



Cultivating Cumberland

May - 2012 VOL. 17, ISSUE 5

Inside this issue:

Household Hazardous Waste Collections	1
Food Safety: Important Part of Your Operation	2
Eat Your Fruits and Veggies	3-4
Tissue Culture Short Course	4
Nursery & Greenhouse Survey	5
Pesticide Storage Inventory Reminder	6
Arboviral Season Early Arrival	7
Hand-washing Stations	8-9
Selling Produce to CCC	9
Calendar of Important Events	10-11
Regularly Scheduled Meetings	13
Attachments:	
USDA-Ag Statistics Press Release	
NRCS Organic Initiative Applications News Release	
Considerations for Selling Your Agricultural Products to Restaurants	
Horticultural Therapy & Community Gardening Summer Internship	

Cumberland County Household Hazardous Waste Days

Karen Kritz, NJ Dept. of Agriculture

The Cumberland County Improvement Authority, in association with the Landis Sewage Authority and the Cumberland County Utilities Authority, will sponsor Household Hazardous Waste and Electronics Recycling Days this year.

Residents may bring their household-generated hazardous waste to the following locations:

June 16th County Complex in Bridgeton

September 15th Vineland Road Department

This event is reserved specifically for Cumberland County residents. Residents are allowed to dispose of the following items: gasoline and kerosene, pesticides and herbicides, household batteries, oil-based paints, turpentine and thinners and other solvents. Residents are limited to 150 pounds or 20 gallons of material per trip. You can also recycle electronic items, such as computers, monitors, keyboards, TVs, VCR and DVD players, stereos and cell phones. No small quantity commercial generators of hazardous material will be allowed to dispose of their waste during these clean-up days. The Cumberland County Improvement Authority will no longer accept alkaline batteries for recycling or disposal at household hazardous waste events. Changes in federal regulations combined with less hazardous battery components mean the typical household batteries now fall below the federal and state hazardous waste standard and should be disposed of with your regular trash. You are still encouraged to recycle rechargeable batteries found in cordless power tools, digital cameras, cellular phones and toys. Please be reminded that tires will not be accepted at the Hazardous Waste Days this year. Residents may bring tires to the Cumberland County Solid Waste Complex during normal business hours. There is a fee of \$2 per automobile tire and \$5 per truck tire under 10 tires.

For more information call the Cumberland County Improvement Authority at 856-825-3700.

Food Safety as an Important Part of Your Operation

Wesley L. Kline, Agricultural Agent, RCE Cumberland County

I have been collaborating with NJDA in food safety training since 1999. We took on this task at growers request to help support the industry. At times, it has been a frustrating experience for both growers and us. Some growers and buyers have said "I will get out of the business before doing those things" and in fact some probably will retire. However, the majority, even if they have not gotten a third party audit or even attended the food safety trainings, have made changes in their operations that have improved food safety. How many still pack cilantro or parsley on the garage or packing house floor, which was a common practice before food safety, became an issue? I have seen many changes that growers have made in the last 10 years and expect to see many more.

The next step is for all growers and buyers to consider food safety as a philosophy in their operations. There are too many times that growers say, "We will make sure that is done the day of the audit." I generally do not say anything when a grower tells me that, but it indicates that the grower is not serious about food safety. They just want to pass the audit so their product can be sold to a specific customer. To a certain extent, I can understand the reasoning since there has not been a problem in New Jersey and some things that are required, a person may think "ridiculous." The Colorado grower who had the Listeria problem in cantaloupe may have thought the same thing or tried to save money by cutting corners. The acreage in Colorado will be down 75% this year, which means it is not just one grower that is not growing melons. This shows the impact on not only that grower, but also neighboring growers. Do you really want to do this to the industry?

Every member of an operation is responsible for food safety not just your employees. The only way food safety will be ingrained into your operation is if every family member understands and gets involved in food safety.

There are many rumors going around about what someone can do and what they cannot do. The best way to handle a question you do not know is to call. If we do not know the answer, we will find out for you. Some growers have been so scared by the rumors that they are doing nothing since they feel the process will be too difficult. I think once a grower has gone through our training sessions, they do understand how to begin. This can be followed by a one-on-one session at the farm to point out changes that may be required. Everyone who has gone through our training and had the one-on-one session has passed their audits. We will be holding training sessions again starting in the fall.

Eat Your Fruits and Veggies and Don't Fear the "Dirty" Rhetoric

Dr. Carl Winter, Director, FoodSafe Program and Extension Food Toxicologist
University of California

Should you be worried about pesticide residues on specific fruits and vegetables? The Environmental Working Group (EWG), a US based environmental advocacy group, believes you should be, and has released the latest version of its annual "Dirty Dozen" list, representing the 12 fruit and vegetable commodities alleged to contain the greatest relative levels of pesticides. Are such rankings validated by a careful examination of scientific evidence? Absolutely not. Should you continue to try to eat more fruits and vegetables? Absolutely!

