

Welcome

Annie's Project: Farming
in New Jersey's Cities
and Urban Fringe



Farming in and around cities is as old as cities themselves



Women in Ag



Nationally, women are 36%
of US Farmers

a 27% increase
from 2012

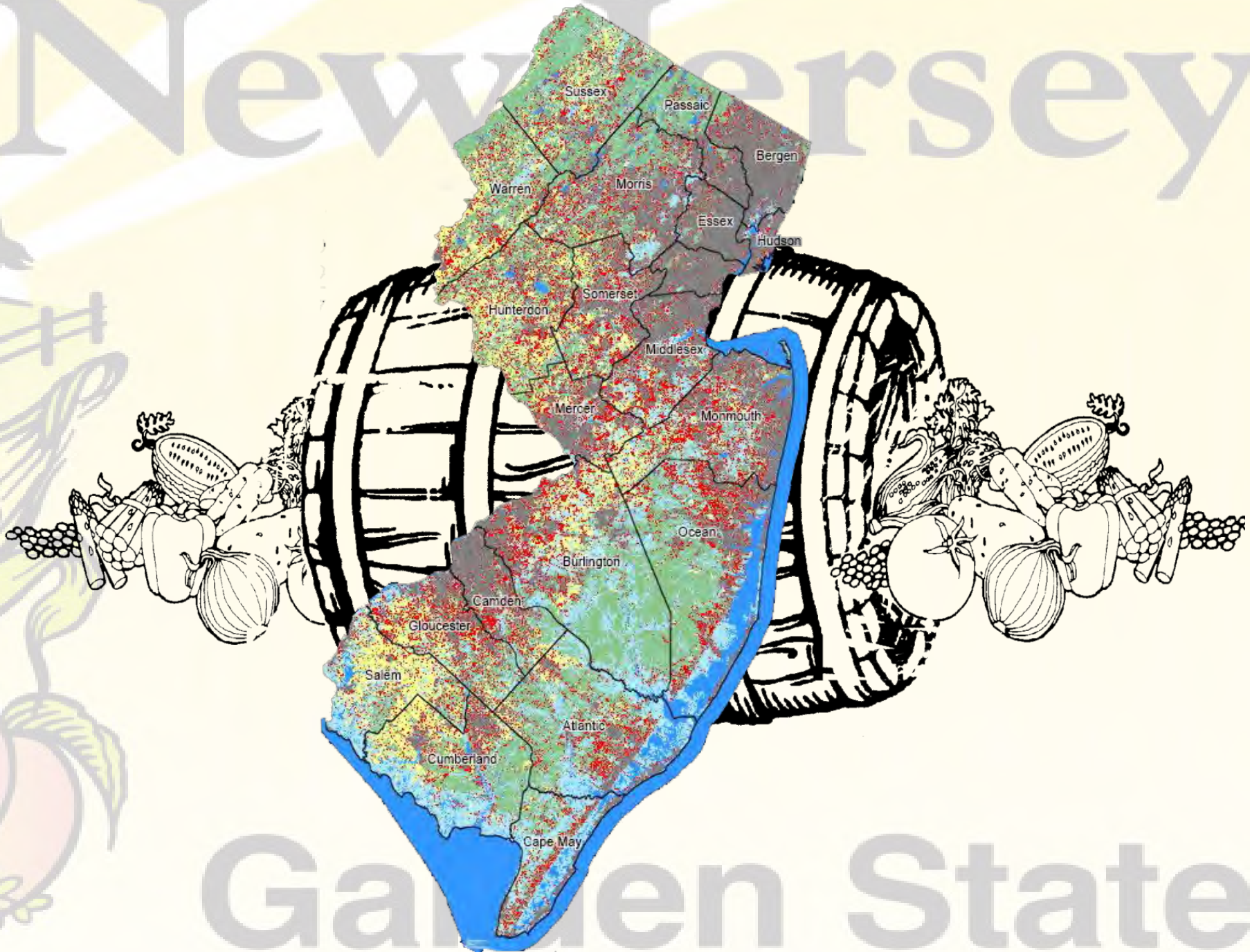


56% of farms have at least one female
producer



38% of farms have a female primary producer,
the person who makes most of the decisions
on the farm (note: the last Census of
Agriculture was the first to allow for multiple
primary producers)

