



The Foodshed Alliance works at the intersection of food, farming and the environmental sectors to foster a self-sustaining foodshed that supports farmers, nourishes people, respects the land and strengthens our communities.

In our first 10 years as a program of the Genesis Farm Earth Literacy Center, we ran educational programs for:

- The public on the benefits of healthy locally produced food and the importance of supporting local farmers.
- Farmers on sustainable agriculture.



We also initiated the Blairstown Farmers Market, which will begin its 9th year in June.

In 2010, we established ourselves as an independent nonprofit organization, committed to providing education and other charitable activities to support and strengthen sustainable agriculture and local food in northwestern New Jersey. In 2014, we were granted 501(c)(3) status by the IRS.



Programs and Activities:

- ✓ **Regional Foodshed Resiliency Plan Implementation**
- ✓ **River-Friendly Farm Certification Program**
- ✓ **LocalShare Food Justice and Gleaning Program**
- ✓ **Education and Outreach**
- ✓ **Green Drinks**
- ✓ **Farm-to-Fork Dinners**



Blairstown Farmers Market – weekly, June to October
Morris County Winter Farmers Market – weekly, December to April

Eating

IS AN

AGRICULTURAL



- WENDELL BERRY

The problem

Our current “global” food system is “broken” and, we believe, unsustainable.

Food on our supermarket shelves travels an average of 1500 miles from its source to our plate.

“Big Ag” using “conventional” farming methods is depleting our soil and water supply.

Many farms in our region find it a challenge to grow food sustainably and to find markets IN THEIR OWN BACKYARD for their products.

When Hurricane Sandy disrupted our food supply chains and closed our local supermarket for two weeks, our local CSA farm never missed a pickup.

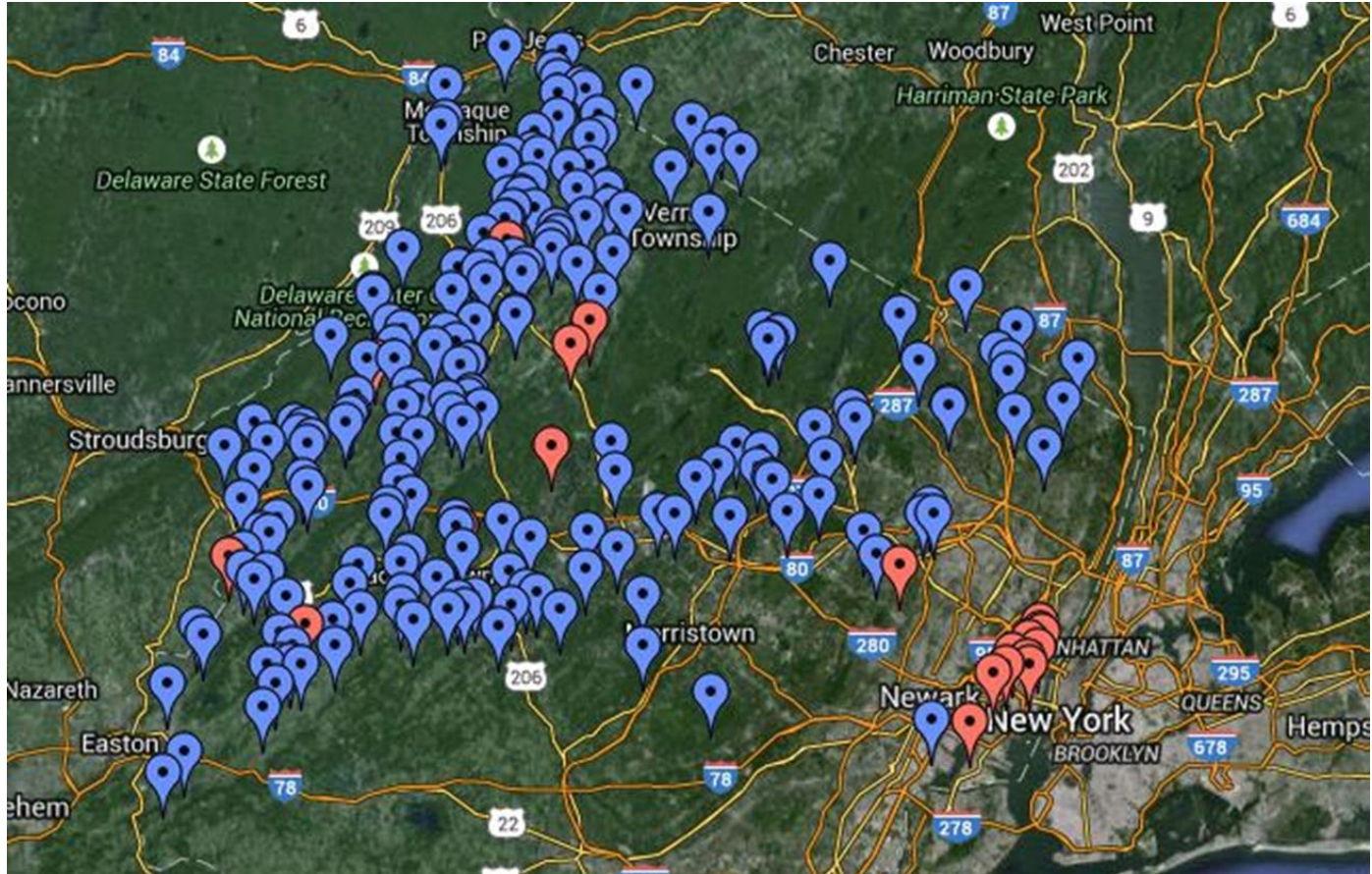
In the 2015 Locavore Index, a ranking of states’ commitment to local food production, New Jersey ranked 39th out of the 50 states and the District of Columbia. (New Jersey even ranked lower than the 33rd-ranked Alaska!)