Since its release in June 2011, the list has drawn widespread media attention and consumers have been bombarded with headlines such as "An apple a day...means you're eating plenty of the most contaminated fruit," "Don't like pesticides? Better avoid these fruit and vegetables," and "Beware of pesticides in fruits and vegetables."

According to the EWG, consumers should purchase organic forms of the commodities on the "Dirty Dozen" list or consume fruits and vegetables on their "Clean Fifteen" list, which they have found to contain the lowest relative pesticide levels. However, the benefits of eating fruits and vegetables, regardless of how they were produced, far outweigh the risk. Eating the organic forms of the fruits and vegetables on either the Dirty Dozen or the Clean Fifteen lists is fine, if that is your preference, but read on to understand why eating the conventional forms is a safe choice too.

To put things in perspective, let's take a step back in time. The 16th Century Swiss physician Paracelsus developed the first principle of toxicology with his assertion that "the dose makes the poison." To paraphrase Paracelsus, it is the amount of **exposure** to a chemical that determines the potential for harm, and not simply its presence or absence. The EWG rankings do not consider actual consumer **exposure**, but rather reflect a relative ranking of six "contamination indicators." These indicators are heavily skewed to indict commodities where findings of the **presence** of residues of multiple pesticides were more common. Such findings, however, are not appropriate to justify the recommendation to avoid conventional or consume only the organic form of specific types of produce. Such a recommendation can come only after exploring the risk of actual exposure to the pesticide residue poses to human health. After all, organic farming uses pesticides, too.

While the EWG did not estimate consumer exposure to pesticides on its "Dirty Dozen" list for reasons that will be apparent below, this work has been done. Just prior to the release of the EWG's Dirty Dozen list, a paper authored by me and my doctoral student, Josh Katz, at the University of California, Davis was published in the *Journal of Toxicology*. This paper examined the same US Department of Agriculture (USDA) pesticide residue data used by EWG to develop its rankings and developed consumer exposure estimates for each of the ten most frequently detected pesticide residues on each of the twelve fruit and vegetable commodities. The paper also evaluated the methodology EWG used to determine its rankings.

Our Findings are: 1) Exposures to the most commonly detected pesticides on the twelve commodities in the 2010 EWG report pose negligible risks to consumers; 2) Substitution of organic forms of the twelve commodities for conventional forms does not result in any appreciable reduction of consumer risk; and 3) The methodology used by the environmental advocacy group to rank commodities with respect to pesticide risks lacks scientific credibility. With advancements in analytical methods

Continued on page 4

Continued from page 3

one can now find low levels of almost anything, but these sensitive findings do not relate to public health effects.

How did the authors come to the above conclusions? Exposure to the most frequently detected pesticides on the twelve fruit and vegetable commodities comprising the 2010 “Dirty Dozen” was extremely low and represented only a tiny fraction of exposure levels considered to be of health significance. Three-quarters of the pesticide/commodity combinations showed consumer exposure estimates more than **one million times lower** than doses given to laboratory animals continuously over their entire lifetimes that do not show adverse effects.

In 2011, apples topped the “Dirty Dozen” list, moving up from the number four position in 2010. However, our analysis finds that exposure to the ten most frequently detected pesticides on apples is well below levels of toxicological concern, with relative exposures between 20,000 and 28 million times **lower** than levels that do not harm laboratory animals. For three commodities on the “Dirty Dozen” list - blueberries, cherries and kale - the **highest** relative exposure to a pesticide was at levels more than 30 million times **lower** than those that cause no effects in laboratory animals. Based upon such findings, it is difficult to justify warnings for consumers to avoid conventionally produced forms of such foods.

While EWG's methodology and interpretation of residue findings has been called into questions, its recommendation that consumers eat their fruits and veggies, and their statement that “the health benefits of a diet rich in fruits and vegetables outweigh the risks of pesticide exposure” is undoubtedly worth repeating. Our work demonstrates that consumers have nothing to fear or to feel guilty about if they choose to purchase conventional forms of commodities on the “Dirty Dozen” list and further demonstrates that the existing regulatory approach for pesticides, including a safety review and establishment of appropriate pesticide application practices, adequately protects the public. So sit back and enjoy your apples, celery, strawberries, peaches, spinach, nectarines, grapes, bell peppers, potatoes, blueberries, lettuce and kale! They're good for your health, and eating those foods would make Paracelsus proud.

Tissue Culture Short Course for Growers

A tissue culture short course was requested by grower representatives identifying the needs and priorities of production agriculture in Southern New Jersey. Nursery growers, blueberry growers, or key employees of these two groups, may be interested in learning tissue culture methods. For the nursery grower, tissue culture may provide you with an alternative way to propagate some plants. For the blueberry grower having clean, virus free plants to set out in the field is imperative in these economically challenging times. Taking cuttings usually means that you are propagating material that already has the virus and this significantly shortens the life of the newly planted blueberry field.

