



2015-2016 FARMER APPLICATION PACKET

The **NJ Department of Agriculture's JERSEY FRESH FARM TO SCHOOL RECOGNITION PROGRAM** highlights efforts that bring produce from New Jersey's farms into school cafeterias. Initiatives include school gardening, farm visits, and culinary classes and the integration of food-related education into the regular, standards-based classroom curriculum. The United States Department of Agriculture (USDA) supports the program, through research, training, technical assistance, and grants.

Participation in the **JERSEY FRESH FARM TO SCHOOL RECOGNITION PROGRAM** will give your farm the opportunity to promote local agriculture in schools in your community and encourage the consumption of **Jersey Fresh** fruits and vegetables to our youngest consumers. This recognition program is a new marketing opportunity to strengthen the relationship between your farm and the local school community. You will help teach school children about the importance of the agricultural industry and create a relationship that will allow future generations to have access to local, fresh produce. Other benefits include exclusive NJDA web site recognition and marketing opportunities for your farm within your community and surrounding areas.

Participating farms will receive an exclusive **Jersey Fresh Farm to School** promotional materials kit including a banner to use on your farm informing your community about your participation in the program.

NJ DEPARTMENT OF AGRICULTURE **JERSEY FRESH FARM TO SCHOOL RECOGNITION PROGRAM**

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In January 2011, Governor Christie signed legislation establishing the last week of September every year as “**Jersey Fresh** Farm to School Week.” This year **Jersey Fresh** Farm to School Week is September 21 – 25. The objectives of the week are:

- Strengthen children’s and the school communities’ knowledge about agriculture and nutrition
- Increase children’s consumption of **Jersey Fresh** fruits and vegetables
- Increase market opportunities for farmers

I. EXPECTATIONS OF PARTICIPATING FARMERS:

Jersey Fresh Farm to School Week, September 21 – 25, 2015:

- Plan to participate in at least one (1) promotion/event during the annual **Jersey Fresh** Farm to School Week. Promotions vary by school district but can include taste testings/samplings, visits to school, talking with students about farming, etc. Provide schools and NJDA School Nutrition Staff with a listing of available produce during that week.

National Farm to School Month, October 2015:

- Plan to participate in at least one (1) promotion/event during October’s National Farm to School Month. Provide schools and NJDA School Nutrition Staff with a listing of available produce during that month.

General Participation Requirements:

- Be a **Jersey Fresh** licensed farmer.
- Be a GAP (Good Agricultural Practices) Certified farm having attended Rutgers’ GAP training, possess a certified food safety plan and current GAP Certification.
 - Upon request, be willing to share information, regarding your farm’s food safety plan, with participating schools
- Provide schools with a realistic, anticipated list of your **Jersey Fresh** produce items. (**Jersey Fresh** produce items refer to only those produce items listed on your farm’s **Jersey Fresh** license.)
- Communicate that information with schools and School Nutrition staff through electronic communications such as e-mail, website, or social media.
- Provide opportunities for school personnel/groups to experience educational visits of your farm and farming facilities.
- Plan visits with school food service personnel during winter months to gain an understanding of school food service programs’ needs and challenges.
- Attend at least one, and potentially present or exhibit at, NJ School Nutrition Association meetings and conferences.

II. SELECTION OF FARMS

- Farms must operate within the guidelines of the **Jersey Fresh Quality Grading Program**.
- Submit a complete application packet with the required documents.
- Program participants will receive a promotional materials kit.

III. PROGRAM TIMELINE

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|---------------------------|--|
| • May 1, 2015 | Application packet due date |
| • June 1, 2015 | Selected farms will be notified and a list of participating schools will be distributed. |
| • June/July/August | Plan and begin communications with schools as described in Participation Requirements. |
| • September 21 – 25, 2015 | Participate in Jersey Fresh Farm to School Week activities. |
| • October 2015 | Participate in National Farm to School Month Activities. |

IV. APPLICATION REVIEW AND SCORING CRITERIA

- A committee of representatives from the New Jersey Department of Agriculture will review applications and required documents

The NJ Department of Agriculture's *Jersey Fresh Farm to School Partner Program* application packet must be postmarked by May 1, 2015 and sent to the address below. **FAXED APPLICATION PACKETS WILL NOT BE ACCEPTED.**

Regular mail (US Postal Service):

**NJ Department of Agriculture
Division of Food and Nutrition
PO Box 334
Trenton, NJ 08625-0334
Attn: Jacqueline Bricker**

Hand delivered mail (such as FedEx or UPS):

**NJ Department of Agriculture
Division of Food and Nutrition
22 S. Clinton Ave., 3rd Floor
Trenton, NJ 08609
Attn: Jacqueline Bricker**

Questions should be directed to Jacqueline Bricker at 609-984-0692.

Attachment A The NJ Department of Agriculture's *Jersey Fresh* Farm to School
 Recognition Program
 FY 2015 Application Checklist and Certification Form

Farm Name: _____ County _____

Jersey Fresh License # _____ GAP Certified Yes No

Farm Address _____

Contact Name/Title _____

Contact Phone _____ Email _____

Website Address _____

**** Please Note: The above information will be shared with schools on a Farmer Contact List ****

This checklist is provided to assist the applicant in making sure that a complete application is submitted. Failure to include any of the required items will result in disqualification of the application.

Please compile application in the following order:

- Application Checklist & Certification (**Attachment A**) NOTE: Proper original signatures required
- Completed Activity Questionnaire (**Attachment B**)
- Copy of Jersey Fresh License
- Copy of GAP Certification

Certification: <i>I have reviewed this application and verify its contents to be accurate.</i>	
Print Name:	Title:
Signature:	Date:

