

2008 Economic Development Strategies New Jersey Department of Agriculture

Year End Summary

STRATEGIES COMPLETED:	83
STRATEGIES MAKING PROGRESS:	17
STRATEGIES WITHOUT PROGRESS:	0
Total Strategies	100

Eighty-three of the Department's one hundred Economic Development strategies were successfully completed in 2008. The remaining seventeen strategies all report that some progress is being made toward their completion.

For the year 2008, the Economic Development Work Team identified a total of 100 separate strategies that could have a positive impact upon the economic return to New Jersey producers. These strategies were pursued by the Economic Development Work Team, which consists of staff members from each of the Department's six divisions and Rutgers staff from the Food Policy Institute, the Food Innovation Center and the Cooperative Extension. The strategies, both big and small, consisted of new programs, ideas, and projects. Progress of each idea or program was tracked throughout the year.

In 2008 the Jersey Fresh program's message continued to be strengthened with an emphasis on the locally grown freshness and the unique local origins of Jersey Fresh produce. In addition to a strengthened marketing message the Department continued to expand its quality control and food safety programs to meet the growing industry demands for the freshest, healthiest and highest quality produce available. Working with horticultural growers, independent garden centers and nurseries the Department continued to promote "Jersey Grown" products.

Throughout 2008 the Department's Produce Safety Taskforce worked to assist New Jersey's fruit and vegetable growers to offer the high quality locally grown products while adapting their operations to new food safety standards. The Department continued its USDA approved third party food safety certification program and received a USDA grant for grower training to expand those certifications.

The Department's Agricultural Economic Development team also actively assisted the agricultural community and related entities on a one-on-one basis with issues related to regulations, taxation, economic development, agricultural production, value-added opportunities and other matters that impact the long-term viability of New Jersey agriculture.

The 2008 Economic Development Strategy Year End Status Summary follows. For the complete list of the 2008 Economic Development Strategies contact Logan Brown at 609 292-8856 or logan.brown@ag.state.nj.us.

LIST OF COMPLETED 2008 STRATEGIES – 87 Total

Produce

- 1) Produce Safety Taskforce
- 3) Increase Produce Branding
- 4) Promote Vertical Integration
- 5) Improve Regional Communication
- 6) Expand State Facility Produce Purchases
- 7) Support produce exports to Canada
- 8) Continue USDA RBEG cost benefit analysis of direct marketing
- 9) Promote community markets to the public
- 10) Increase use of Jersey Fresh instead of Locally Grown
- 11) Use SCBG for Jersey Fresh Matched Funds Grants
- 13) Continue weekly dialogue with retailers
- 14) Improve Market News information
- 15) Implement Vegetable Marketing Taskforce recommendations

Horticulture

- 16) Ensure plant health
- 18) Strengthen Jersey Grown
- 19) Improve State purchasing contracts
- 20) Distribute information on Landscaping Services and New Jersey Sales Tax

Seafood

- 21) Promote Jersey Seafood brand
- 22) Implement Jersey Seafood standards
- 23) Develop restaurant promotions
- 25) Support direct marketing
- 26) Promote value-added products
- 27) Promote export development
- 28) Promote health certification for interstate transport
- 29) Support partnerships to develop aquaculture programs
- 30) Support development of an aquaculture program at Rutgers
- 31) Support positive regulatory path for aquaculture
- 32) Work to provide Aquaculture Development Zones
- 34) Support the Open Ocean Aquaculture Policy legislation

Dairy

- 35) Track federal legislation
- 36) Monitor the creation of a Unified New Jersey Dairy Council
- 38) Support the Jersey Fresh milk brands
- 39) Promote the Healthy Choices, Healthy Kids Initiative
- 40) Ensure quality production and food safety

LIST OF COMPLETED 2008 STRATEGIES – Continued

Field Crops

- 42) Ensure plant health
- 44) Encourage production of certified organic field crops
- 45) Link organic growers and processors

Livestock

- 47) Ensure animal health
- 49) Encourage meat goat production
- 50) Promote grass fed animal products
- 51) Expand fresh meat sales
- 53) Support poultry meat and egg sales
- 54) Promote livestock sales
- 55) Support youth programs

Organic

- 56) Promote certification cost sharing
- 57) Educate growers and food handlers
- 58) Distribute organic fact sheets
- 59) Promote Jersey Organic brand
- 60) Encourage technical assistance

Equine

- 61) Ensure Horse Health
- 62) Continue support for the Equine Science Center
- 63) Work to implement Focus on NJ Horse Racing Industry report
- 64) Continue Olympic caliber events
- 65) Continue programs at the Horse Park
- 66) Continue to improve website
- 67) Bolster promotion and education
- 68) Work with youth programs
- 69) Strengthen Jersey Bred brand
- 70) Improve farm safety
- 71) Promote awareness of Equine AMP's

Wine

- 72) Encourage increased grape production
- 73) Encourage increased acreage for farm wineries
- 75) Support expansion of the Jersey Fresh Wine Festival
- 76) Support licenses for fruit based spirits
- 77) Support expanded retail outlets

LIST OF COMPLETED 2008 STRATEGIES – Continued

Agri-Tourism

- 78) Support Agri-Tourism Council
- 80) Publicize the NASS study on economic impact
- 82) Develop and promote visitnjfarms.org
- 85) Review and support agritourism AMP's

General Strategies

- 86) Inter-agency coordination
- 88) Address labor issues
- 89) Training and workforce development
- 90) Support Farmland Advisory Committee and Farmland Assessment Committee
- 91) Implement New Jersey Crop Insurance Education Initiative
- 92) Assist with taxation, regulation, economic development and other grower issues
- 93) Provide assistance concerning NJ Uniform Construction Codes
- 94) Assist with the Real Property Appraisal Manual
- 95) Promote the recycling of agricultural plastics
- 96) Provide farm vehicle motor registration information
- 97) Promote and advise on federal, state and commercial loans
- 98) Advocate state-wide standard for directional signage to promote agriculture
- 99) Research a Jersey Foods brand extension.
- 100) Provide export education and assistance

2008 STRATEGIES MAKING PROGRESS – 17 Total

Produce

- 2) Strengthen Jersey Fresh Hospitality Program
- 12) Expand Jersey Fresh to include non-traditional items

Horticulture

- 17) Support drought emergency protocol

Seafood

- 24) Increase consumer and retail awareness
- 33) Develop the aquaculture program

Dairy

- 37) Create new industry working group
- 41) Establish raw milk standards

2008 STRATEGIES MAKING PROGRESS – continued

Field Crops

- 43) Improve yield per acre
- 46) Support the Green Energy Initiative

Livestock

- 48) Strengthen Jersey Bred program
- 52) Upgrade livestock markets

Organic

n/a

Equine

n/a

Wine

- 74) Seek opportunities at trade shows

Agri-Tourism

- 79) Participate in the Governor's Conference on Tourism
- 81) Produce and distribute an agri-tourism brochure
- 83) Coordinate an agri-tourism symposium
- 84) Conduct outreach activities

General Strategies

- 87) New market opportunities list