

What is SARE?

Since 1988, the Sustainable Agriculture Research & Education (SARE) program has been the go-to USDA grants and outreach program for farmers, ranchers, researchers and educators who want to develop innovations that improve farm profitability, protect water and land, and revitalize communities. To date, SARE has awarded over \$287 million to more than 7,000 initiatives.

SARE is grassroots with far-reaching impact

Four regional councils of expert practitioners set priorities and make grants in every state and island protectorate.

SARE communicates results

SARE shares project results by requiring grantees to conduct outreach and grower engagement; and by maintaining the SARE Learning Center—a library of practical publications, grantee-produced information products and other educational materials.



**Sustainable Agriculture
Research & Education**

www.sare.org

SARE: Advancing the Frontier of Sustainable Agriculture in...

New Jersey

Project Highlight: *Programming Supports Northeast Agritourism*

Northeast farmers are relying increasingly on agritourism to expand farm income, create employment for family members and strengthen relationships in the local community. But agritourism also increases a farm's liability, as farm visitors may be exposed to risks they are not familiar with. Some farmers also lack the experience to market their operation to visitors, make the transition to a retail and hospitality enterprise, and manage the associated risks and liabilities.

In response to these issues, a multistate team of Cooperative Extension faculty, led by Brian Schilling from Rutgers University, used SARE funding to develop a train-the-trainer curriculum on agritourism. Its aim was to equip farm service providers with the knowledge, skills and tools needed to

help Northeast farmers minimize risk and liability associated with farm visits, mitigate financial risk, and improve marketing strategies.

The project goal was to train 60 Extension educators and other agricultural service professionals, with at least 30 going on to share information with 200 farmers. But in fact, more than 690 educators and 760 farmers came to this project's workshops, classroom-style training, webinars and small-group farm assessments throughout New Jersey, Vermont, Delaware, and Maine, surpassing the expected level of participation several times over.

For more information on this project, see www.sare.org/projects, and search for project number ENE11-121.

SARE in New Jersey

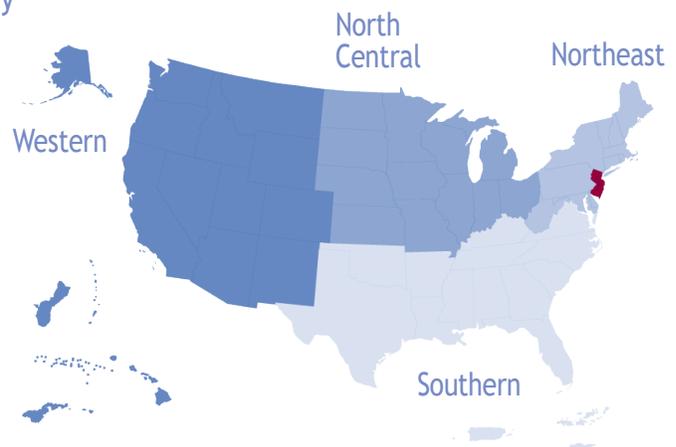
www.nesare.org/new-jersey

\$3.5 million in total funding

102 grant projects

(since 1988)

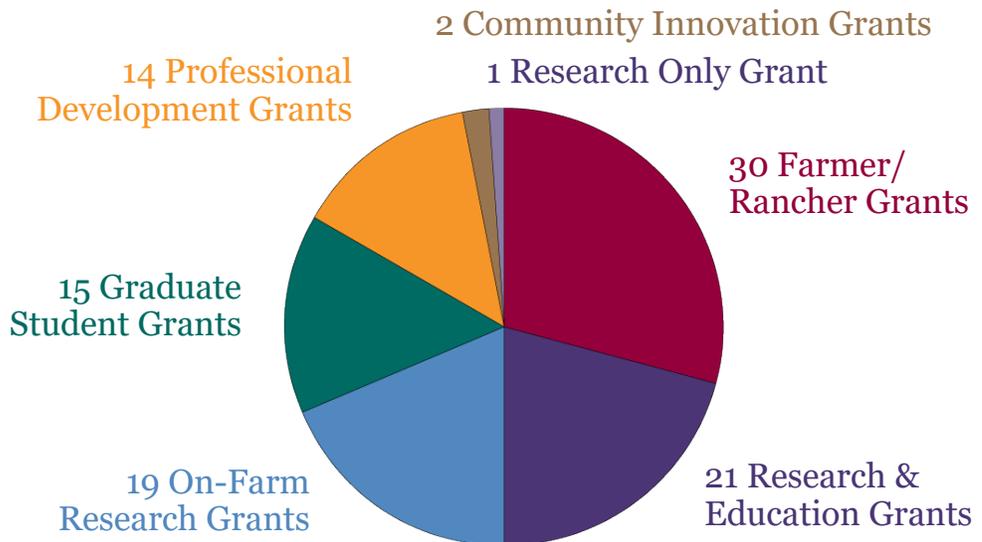
For a complete list of grant projects state by state, go to www.sare.org/state-summaries



SARE's four regional programs and outreach office work to advance sustainable innovations to the whole of American agriculture.

SARE Grants in New Jersey

SARE has awarded a total of **102 grants** in New Jersey since 1988



SARE's Impact



53 percent of producers report using a new production technique after reading a SARE publication.

79 percent of producers said they improved soil quality through their SARE project.

64 percent of producers said their SARE project helped them achieve higher sales.

Contact Your SARE State Coordinator

SARE sustainable ag coordinators run state-level educational programs for Extension and other ag professionals, and many help grant applicants and recipients with planning and outreach. Visit www.nesare.org/new-jersey to learn more.

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For detailed information on SARE projects, go to
www.SARE.org