

New Jersey Agricultural Experiment Station

Seeds to Success Youth Farmstand

Fact Sheet

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| <p><i>What is Seeds to Success?</i></p> | <p><i>Seeds to Success</i> prepares at-risk youth for the workforce through classroom and on-the-job training.</p> <p><i>Seeds to Success</i> teaches a variety of lessons in the Woodbury, Paulsboro, Glassboro and Bankbridge Regional Schools. During the summer, students apply this knowledge at our Woodbury, Paulsboro and Glassboro youth farmstands, where students truly experience the many aspects of the day-to-day operations of a retail entrepreneurial enterprise.</p> <p>The project has four key goals: provide workforce preparation to teens from Woodbury, Paulsboro and Glassboro; create retail outlets that bring affordable, nutritious foods to consumers; teach teens valuable lifeskills; and offer service learning and economic development opportunities.</p> |
| <p><i>Doesn't this project benefit the overall community, as well?</i></p> | <p><i>Seeds to Success Youth Farmstands</i> bring new business and affordable, nutritious foods to residents of Woodbury, Paulsboro and Glassboro. The farmstands are a unique example of economic development in at-risk communities. And, they support local farmers by offering three new outlets to sell their crops at competitive, profitable prices.</p> <p>The farmstands accept WIC and Senior Farm Market coupons, so limited resource residents have a convenient way to redeem their coupons.</p> |
| <p><i>How is the project funded?</i></p> | <p>The project is funded through a number of sources:</p> <ul style="list-style-type: none"> • USDA CYFAR (Children, Youth and Families At Risk) New Communities Project 5-year renewable grant • Valero Benefit for Children grant • New Jersey Department of Agriculture "Jersey Fresh" grants • Glassboro Neighborhood Preservation Funding Program • Glassboro School District <p>Each funder supports our goal to equip limited resource families and youth with the skills they need to lead positive, productive, contributing lives while promoting economic development and stronger communities.</p> |

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| <p><i>What does the grant pay for?</i></p> | <p>Supplies – We use grant funds to purchase all materials and supplies to operate the farmstands and conduct in-school educational programming. This includes the cash registers, tables, tents, trash bags and so forth.</p> <p>Salaries – Student and supervisor salaries are also paid through grant funds.</p> |
| <p><i>How do the kids pay for the produce?</i></p> | <p>Just like a regular business, proceeds from the sale of fruits, vegetables and herbs sold at the farmstands are used to pay for supplies. The students purchase their inventory at wholesale prices from local farmers; calculate a mark-up that includes profit; and charge retail prices to consumers.</p> <p>Any profit made at the farmstand is shared among the students at the end of the season.</p> |
| <p><i>Where does the produce come from? Is it donated or purchased?</i></p> | <p>All produce sold at the Paulsboro, Woodbury and Glassboro Youth Farmstands is purchased from Gloucester, Atlantic, Camden and Salem County farmers. None of the produce sold at the farmstands is donated. Throughout July and August, the kids give local farmers three new retail outlets for their crops by selling peaches, tomatoes, peppers, corn, blueberries, greens, herbs and more at the farmstands.</p> <p>Our goal is to support local agriculture! Agriculture is an important part of the quality of life we enjoy in New Jersey. Productive farmland helps keep property taxes down, benefits the environment, adds to a community’s character and ensures that we continue to have access to an abundant supply of locally produced fresh fruits and vegetables.</p> |
| <p><i>How are kids selected to work at the farmstand?</i></p> | <p>Teens from Paulsboro, Woodbury, Glassboro and Bankbridge Regional High Schools are recruited for this project. As with any job, interested teens complete job applications and are interviewed. Those who are selected complete training prior to starting work and continue to receive regularly scheduled training during the summer and throughout the school year to operate their farmstands.</p> <p>The communities of Woodbury, Paulsboro and Glassboro were targeted because at least 20% of the population living in households has incomes below the poverty level.</p> |

Youth Farm Stand

Seeds to Success