Cumberland County Board of Agriculture working with Cumberland County College and Rutgers University is interested in developing a short course of 3-5 days during the time period of January 3rd and January 21, 2013 when CCC is between semesters. CCC has agreed to do the course at cost. This is a tremendous opportunity for growers in this area to learn a new skill. If this course would fit into your business plan, we need to know. The CC Board of Ag needs a commitment of at least ten to fifteen people to put this course together. If you are interested, please contact Jim Johnson no later than May 31, 2012 by email: jjohnson@njaes.rutgers.edu or call Tammy at 856-451-2800 x1 or fax a letter of interest to 856-451-4206.

Nursery and Greenhouse Growers

Reminder...

Please help Rutgers Cooperative Extension determine how the ornamental plant industry can benefit from advances in irrigation technology

Complete an online survey on irrigation practices and scheduling at:

<https://www.research.net/s/ornamental>

This research:

- Is being conducted in New Jersey, regionally, and nationally
- Will help document current irrigation practices and guide future research
- Has the goal of determining how the industry can benefit from advances in irrigation technology

This survey:

- Is applicable for greenhouse, container, and field operations
- Is ***strictly confidential***, meaning any information will be used only in aggregate, and not recorded in a way that connects it to any individual operation
- Will take 20 to 40 minutes to complete, depending on the operation

For more information:

Visit: <https://www.research.net/s/ornamental>

Or contact: Sal Mangiafico, Rutgers Cooperative Extension, mangiafico@njaes.rutgers.edu
856-769-0090

Jim Johnson, Rutgers Cooperative Extension,
jjohnson@njaes.rutgers.edu
856-451-2800

Pesticide Applicator or Dealer Storage Inventory and Cover Letter Submittal Due May 1st to Fire Department

Pat Hastings, Pesticide Safety Education Program Coordinator
Rutgers NJ Agricultural Experiment Station
Cooperative Extension, Pest Management Office

All licensed pesticide applicators, as well as dealers, who store pesticides are required by law to send a copy of their storage inventory(ies) with an explanatory cover letter to the local fire company by May 1st each year. In New Jersey, all licensed pesticide applicators and dealers who store pesticides are required per N.J.A.C. 7:30-9.5 to maintain a list of the pesticides stored or likely to be stored during the license year. A storage inventory should be kept separate from the actual storage area.

The Rutgers NJAES Pest Management Office 'Records & Forms' webpage provides two editable templates for submittal to the Fire Department that meet the minimum regulatory requirements. See the webpage at: www.pestmanagement.rutgers.edu/PAT/record_forms.htm. You may also devise your own format that suits your needs as long as it meets the requirements of N.J.A.C. 7:30-9.5.

1. **Pesticide Storage Inventory Form**- The purpose of the inventory is to provide local fire departments with an accurate description of things stored by location in case of fire or other emergency. We suggest filling out a form per storage address of your establishment.
2. **Cover Letter**-- All licensed pesticide applicators and dealers who store pesticides are required by law to send a copy of their storage inventor(ies) with an explanatory cover letter to the local fire company. Specifically, NJDEP regulations provide: "The cover letter shall explain that this list has been sent pursuant to N.J.A.C. 7:30-9.5(b).4".
3. Recent revisions to the New Jersey regulations now require a **written description or diagram depicting the exact location of the area on the property where the pesticide is stored**. Our template cover letter provides a space to write that description or indicate that a diagram is enclosed.

Submittal to the fire department is required annually by May 1st of each year (this does not pertain to pesticides stored for personal use, or to those storing pesticides at loading or application areas for less than 7 days). Applicators and dealers must keep the cover letter on file for a minimum of three years and should have it available for NJDEP upon request.

Citation: New Jersey Administrative Code Title 7 Chapter 30. SUBCHAPTER 9. PESTICIDE EXPOSURE MANAGEMENT. URL: <http://www.nj.gov/dep/enforcement/pcp/pcp-regs.htm>

Arboviral Season Reminder

NJ Department of Agriculture
Manoel Tamassia, State Veterinarian

NJ's arboviral season has come early this year with the mild winter and early warm spring weather. Veterinarians are reminded that suspect or confirmed cases of WNV or EEE in livestock species are **reportable** to the State Veterinarian at 609-671-6400 immediately or within 48 hours, and a neurologic disease worksheet must be completed for each case reported. The worksheet is available via the internet at the following website and once completed can be faxed to the Division at 609-671-6413. http://www.state.nj.us/agriculture/divisions/ah/pdf/neurologic_disease_worksheet_2005.pdf.

Please be advised that the Pennsylvania Department of Agriculture has reported the first equine case of WNV this year on March 29, 2012. Equine clients are advised to work closely with their veterinarians to develop an appropriate vaccination plan.