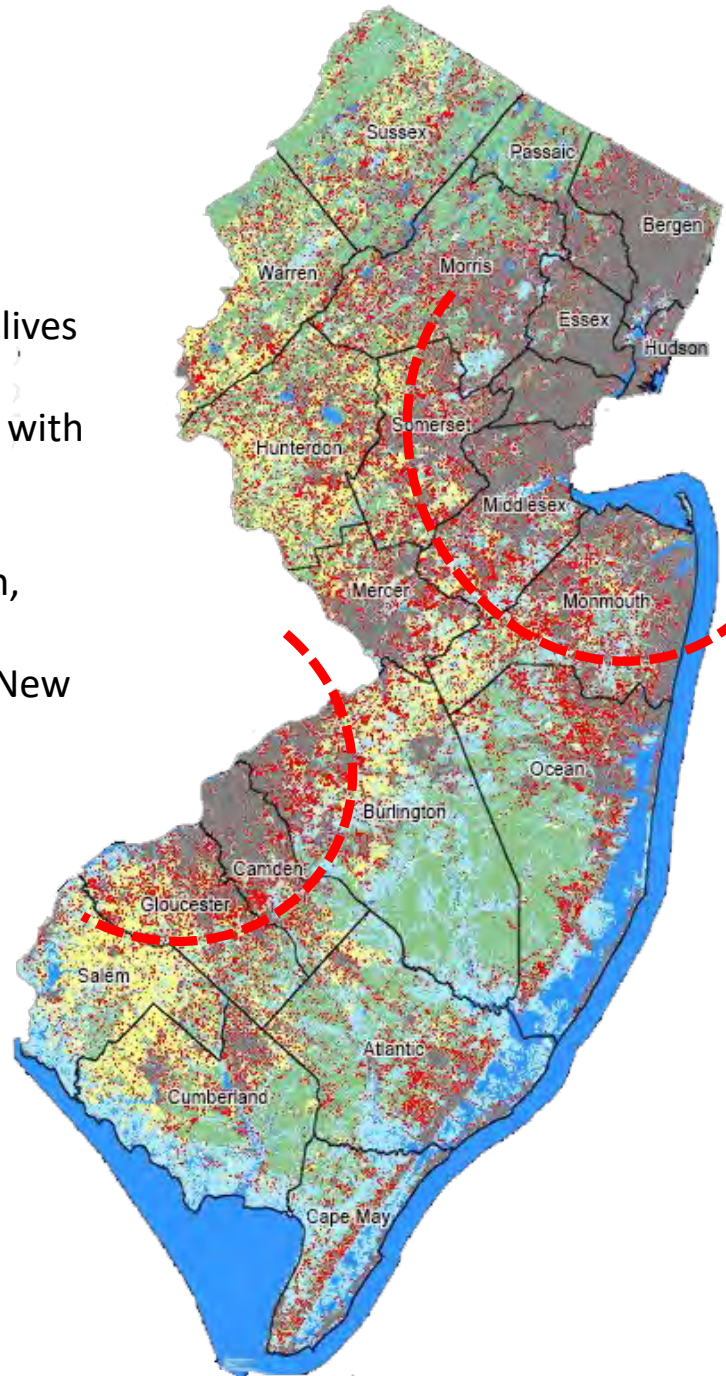
New Jersey



Garden State

Our cities and suburbs

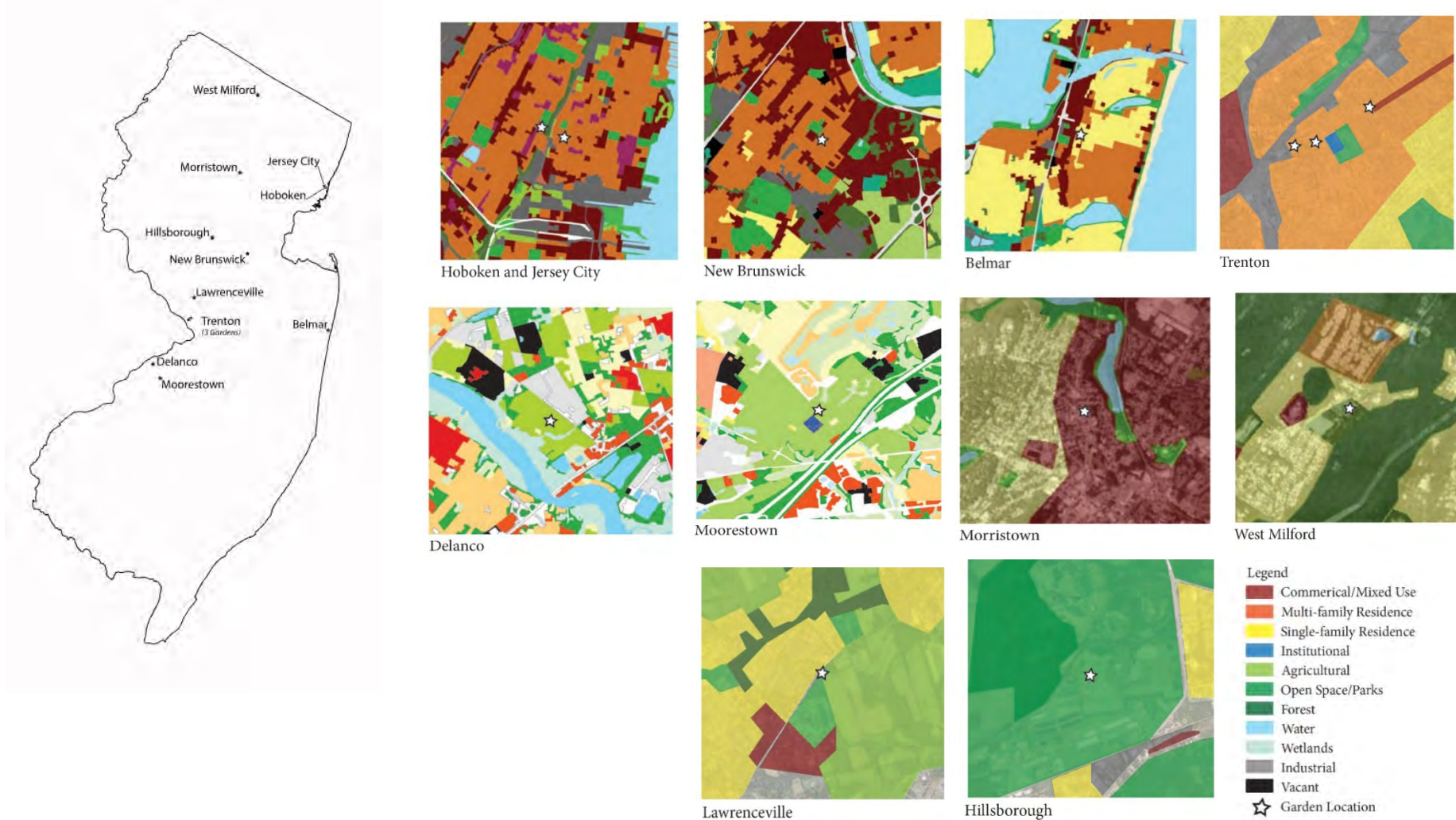
- 92.2% of NJ population lives in an urbanized area
- One of the richest state with some of the poorest communities
- Growing desire for fresh, local produce
- 12.4% of population in New Jersey is food insecure



Our farms

- NJ has approximately 10,300 farms covering 733,450 acres, with an average size of 71 acres.
- Food and agriculture remain NJ's third largest industries, behind pharmacy and tourism.
- NJ agriculture is highly diversified in crop variety and specializations.
- NJ lost the greatest share of agricultural land to development compared to other states, more than 25% between 1982-2007
- Voters approved some of the largest preservation programs in the nation – to include farmland, open space, and historic sites.
- Statewide advocacy for Jersey Fresh.

