. “Delicious Orchards, which exemplifies the rich farming tradition of our state, is vital to our economy and quality of life and should be applauded as they celebrate their 100th anniversary.” To watch a video of the event, go to http://co.monmouth.nj.us/PressDetail.aspx?ID=1032

Excerpted from NJ Dept of Ag - Lynne Richmond

The Monmouth County Board of Ag held its Annual Dinner at the Main Street Bistro in Freehold in late February. President Gary DeFelice presided over the festivities that included NJDA dignitaries, Monmouth County Freeholders Lillian Burry and John Curley among many others. Presentations by the FFA livened the event which ended with honoring service award winner and retired County Agent Rich Obal (see page 5).
Improving Quality & Competitiveness of Jersey Tomatoes

While not our largest selling crop, the Jersey Tomato is a signature crop that helps sell other items when wholesale orders come in. Seventy-five years ago, 25-50% of shipped market tomatoes were lost before making it to market. Market pressures for improved shipability (firmness), lead to the development of a tomato that is visually appealing and free of defects but short on pleasing aroma, taste, and texture. Partnering with New Jersey growers, NJAES Specialists and Ag Agents are working toward producing the best Jersey Tomato possible.

Variety Development for Local Markets & Processing
Prof. Tom Orton is breeding and testing improved tomato lines at the Rutgers Ag Research and Extension Center farm. Tom’s insights has led him to focus on creating improved new open-pollinated tomato genotypes instead of F-1 hybrids for two reasons. First, tomatoes in general exhibit a bit less hybrid vigor than some other vegetable crops. Second, with our smaller acreages, we can’t maintain seed company interest in producing costly F-1 hybrid varieties. Generally, a seed company needs to sell enough seed to produce about 4,000 acres per variety to support profitable hybrid seed production.

Best Performing Early Grafted Tomatoes in High Tunnels
Tomato growers routinely get far higher prices for their earliest tomatoes. However, marginal weather conditions frequently leave growers with variable fruit appearance and eating quality. Early varieties frequently compromise other horticultural attributes to provide earlier maturity.

High tunnels solve a lot of these problems and combined with grafting can offer higher disease free yields. County Agents Wes Kline and Peter Nitzsche are attacking this problem by evaluating recently introduced early varieties, grafted and ungrafted, in multiple high tunnels.

Seeds & Transplants of Rutgers Market Gardening Varieties
While not all of NJ’s 3.2 million households can or want to garden, the market opportunity is large for commercial plant growers supplying gardeners. One good way to connect with gardeners passionate about tomatoes is offering signature Jersey Tomato garden varieties for transplanting. The link between professional plant growers, retail outlets, gardeners and successful Rutgers tested tomato varieties supports local vendors. For seed information see: http://njfarmfresh.rutgers.edu/jerseytomato.html

Grape Tomato Evaluation & Jersey Marketing Identity
The grape tomato marketing phenomenon began more than a decade ago. Grape tomatoes, and other small to medium size high quality greenhouse varieties seriously eroded the market share of field grown red round tomatoes, even as the overall sales of market tomatoes expanded at the same time. It would be easy to offer anecdotes that the natural convenient package grape tomatoes present to consumers and institutional markets, from salad bars to deli trays, added to the situation. Moreover, consumer dissatisfaction with the lackluster culinary quality of even local field red round tomatoes contributed to market share loses of classic Jersey Tomatoes.

But, there is more science at work. It turns out that some grape tomato varieties offer higher Brix (a measure of sugar and sweetness), higher acidity (the gum stimulating tartness we like in classic tomatoes) and higher aromatic compounds that make the best tomatoes attractive. In other words, some grape tomatoes offer more of everything that attracts us to the best tomatoes.

From County Agent Peter Nitzsche’s field testing at Snyder Research and Extension Farm, culinary evaluations by Prof. Bev Tepper in Food Science, evaluation of volatile chemical constituents in cooperation with Campbell Soup Co., and support from Monsanto Vegetable Seeds, we have a much better picture of consumer attraction and grower recommendations.