WNV and EEE are viral diseases that affect the neurologic systems of horses. The viruses are contracted when horses are bitten by infected mosquitoes. Differential diagnoses include rabies, hepatoencephalopathy, leukoencephalomalacia, EPM, EHV- 1, verminous meningoencephalomyelitis, cranial trauma, botulism, and meningitis. We recommend that horses suspected of WNV or EEE also be tested for EHV-1. The myeloencephalitic form of EHV-1 (EHM) infection is also considered a **reportable** disease in New Jersey. If you have a horse exhibiting neurological signs, suspect WNV, EEE, or EHV-1 or you have questions or concerns, please call the Division of Animal Health at 609- 671-6400.

HORSE OWNERS ARE URGED TO VACCINATE THEIR ANIMALS FROM MOSQUITO-BORNE ILLNESSES SUCH AS WEST NILE VIRUS AND EASTERN EQUINE ENCEPHALITIS BECAUSE ANIMALS THAT ARE VACCINATED ARE LESS LIKELY TO CONTRACT THESE DEADLY DISEASES. EFFECTIVE EQUINE VACCINES FOR WNV AND EEE HAVE BEEN AVAILABLE FOR SEVERAL YEARS. IT IS ALSO RECOMMENDED TO VACCINATE FOR EHV ANY HORSES THAT TRAVEL OFF PROPERTY OR ARE EXPOSED TO TRANSIENT HORSE POPULATIONS. WHILE THERE IS NO VACCINE MAKING THE CLAIM TO PREVENT THE MYELOENCEPHALITIC FORM OF EHV-1 (EHM) INFECTION, VACCINES MAY ASSIST IN LIMITING THE SPREAD OF OUTBREAKS.

The NJDA-Division of Animal Health Diagnostic Laboratory is available to assist with EEE, WNV, and EHV-1 testing needs.

EEE	ELISA (\$20.00) 1 ml serum, w/cold pack	HI titer (\$15.00) 1 ml serum, w/cold pack	PCR (\$35.00) 1 ml whole blood PTT*/CSF**/brain tissue	2-3 days
WNV	PCR (\$35.00) Whole blood PTT */CSF**/brain tissue		ELISA (\$20.00) 1 ml serum, w/cold pack	2-3 days
EHV-1	Neurologic PCR (\$50.00) Whole blood PTT/Nasal swab, brain tissue		EHV-1 SN titer (\$15.00) 1 ml serum, w/cold pack	2-4 days
Contact Dr. Amar Patil (609)671-6405 or via email at amar.patil@ag.state.nj.us *PTT-purple top tube **spinal fluid				

Please note new phone numbers as the Animal Health Division and Diagnostic Laboratory recently moved.

Division of Animal Health
Phone: (609) 671-6400; Fax: (609) 671-6413

Animal Health Diagnostic Laboratory
Phone: (609) 406-6999; Fax: (609) 671-6414

Laboratory specimen(s), along with a laboratory submission form, may be sent to:

(If sent via courier service):
NJ Department of Agriculture
Animal Health Diagnostic Laboratory
NJPHEAL, 3 Schwarzkopf Drive
Ewing, NJ 08628

(If sent via U.S. Postal Service):
NJ Department of Agriculture
Animal Health Diagnostic Laboratory
P.O. Box 330
Trenton, NJ 08625

Hand-washing stations help farmers reduce food safety risks

Justin Moore, North Carolina State University

North Carolina State has developed two portable hand-washing station prototypes as customizable models for local growers in an effort to help them provide quality hand-washing facilities in their fields and at their market stalls.

THE LARGER hand-washing station was made for commercial use in farm fields.

As food safety issues continue to garner national attention, North Carolina State University is helping farmers in the state take steps to manage food safety risks.

North Carolina State has developed two portable hand-washing station prototypes as customizable models for local growers in an effort to help them provide quality hand-washing facilities in their fields and at their market stalls.

The effort began in 2008 with plans to design and build a more functional, portable hand-washing station that North Carolina growers could use as a model for building their own versions.

The original, larger prototype was constructed for commercial use in farm fields, but grower feedback during field tests in 2010 underscored the need for a second, smaller hand-washing unit that would be easier to deploy, more cost-efficient to construct and practical to use at farmers markets.

Rod Gurganus, director of N.C. MarketReady, the North Carolina Cooperative Extension outreach of North Carolina State's Plants for Human Health Institute, and Gary Roberson, North Carolina Cooperative Extension specialist in agricultural engineering, led the effort to develop the hand-washing stations with a \$24,000 grant from the North Carolina Rural Economic Development Center's Agricultural Advancement Consortium.

"Food safety starts on the farm, so it's essential that our growers have access to adequate, affordable hand-washing facilities for use in the field and at direct points of sale, like farmers markets," said Gurganus. "These hand-washing station prototypes were developed to help growers better reduce food safety risks associated with crop harvesting and customer interactions."

Gurganus and Roberson took into account farmer feedback, construction costs and functionality when developing the prototypes. Generic, widely available forms of materials, like water storage tanks, plumbing parts and transport trailers, were used to give farmers more flexibility during construction.