Contextualizing urban agriculture and community gardens in NJ



“Urban Gardening, okay
but Urban *Farming?*”

“How much can you really grown on a vacant lot?”

“Too labor intensive”

“People will steal”

“As a temporary activity, maybe, but farming is not
the best use of urban land”

←-----267 acres or 55,726 feet -----→



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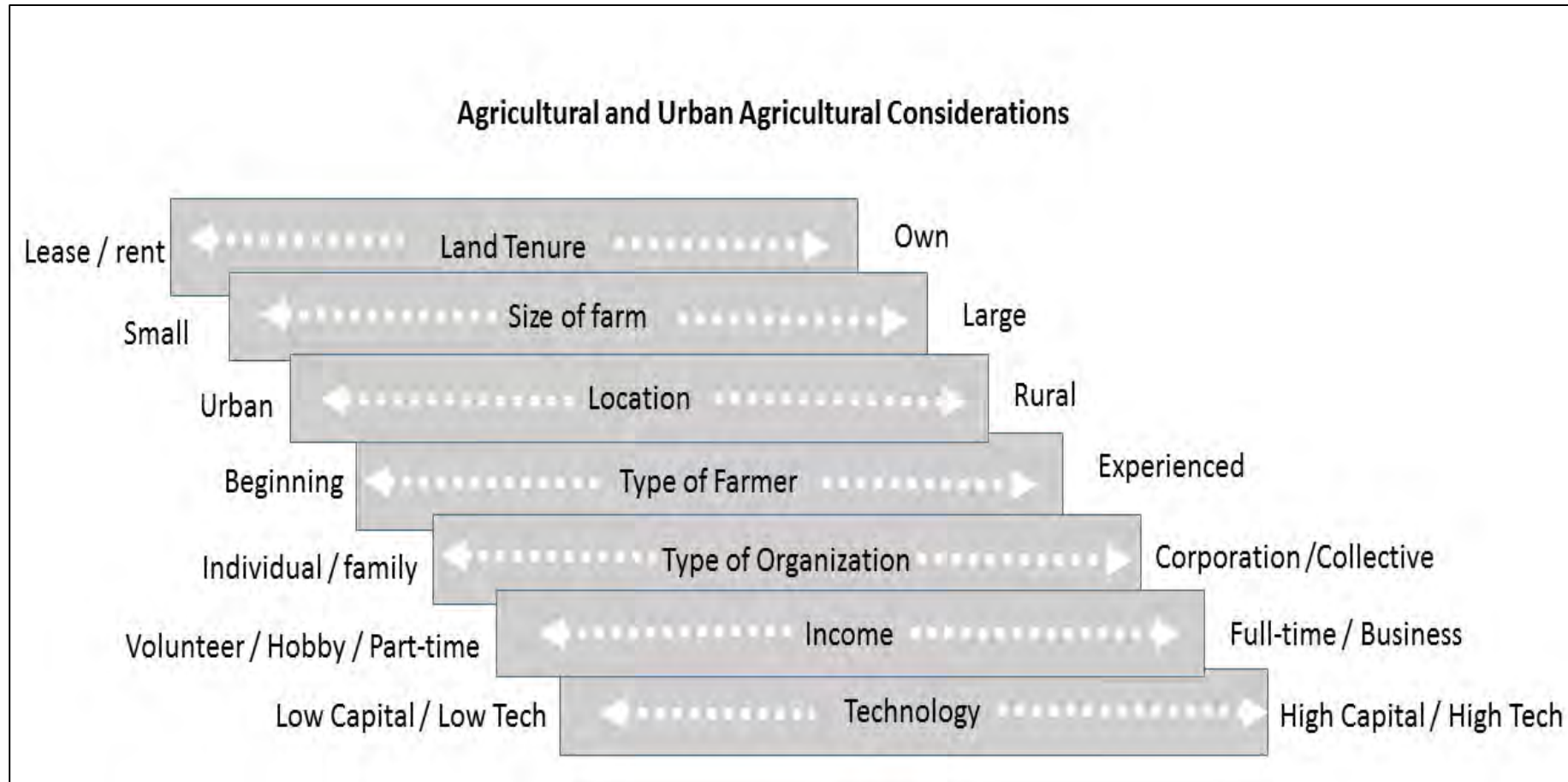
Average size farm: 434 acres