Jack Rabin, Association Director—Farm Programs

http://njsustainingfarms.rutgers.edu/agritourism.html
Richard G. Obal

Service Award Honoree

Richard G. Obal was born on September 1, 1947 in Sayreville, NJ to proud Polish immigrant parents. The family included 2 brothers and a sister. As a child, Rich enjoyed sports, stamp collecting, fossil hunting and learning at school. Early on, he worked at the family nursery operation but especially enjoyed working in theater productions in High School, College and the general community. During grad school, he met Diana “Tish” Hannigan and they married in 1974.

Rich received a Bachelor’s Degree in Biology and Physiology from C. W. Post College and a Masters in Horticulture from Rutgers University. His thesis entitled “Effect of Fertilization Level on the Quality of Four Inch Chrysanthemums and Poinsettias in a Peat-Lite Mix.” This study set the stage for his professional employment in managing Obal Garden Center and Nursery in Princeton and Turner Brothers Nursery in West Long Branch during the early 1970’s. Since 1977, you have been an outstanding County Agricultural and Resource Management Agent in Monmouth County. In 1993, you began serving as a Rutgers Cooperative Extension Department Head. During this time, Rich established many important regional education programs in nursery, greenhouse, landscape and turf management as well as began the County Master Gardener Program in 1999.

Since 1981, Rich has been a member of the Agricultural Development Board of Monmouth and served as Secretary since 1985. You have provided key assistance in the Development of the NJAES Cream Ridge Station as a State-wide Research & Demonstration Facility for Ornamental Plants. Your work with the Board of Certified Experts and the Arboriculture Committee has expanded educational programs and testing procedures for professional Arborists. Over your 34 year career with Rutgers Cooperative Extension, Rich educated thousands of homeowners, farmers, nursery owners, landscapers and residents. You trained Municipal, County, State and Federal employees as well as have been an important Advisor for our County Board of Agriculture and the Curriculum Committee of Brookdale Community College.

Rich has received numerous awards throughout the years including the Blue Ribbon Award from the American Society of Agricultural and Biological Engineers, the Distinguished Service Award and Achievement Award from the National Association of County Agricultural Agents, the James T. Howard Team Award from the Monmouth County Water Resources Association and, most recently, the Outstanding Professional Conservationist Award from the NJ Association of Conservation Districts.

Rich, on behalf of the Monmouth Board of Agriculture we would like to present you with this plaque in recognition of your service and dedication to the Agricultural Community.

Presented 2/25/2012

The Farm to School Network and Farm-Based Education Association both provide unique opportunities for farmers to connect with local schools for the benefit of both. The Farm to School program connects schools with local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing health and nutrition education opportunities that will last a lifetime, supporting local small farmers. The National Farm to School Network sprouted from this desire to support community-based food systems, strengthen family farms, and improve student health. Eight regional lead agencies and national staff provide free training and technical assistance, information services, networking, and support for policy, media and marketing activities. In less than a decade farm to school programs have grown from just 2 recognized programs to over 2,000. These programs vary in size and scope- some include school gardens and composting, others integrate food education in the classroom, with the unifying principle of ensuring that school children have the opportunity to eat healthy foods from local farms. An overview of the Farm to School program can be found at http://www.njfarmtoschool.org/about-us/ Webinars can be viewed at http://www.farmtoschool.org/webinars.php Information on Farm-Based Education can be found at http://www.farmbasededucation.org

I know the value of farm-based education is immeasurable. “FBEA is the first step to seeing that these sorts of experiences continue and strengthen for generations to come.” For further info, email Pat Eisemann pateisemann@gmail.com
NJDA & NJAES-RCE Visit Philadelphia Wholesale Produce Market

Business Development Manager Tad Thompson hosted NJDA Assistant Secretary of Agriculture Al Murray and RCE Ag Agents Rick VanVranken and Bill Sciarappa on a tour of the new Philadelphia Wholesale Produce Market (PWPM) which opened in June 2011. This market is the world’s largest, fully-enclosed, fully refrigerated terminal located at 6700 Essington Avenue, Philadelphia, PA. We enjoyed an impressive tour of the enormous facility (686,000 sq. ft.) occupied by 25 independent produce distributors. PWPM merchants have annual sales of over $1 billion dollars.