Construction costs for a hand-washing station are estimated at around \$2,000, minus the support trailer or wagon, but costs may vary either way depending on factors like brand of parts, quantity and accessories.

"Knowing resources differ from operation to operation, we developed our hand-washing station prototypes to support customization, which can help limit costs while meeting individual needs," said Gurganus. "While one farming operation may decide to build a \$4,000 hand-washing facility, another operation may be able to construct a facility that meets their needs for under \$2,000."

Continued on page 9

Continued from page 8:

Potential custom additions can include items like waste receptacles, steps/ramps, towel racks and various soap dispensers. Growers are encouraged to consult with their local North Carolina Cooperative Extension center <http://www.ces.ncsu.edu/index.php?page=countycenters> with questions about the structural integrity of their hand-washing station.

Design details and guidelines for constructing the hand-washing units — including phase-by-phase photos — are available on the N.C. Fresh Produce Safety Portal <http://ncsu.edu/enterprises/ncfreshproducesafety/hand-washing-unit/>.

The North Carolina State University Plants for Human Health Institute is part of the North Carolina Research Campus in Kannapolis. Its Cooperative Extension outreach is known as N.C. MarketReady.

The campus is a public-private venture including eight universities, the David H. Murdock Research Institute (DHMRI) and corporate entities that collaborate to advance the fields of nutrition and health.

Selling Produce to Cumberland County College

In a meeting with the Cumberland County Board of Agriculture and Cumberland County College (CCC) to facilitate greater use of Cumberland County produce, the president of CCC asked that producers interested in selling to the college provide a list of the produce items they have for sale along with the time frame that these produce items are available. CCC is interested in produce throughout the year so growers who produce fall or spring tomatoes, winter lettuces and herbs, or growers who store sweet potatoes or winter squash, for example, should provide this information. Growers who harvest leeks and other vegetables throughout the year, weather permitting, should also provide this information along with produce grown through the normal growing season.

The College contracts with Culinart for their produce purchases. However, if the College knows when and what local produce items are available, they will communicate this information to Culinart and emphasize to Culinart the college's preference for these local produce items.

The Board of Agriculture, therefore, is asking each grower who is interested to provide a list of produce items along with availability and the grower's contact information to Rutgers Cooperative Extension of Cumberland County office by email: wkline@njaes.rutgers.edu or by fax to Tammy: 856-451-4206. Deadline for submitting this information is May 31, 2012.

Calendar of Important Events

📅 Indicates the newly added event since last calendar

May 2012

May 1

Rain Gardens, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20, 9am-noon. For more info or to register, call 856-451-2800 x1.

May 5

Get Your Garden Started Day & Plant Sale, RCE Middlesex County, Earth Center, 42 Riva Ave., South Brunswick, NJ; 10-5 p.m. Consult with the MG's for great plant selections & care. For more info or to register call 732-398-5262.

May 8

Mosquitoes & Ticks, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20, 9am-noon. Pesticide credits: Category 13-3 credits and 6 each for 3B, 8A and 8B. For more info or to register, call 856-451-2800 x1.

May 15

Herbaceous Plants, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20, 9am-noon. For more info or to register call 856-451-2800 x1.

May 17-19

Bee-ginner's Beekeeping, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; \$175. For more info call 732-932-9271 or visit: www.cpe.rutgers.edu/BEES

May 22

Safe Pest Management Practices for Schools, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; \$265 by 5/8; \$295 after. For more info call 732-932-9271 or visit: www.cpe.rutgers.edu

May 22

Propagation, RCE Cumberland County, 291 Morton Ave., Rosenhayn, NJ; \$20, 9am-noon. For more info or to register, call 856-451-2800 x1.

📅 **May 22**

Safe Pest Management Practices for Schools, Rutgers Cont. Ed., 102 Ryders Lane, New Brunswick, NJ; \$265 by 5/8; Pesticide Credits: 3 CORE, 2-7A & 7D; 1-8B and 6-13. For more info call 732-932-9271, email: ocpe@aesop.rutgers.edu or visit: www.cpe.rutgers.edu/courses/current/ae0701ca.html

August 2012

📅 **August 3-4**

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

August 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.