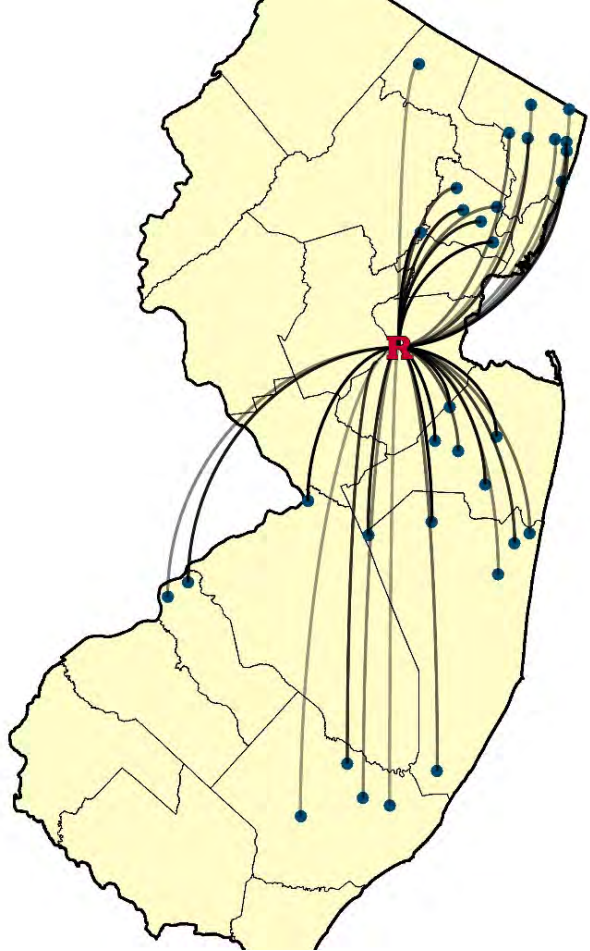
Commercial farm average net cash farm income: \$108,800



Average NJ Farm is 70
acres

Translating how we frame agricultural concerns to better serve urban & suburban agriculture





Opportunity #1: Location Location Location!

Direct marketing and access to consumers

- Farmers' markets
- Pick-your-own
- Farm stands
- Community supported agriculture
- Agro-tourism
- Education programs