VISION FOR THE FOODSHED

Everyone in northern New Jersey has access to affordable, nutritious food, locally grown whenever possible. Local farms and support operations play a primary role in producing and distributing that food. Each part of the food system, from seed to table and back to soil, is environmentally regenerative and economically viable. The food system supports a resilient and secure food supply for the region, and a vibrant, healthy life for all members of our community.

To address these problems, our goal is to facilitate a Regional Foodshed Resiliency Plan for New Jersey.



Full report and map at NJLocalFood.com

Trends

- The Farm Bill
- Urban Farming
- Demand for Organic Food
- Food Safety Modernization Act (FSMA)
- Local Food
- Labeling Locally Grown
- Growth of Farmers' Markets
- Farmers As Conservationists

Strengths

- The Tradition of Farming/Experienced Farmers
- AG Retention/Farmland Preservation
- Agencies And Nonprofits Work To Support Our Farms And Food System
- Right-To-Farm Act

Weaknesses

- Many Consumers Perceive Local Food as “Expensive”
- Aging Farmer Population
- Animal Processing for the Retail Market
- Need for Aggregation, Processing, Distribution

Opportunities

- Jersey Fresh
- Increase in Marketing Dollars From Feds
- Meeting the Needs of a Changing Food Marketplace
- New Technology

Threats

- Lack of Financial Viability
- High Cost of Land in New Jersey
- Pollinators are Challenged
- Climate Change

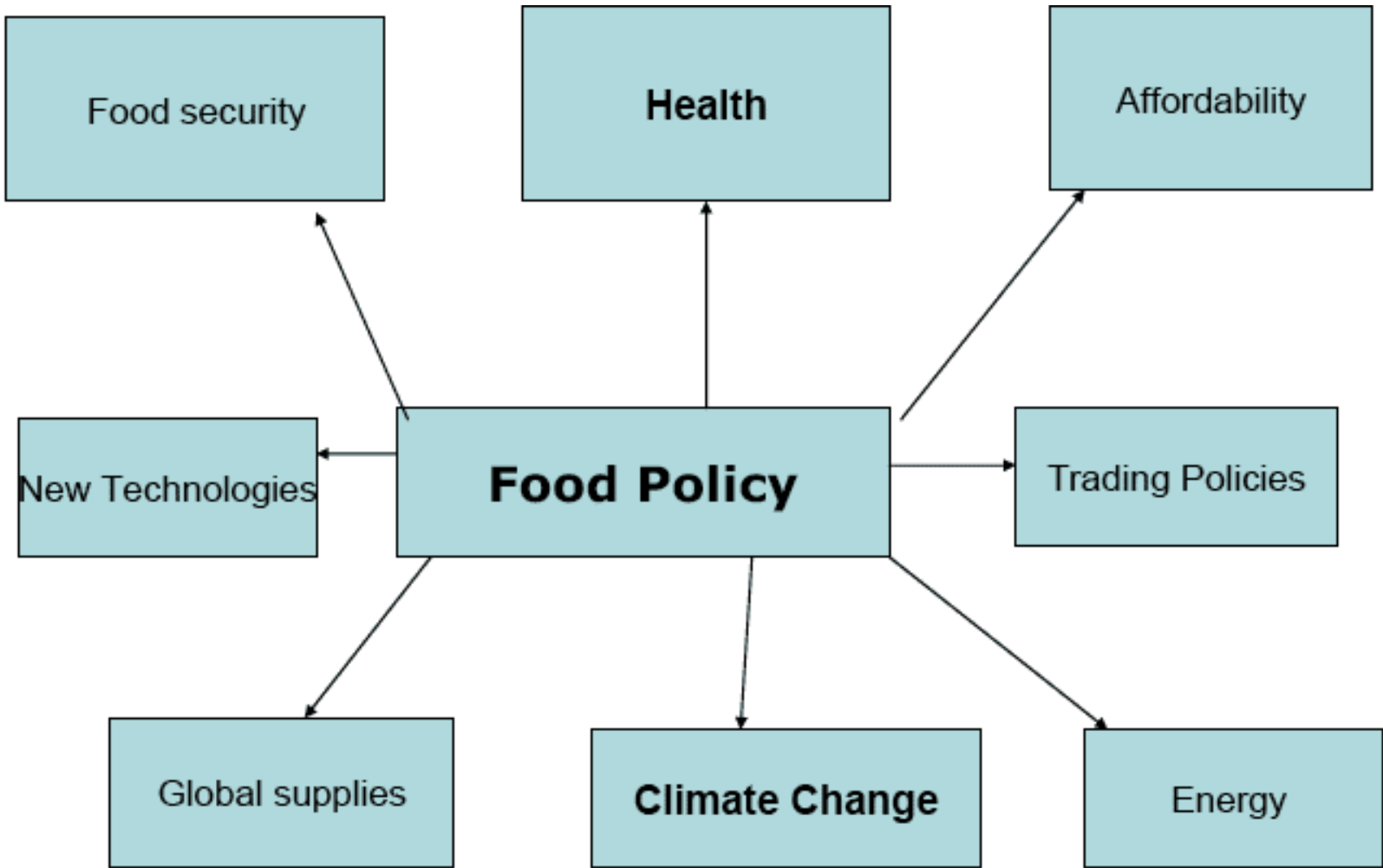
Top Three Priorities



GROW NEW FARMERS



FOOD HUB FEASIBILITY



FOOD POLICY ALLIANCE

Next Steps

- Share the Resiliency Plan with Food System Stakeholders.
- Organize Food System Stakeholders using “Collective Impact.”
- Document Activities and Results.
- Move the Ball towards Reaching the Plan’s Goals.