REGULARLY SCHEDULED MEETINGS

✓ Indicates meeting will be held at RCE of Cumberland County

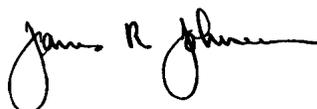
<p>✓</p> <p>Pesticide Certification Exam Schedule—Cumberland County 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p><u>2012</u></p> <p>May 2 Jun 6 Sep 26 Oct 24 Nov 7 Dec 19</p> <p>To Register call 609-984-6614 For directions call 856-451-2800 *****</p>	<p>✓</p> <p>Cumberland County Agriculture Development Board 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel)</p> <p><u>2012</u></p> <p>May 9 Jun 13 Jul 11 Aug 8 Sep 5 Oct 10 Nov 14 Dec 12</p> <p>*Meetings start at 10 a.m. Reg. Meetings start at 7 p.m. Call DeAnn at 856-453-2211 *****</p>	<p>✓</p> <p>Cumberland County Board Of Agriculture 291 Morton Avenue Millville, NJ 08332 (Between Rosenhayn & Carmel) 7 pm meetings</p> <p><u>2012</u></p> <p>May 17 Sep 20 Oct 18 Nov 15 Dec 20</p> <p>For info call Shirley Kline, President 856-685-3784 *****</p>
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**Cumberland County Improvement Authority (CCIA)
Pesticide Container Recycling**
9:00 a.m. to 12 Noon
Cumberland County Solid Waste Complex
169 Jesse's Bridge Rd. (located off Route 55 Exit 29)
Deerfield Township, New Jersey
Questions? Call Karen Kritz, NJ Dept. of Ag 609-984-2506

May 18 June 15 July 20 August 17

September 21 October 19 November 16

Sincerely,



James R. Johnson
Agricultural Agent
Nursery Management Commercial
Internet: jjohnson@njaes.rutgers.edu



Wesley L. Kline, Ph.D.
Agricultural Agent
Vegetable & Herb Production
Internet: wkline@njaes.rutgers.edu

Pesticide User Responsibility: Use pesticides safely and follow instructions on labels. The user is responsible for the proper use of pesticides, residues on crops, storage and disposal, as well as damages caused by drift.

Use of Trade Names: Trade names are used in this publication with the understanding that no discrimination is intended and no endorsement is implied. In some instances the compound may be sold under different trade names, which may vary as to label.

Have you visited the Cumberland County website for the Present and/or past issues of "Cultivating Cumberland"? It's a great resource for information and dates.....

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

Public Notification and Non-discrimination Statement

Rutgers New Jersey Agricultural Experiment Station Cooperative Extension educational programs are offered to all without regard to race, religion, color, national origin, ancestry, age, sex, sexual orientation, gender identity and expression, disability, atypical hereditary cellular or blood trait, marital status, civil union status, domestic partnership status, military service, veteran status, and any other category protected by law. Rutgers Cooperative Extension encourages individuals with disabilities to participate in its programs and activities. If you need special accommodations, have questions about physical access, or require alternate means for program information, please contact your local Extension Office. Contact the State Extension Director's Office if you have concerns related to discrimination, 732-932-5000, ext. 584.

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Cooperative Extension of Cumberland County
Extension Education Center
291 Morton Avenue
Millville, NJ 08332-9791

RUTGERS
New Jersey Agricultural
Experiment Station



USDA,
National Agricultural Statistics Service,
New Jersey Field Office
P.O. Box 330
Trenton, NJ 08625
Phone: 1(800)328-0179
Fax: 1(800)625-7581
www.nass.usda.gov/nj/

PRESS RELEASE

March 30, 2012

NEWS

For Immediate Use

2011 New Jersey Acreage, Price, and Value

The value of production of New Jersey's 2011 corn, hay, soybean, sweet potato, and winter wheat crops totaled \$150.0 million, up 31 percent from a year earlier. Prices were higher for all these commodities except potatoes, sweet potatoes, and soybeans.

- ✦ **Corn for Grain:** 81,000 acres of corn were harvested for grain, up 10,000 acres from 2010. Growers received \$6.65 per bushel for their grain, an increase of \$0.60 from 2010's price of \$6.05 per bushel. The total crop value increased by 35 percent from \$49.0 million in 2010 to \$66.3 in 2011.
- ✦ **Hay (All):** All hay harvested totaled to 105,000 acres, unchanged from 2010. The season average price for all hay increased \$16 per ton from \$123 in 2010 to \$139 in 2011. Total hay crop value increased by 26 percent in 2011 to \$31.4 million.
 - **Alfalfa:** Alfalfa hay acres harvested were unchanged from 2010 at 20,000 acres. The season average price of \$166 per ton was \$22 more than the price in 2010. The total alfalfa crop value increased by 27 percent to \$10.6 million.
 - **Other:** Other hay harvested totaled to 85,000 acres, unchanged from 2010. The season average price for other hay increased by \$14 per ton from \$114 in 2010 to \$128 in 2011. Other hay crop value increased by 25 percent in 2011 to \$20.7 million.
- ✦ **Soybeans:** Harvested acres decreased by 6,000 acres to 86,000 in 2011. The prices received by growers remained the same at \$11.70. The total crop value increased by 44 percent to \$37.2 million.
- ✦ **Winter Wheat:** 31,000 acres of wheat were harvested in 2011, 8,000 more than in 2010. The season average price of \$6.10 per bushel was \$1.06 higher than the price in 2010. The total crop value increased by 63 percent to \$9.3 million.