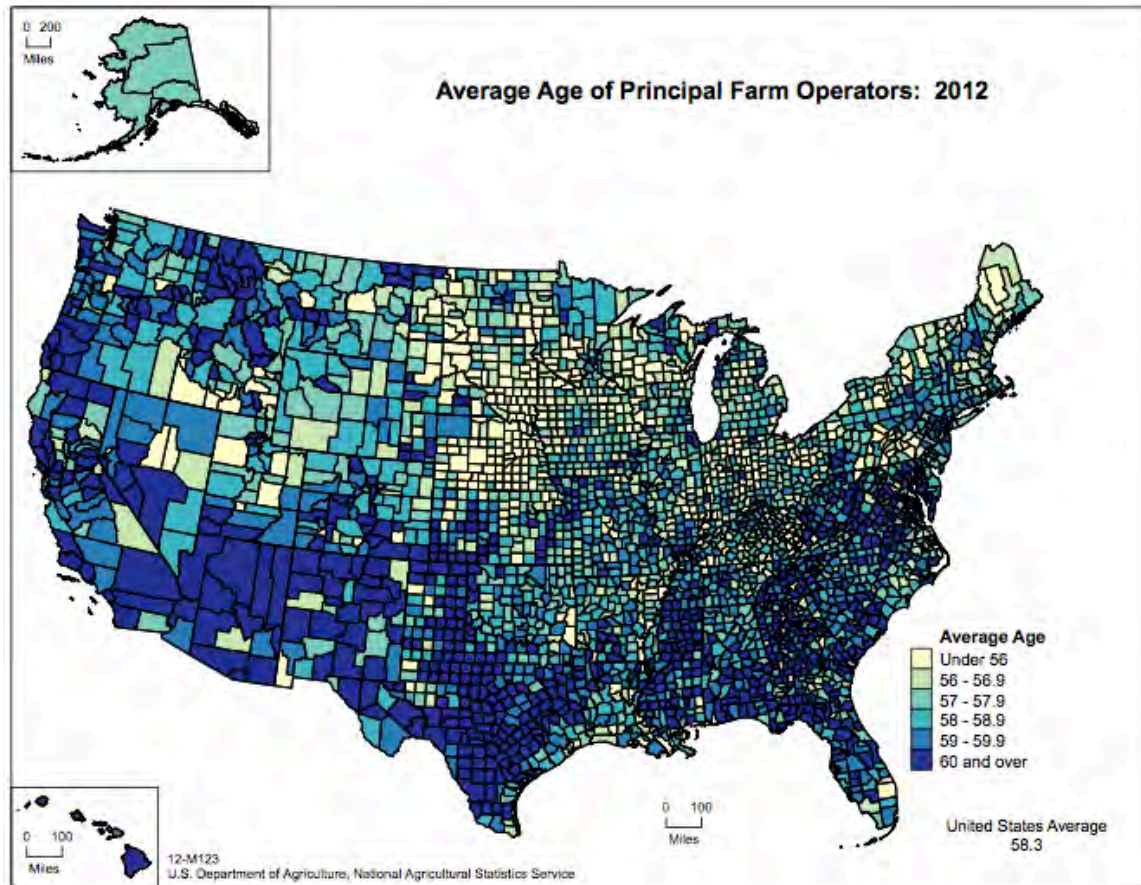


Opportunity #2: Networking Opportunities and Community and Organizations as Collaborators

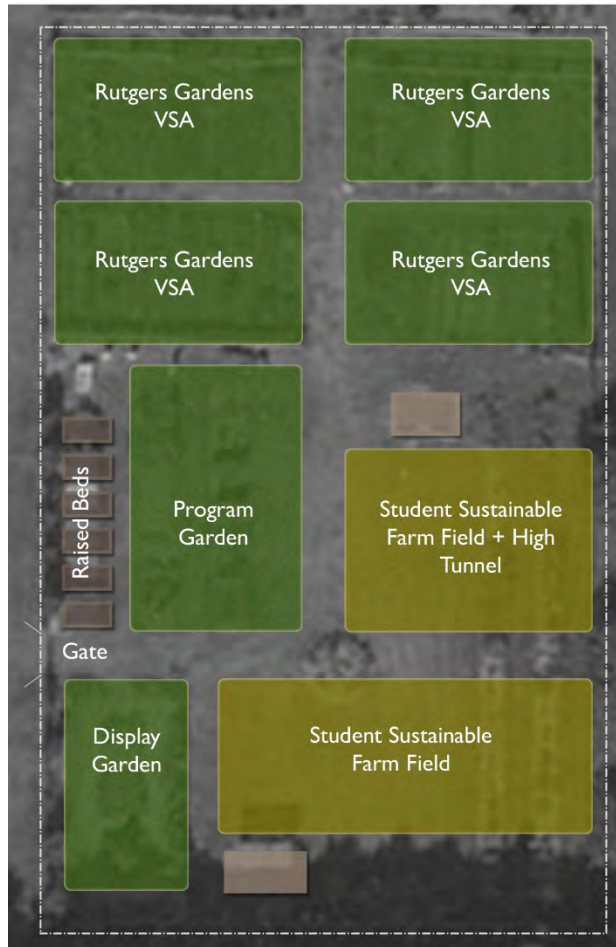


- Institutions with health and wellness missions seeking fresh foods
- Local non-profit urban ag seeking to expand food access, pathways for trainees
- Drop-and-go
- schools

Opportunity #3: Urban ag is attracting young people



Opportunities to develop new training programs and link to multiple professions



Urban ag as occupation, part-time, as quality of life

Women in Ag at Rutgers

Rutgers

54% female / 46% male

Agriculture and Food Systems major

42.6% female / 56.4% male

Thank you for coming!



Thank you!