Walking along the ¼ mile stretch, Secretary Al greeted distributors and workers whom he has known for some time as well as made some new friends. We were struck by the cleanliness, clarity and quickness. Forklifts were whizzing by along designated routes, floors were spotless and the open skylight allowed natural lighting throughout. As we viewed the produce, the freshness of the fruits and vegetables displayed beautifully and horticultural details shone through. There was a high quality in packing, varietal selection and food diversity. Tad explained that their marketing group was now focusing on ethnic specialty crops and locally grown produce as a rapidly rising market segment. We had discussed these strong market demographics earlier at our poster session in the NJVGA Trade Show for the Atlantic Coast Conference at AC. They now are inviting area distributors and growers to selected industry events with a reception area and spacious Board Room. For more details, the contact information is phone 215-336-3003 or website www.PWPM.net/

Above - Secretary Al Murray promotes NJ Fresh, tour group of VanVranken, Thompson, Murray and Sciarappa; year-round supply of veggies,
Below - artful cooler door, Procacci produce display; Rutgers Vegetable Recommendations - $15

Available at our office $15
Terry or Madge 732-431-7260
In January, the USDA released an updated Plant Hardiness Map, the first time the map has been officially updated since 1990. The map indicates the average annual minimum temperature, and is based on data from 1976 to 2005. Since the 1990 map, some areas in New Jersey increased by half a zone, indicating a 5-degree Fahrenheit increase in average minimum temperature. The new map is designed to be internet-friendly, with a “find your zone by ZIP code” function, and the ability to interact with Geographic Information Systems (GIS). The map can be visited at [http://planthardiness.ars.usda.gov/PHZMWeb/](http://planthardiness.ars.usda.gov/PHZMWeb/).

Co-Director Ray Samulis of the MidAtlantic AgrAbility project along with Delaware & Maryland offers you to visit a new website you might find interesting and of use for some of your farmers. It can be accessed at [www.midatlanticagrability.com](http://www.midatlanticagrability.com). While the grant is written for southern NJ, he is trying to see if we can branch out to the north. RCE Extension Agent Ray can also work with any personal referrals you might have of farmers in your area. Raymond Samulis, 609-265-5050 samulis@aesop.rutgers.edu
**Calendar**

**June 2012**
13 - Build-A-Rain Barrel Workshop & Stormwater Pollution Seminar - 6 to 8 PM Wall Municipal Bldg. Registration
www.water.rutgers.edu/Stormwater_Management/rainbarrels.html

**July 2012**
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25-29 Monmouth County Fair, Freehold, NJ (see above) 732-431-7260.

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http://www.nj turfgrass.org/

2 - Monmouth County BOA Picnic
Cream Ridge 6:00 PM. Contact Gary DeFelice - DeFelice83@aol.com

**September 2012**
18 - BOA Reorganization Mtg. 7:30

29 - Open Space Raceway 10:30 a.m. - 8:00 p.m.

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**PESTICIDE CONTROL PROGRAM WEBSITE** www.pcpnj.org

**MONMOUTH COUNTY BOA**
9-18, 10-16, 11-20, 12-18

**BASIC PESTICIDE TRAINING**
CORE  9 am - 1 pm
6-12

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

Held at
Rutgers Cooperative Extension Ag Building
4000 Kozloski Rd, Freehold, NJ 732-431-7260

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**Monmouth County Fair**
July 25—29, 2012


**RUTGERS COOPERATIVE EXTENSION MONMOUTH COUNTY**
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PO Box 5033, 4000 Kozloski Rd., Freehold, NJ 07728

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Bill Sciarappa, County Agricultural Agent
Extension Department Head

Photos: Vivian Quinn - RCE Monmouth County; Nyna McKittrick BOA; Bill Sciarappa; John Neyhart

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