Field Crops: 2011 New Jersey Acreage, Price, and Value

Crop	Unit	Acres for Harvest		Price per Unit		Total Value of Production	
		2010	2011	2010	2011	2010	2011
		- Thousand Acres -		- Dollars -		- Thousand Dollars -	
Corn for grain	bu	71	81	6.05	6.65	48,969	66,254
Hay, All	ton	105	105	123.00	139.00	24,882	31,360
Alfalfa Hay	ton	20	20	144.00	166.00	8,352	10,624
Other Hay	ton	85	85	114.00	128.00	16,530	20,736
Potatoes	cwt	1.7	1.8	12.20	(D)	4,770	(D)
Soybeans	bu	92	86	11.70	11.70	25,834	37,229
Sweet Potatoes	cwt	1.3	1.3	32.60	29.30	4,662	5,714
Winter Wheat	bu	23	31	5.04	6.10	5,680	9,266

(D) Withheld to avoid disclosing data for individual operations.

Crop Values: Summary for Selected States and United States, 2011

State	Field and Misc Crops	Fruit and Nuts ^{1/}	Commercial Vegetables	Total Value Principal Crops ^{1/}
----- Thousand Dollars -----				
Delaware	295,883		39,564	
Maryland	767,713		35,004	
New Jersey	149,823 ^{2/}		135,741	
New York	1,131,352		355,458	
Pennsylvania	2,177,023		78,402	
United States	171,393,620		12,820,275	

Source: USDA-NASS: *Crop Values, 2011 Summary*

^{1/}Fruits and Nuts, and total value of production will be published in *Crop Values 2012 Summary* released February 2013.

^{2/}Excluding potatoes.

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NEWS RELEASE

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For Immediate Release

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Final Applications for NRCS Organic Initiative Due June 1

(Somerset April 23, 2012) – USDA Natural Resources Conservation Service (NRCS) State Conservationist Donald J. Pettit reminds potential applicants to contact their [local NRCS office](#) soon to find out if they are eligible for the agency’s Organic Initiative. Applications for the final ranking period of 2012 are due at NRCS offices by close of business on June 1, 2012. The NRCS Office Locator is available at <http://go.usa.gov/Uo8>.

“Organic growers and those transitioning to organic should note the changes for the 2012 signup, especially the threshold ranking scoring,” Pettit said. “A threshold ranking score determined early in the application process can speed up approval and funding for qualified applicants.” The 2012 program also includes required conservation practices that promote the organic certification; and an expanded list of conservation activity plans.

Part of the Environmental Quality Incentives Program, the Organic Initiative offers a wide array of conservation practices specifically designed for organic production. The top five Organic Initiative conservation practices are cover crops, nutrient and pest management, seasonal high tunnels, and crop rotation. “Practices will help the selected applicants meet many requirements of their USDA Organic System Plans and stay in compliance with USDA’s National Organic Program,” Pettit said.

Nationwide, NRCS has nearly \$50 million in financial and technical assistance available to certified organic producers, those who want to make the transition to organic production and producers who sell less than \$5,000 in organic products annually.

Learn more about the Organic Initiative at <http://go.usa.gov/Uo9> and find out about other NRCS initiatives and programs at <http://go.usa.gov/UoX>.

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"CONSIDERATIONS FOR SELLING YOUR AGRICULTURAL PRODUCTS TO RESTAURANTS"

Bill Walker, Agricultural Marketing Specialist
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Advantages of selling to restaurants

- (1) Buying high quality local and seasonal agricultural products is probably the only wide-spread culinary trend or style that has always been "in fashion". Nationally, consumers patronize restaurants that source locally. This trend should especially apply in a state where the Jersey Fresh program has been so successful and well known for two decades.
- (2) Chefs are increasingly willing to buy directly from growers in order to get field ripened vegetables and tree ripened fruit that are difficult to purchase from distributors and purveyors. Specialty produce is especially welcome.
- (3) Provides a steady market for your products throughout the growing season. If you can agree on a seasonal price for all of your products, you both have price/cost stability predetermined. Restaurateurs will pay a premium of at least 10% over wholesale prices for standard items and much more for specialty items.
- (4) Personal contact with the owners, managers and chefs provides ideas and feedback about your products and services. Dealing with creative chefs sharpens your marketing edge and provides you with ideas for growing specialty items.
- (5) Farm/brand recognition. Restaurants like to promote their usage of local produce and their farm suppliers. Restaurateurs may note your farm on their menu. Advertising your farm there helps to promote you and all of your other direct marketing and farm ventures.
- (6) If you're already direct marketing at community farmers markets, you may already have the proper delivery vehicle and pass by many excellent potential restaurants commuting.
- (7) With almost \$.50 of every food dollar being spent in foodservice settings, it's vital to promote your "Jersey Fresh" agricultural products to the New Jersey hospitality industry.

