
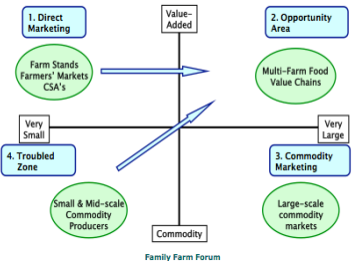




Ag in the Middle Farm

Adaptations to Changing Conditions on the Urban Fringe

	<p>Expand high tunnel acreage. Passive energy high tunnels generate significant horticultural revenues from relatively low capital investments. It is not unusual for a 1/10th acre tunnel, costing under \$10,000, to generate \$10,000 in sales with good management.</p> <ul style="list-style-type: none"> • Constructing High Tunnels http://njsustainingfarms.rutgers.edu/hightunnels.html
<p>Business & Marketing Options</p> 	<p>Strengthen participation in ag co-ops, and cooperative business structures. While the history of co-ops is spotty, they provide for shared capital investments in competitive packing, postharvest handling, food safety, marketing, or transportation in order to serve member farmers and attract larger sales volume customers who demand reliable convenience.</p> <ul style="list-style-type: none"> • Selecting a Cooperative Membership Structure http://www.rurdev.usda.gov/rbs/pub/RR216.pdf
	<p>Engage in agritourism, direct marketing programs, and CSAs where appropriate. This may mean whole new enterprises, like farm vineyards and wineries. We caution that agritourism is not a solution for everyone: "Community supported agriculture programs, wonderful as they are, can't by themselves save American agriculture," -Patrick Martins, Director of Slow Food USA the NYT, April 2004.</p> <p>Work with the Rutgers NJAES Food Innovation Center to create value-added products and enterprises.</p> <ul style="list-style-type: none"> • Agritourism in NJ http://njsustainingfarms.rutgers.edu/agritourism.html • Food Innovation Center www.foodinnovation.rutgers.edu
	<p>Adopting Rutgers crop and livestock programs which reduce management time and intensity. These include IPM delivery, disease forecasting with NEWA, nutrient management consulting, and other practices.</p> <ul style="list-style-type: none"> • IPM pestmanagement.rutgers.edu/ipm/ • NEWA snyderfarm.rutgers.edu/weather-pest-forecasting.html