Disadvantages of selling to restaurants

- (1) Inexperience. Have you been in the restaurant supply business before? Can you provide the type of service that restaurants are accustomed to? Do you provide consistent quality and delivery? Reliability is a must or kitchen panic results. This will only happen once!
- (2) Restaurants like the freshest and highest quality product, yet have limited refrigeration space. For both reasons, they like frequent deliveries of small quantities. Do you have a refrigerated vehicle and the available time to make deliveries? Can you deliver at a time when restaurants are accepting deliveries? Sales may not justify the necessary frequent deliveries. Establish a minimum order amount or add on a delivery charge.
- (3) There is a high mortality rate in the restaurant business. For new restaurants, 80% go out of business in the first three years. You could be left in trouble if several large accounts go out. Deal with established and busy restaurants that are well reviewed by local media.
- (4) Restaurants are notoriously slow payers. Taking several months to pay is normal. What payment terms do they desire? Do you have sufficient cash flow to cover this?

What to grow?

- (1) Start talking to prospective buyers as much as a year in advance. Find out as much as possible about their decision-making process. What products do they currently use? How much/week? How often do they order? Do they have preferences for packaging, grading, and delivery?
- (2) Determine the products that you can supply the restaurant that are different, fresher, and better than those currently being purchased. Give the buyer a reason to buy from you.
- (3) Communicate with chefs during the season. How they intend to prepare the produce item will determine what they need from you. Call or e-mail chefs weekly to update them on what's coming into season. Chefs need time to create menus. They'll create dishes around what is going to be fresh this week. Meet with chefs over the winter to find out what items they might be interested in so that you can grow what already has a market. Remember that successful sales depend on meeting the changing needs of your buyers.
- (4) Quality is a top priority so never compromise. Separate and identify the seconds. Sell them for a lower price. Restaurants can always use seconds in salads, salsa, sauces, or in culinary preparations where cosmetic perfection is not needed.
- (5) Offer a diversity of products. It's easier to buy from one source than from many.
- (6) Concentrate on specialty items that restaurants can't easily get or can't get with the same premium freshness and quality that you can deliver.
- (7) Plant sequentially so that early and late varieties of desired items are available.
- (8) Offer chefs free samples. Make sure that they taste your products. Leave a brochure detailing your products, varieties, availabilities, and prices.
- (9) Have the chef visit your farm. Eat in the restaurants that you service. You'll both become more educated about each others needs and how best to fulfill them.

Who to sell to?

- (1) Target chef or privately owned restaurants where the chefs do the ordering. Avoid chains or corporate operations where chefs may have ordering authority, but have no pricing authority.
- (2) Seek out restaurants that change their menus daily, or at least weekly. They're happy to feature what's in season and abundant but you must communicate very regularly with them to enable their menu planning. It's best to give several weeks notice of what you'll have available then.
- (3) Focus on restaurants that feature natural foods, regional specialties or unique cuisine, specialty salads, fresh vegetables, and homemade soups. They know quality products and seek them out.
- (4) If you're already participating in community farmers markets, consider restaurants within easy distance of your normal commutation. This will maximize delivery efficiency.

Other considerations

Are you market ready? Is the product properly packaged and labeled in the form desired? Can your customer make one call or e-mail to order? Is there a person available at the farm to take orders? Are your products available at all times? In what quantities? For delivery when and by whom? How are orders tracked? How do you deal with returns?

Labor costs are a restaurants biggest expense. Chefs often prefer to buy semi-prepared food. Pre-sliced vegetables, pre-peeled potatoes, pre-washed greens, or tomatoes and potatoes sorted by size and variety. Can you value add to your produce through some type of processing?

How do you set prices? Ask the restaurant what it is currently paying for similar products. Strive to price your produce at, or slightly below, high-end conventional products for wholesale. Restaurateurs expect to pay a premium of at least 10% over wholesale prices for standard items and much more for specialty items. When selling meat, eggs, or dairy, sell at retail and offer a discount for quantity.

Horticultural Therapy & Community Gardening Summer Internship

Bridgeton, New Jersey non-profit social services agency is seeking a knowledgeable and motivated individual to assist with a new and growing urban farm. Recently established operations include hydroponic greenhouse, high tunnel greenhouse, 1200 EarthBoxes (container gardening system), raised beds and in-ground permanent plantings of perennial fruits and vegetables.

Intern will help train and work with adults with disabilities in hydroponic lettuce/leafy green operation. Intern will also coordinate and work with a broad array of volunteers including master gardeners, community members, and young adults and youth in alternative schooling and job training programs. Position may include market development for the sale of produce, building community involvement, planning adult education workshops and developing educational outreach programs for school age children.

Requirements

- coursework in horticulture
- interest in horticultural therapy and community gardening
- ability to work with people of various abilities
- strong communication and organizational skills

Position available immediately or upon conclusion of current semester. Internship could be extended past the summer. A more permanent position could open up in the future.

Mill Creek Urban Farm
Gateway Community Action Partnership
www.gatewaycap.org

Phone calls are welcome. Please e-mail resume and letter of interest to:

Joseph VanDerwerken
urban farm advisor

joseph.vanderwerken@gmail.com
856-364-3913 cell