

NORTHEAST SARE

2002 FARMER/GROWER GRANT FINAL REPORT

Project Title: **Multi-Farm Garlic Growers Project**
Farmer/Grower Grant Final Report FNE02-439

Goals of the Multi-Farm Garlic Growers Project:

Garlic consumption in the United States has been increasing over the last several years and garlic represents an excellent "high-value" crop for growers and an excellent opportunity for value-added. With small farms, the planting and harvesting of garlic is very labor intensive and often farmers cannot grow enough garlic to market efficiently due to labor constraints.

Catalpa Ridge Farm developed a program to network with other farmers via share cropping to alleviate the labor problem. With help from extension, we will be working with local community youth groups to incorporate garlic braids to supply value added marketing of the garlic grown and harvested by these farmers. We propose to also form a Garlic Support/ Discussion Group of local farmers and growers of garlic to share knowledge, varieties, problems, cultural methods, etc. This will help growers avoid the pitfalls of working in isolation.

What this project proposed to do is develop the value added possibilities and gather the results from this project and publish and disseminate the information. These results could assist other small farmers in the Northeast to start similar projects using our model.

Updated farm information since receiving the grant:

The weather related problems contributed to many crop failures during the 2002 season. The impact of the drought was so considerable that we had to discontinue our deliveries to the NY City CSA and turned over the deliveries to another farmer. CSA deliveries continued through the end of October for our Hoboken & Vernon Valley drop-off sites.

The early spring weather was cold & wet and this contributed to some garlic crop failure as well.

The share-cropping model did work extremely well though overall, so well that we continued the practice during this year's planting season in October/November 2002. The time saved by using the model was immense with large quantities of garlic harvested during the summer and planted during the late autumn. At our farm specifically, a total of 4400 garlic cloves were planted in just 4-5 hours.

Collaborators & their roles in this project:

Collaborator	Role
Brian A. Oleksak Horticultural Program Associate Rutgers' Cooperative Extension	<ul style="list-style-type: none">• Coordinated with the Master Gardeners of Sussex County garlic braiding classes and demonstrations.• These braids, swags & wreaths were placed into our value-added program.• With the Master Gardeners formulated a garlic cookbook for distribution at farmers markets and at various events.
Brian Misura & Michael Misura Tony DiPippo's Farm	<ul style="list-style-type: none">• Grower for garlic project using the share-cropping model• 10/10/2001 – 36 lbs garlic planted<ul style="list-style-type: none">○ 25 lbs Music○ 11 lbs German Red○ 4 lbs Shallots• Unfortunately the weather problems during the winter and early spring caused a total crop failure at this farm with only minimal amounts of garlic & shallots harvested. What was harvested was totally given to the farm for sale at their farm stand instead of the 50/50 split proposed in the share-cropping model.

Collaborator	Role
Dick Moran Starbrite Farm	<ul style="list-style-type: none"> • Grower for garlic project using the share-cropping model <ul style="list-style-type: none"> ○ 10/7/2001 – 12 lbs (Music) planted ○ 10/12/2001 – 39 lbs (Music, Romanian, Dutch Shallots, Red Shallots) planted ○ 11/1/2001 – 28 lbs (Korean Red, German Porcelain, Italian Purple, Spanish Rojas, California Early) planted ○ 2/20/2002 – 23 lbs garlic & shallots were planted • A total of 84 pounds of garlic was planted over these 4 half-days. • Another 83 pounds from the 2002 harvest has been saved for seed to be replanted at Starbrite Farm using the share-crop model. • On the accompanying worksheets, the planting time, weeding time and harvesting times have been tracked. • The harvest was split 50/50 and about 70 lbs of garlic was placed into the value-added program.
Roman Osadca Land of Milk and Honey Farm	<ul style="list-style-type: none"> • Assisted in the formation of the Garlic Support/Discussion Group. • Continues to assist in education, outreach and dissemination of information gathered during this project.
Susan Sisti	<ul style="list-style-type: none"> • Provided computer support during the course of the project. <ul style="list-style-type: none"> ○ Developed Excel worksheets to track times & yields during the project ○ Created & maintains database of varieties, mail list of names for the garlic group. ○ Produced newsletters, flyers, handouts over the course of the project. ○ Produced final report in booklet form for distribution. ○ Created & maintains website information: ○ www.garliconline.com (<i>this site is under construction, but should be ready by March</i>)

The Multi-Farm Garlic Growers Project & how it was done:

Garlic is a very labor-intensive crop and labor is a difficult issue for most small farmers in the northeast. By two or more farmers getting together to plant the garlic in October and then again the following July to harvest it, a relatively large amount of garlic can be planted and harvested on the farm quickly.

- Catalpa Ridge Farm trialed new varieties and provided the garlic that was used in this project. There were many different varieties planted which allowed for more choices by consumers during sales.
- The garlic was planted & harvested at two farms using the share-crop model. Some of this garlic was placed into the value added program.
- Additionally a garlic support/discussion group was formed which lead to many new and innovative ideas.

The Share-Crop Model involved the following:

- Seed garlic was provided by the project leader
- Planting days were set up where the share-crop farmers would meet at the farm and organize the planting scheme.
 - this involves keeping the different varieties separate
 - popping the garlic bulbs so the cloves are ready for planting
 - planting the garlic
 - labeling the variety in the field
 - mulching
- The farmer on whose farm the garlic was planted is responsible for weeding and other maintenance such as field preparation. This was tracked on a worksheet.
- Harvesting days were agreed upon so the share-crop farmers would again meet and harvest the garlic.
 - due to the nature of the garlic varieties, this was carried out on a number of different days and tracked on the worksheet.

- Varieties were kept separate for wholesale & retail sales
- The storage & curing process in our case studies was all performed at the farm where the garlic was planted. When it was time to sell the garlic, the garlic was then split between the farmers.
- The garlic harvest is split 50/50 amongst the share-crop farmers. The reasoning being:
 - Seed garlic is provided by the “project leader”
 - Planting is shared
 - Weeding is the responsibility of the farmer on whose farm the garlic is planted. Also the storage of the garlic remained at the farm where it was planted until ready to be divided between the farmers.
 - Harvesting is shared
- A total of **120 lbs** was planted
- A total of **350 lbs** was harvested
 - this was a yield of 2.92x (between all 3 farms involved)
 - usual yields for garlic is up to 10x, but we feel our weather-related problems contributed to this decreased yield for this past season. At one farm, there was almost a yield of 8x, and at another farm a total loss.
- About 70 lbs of garlic was placed into the value-added program with the garlic braids, swags & wreaths being made through a cooperative effort with local county extension service & county master gardeners. The garlic harvested off the farm placed into the value-added program was also split 50/50 after the braids were made. This allowed the share-crop farmers to not only share in the harvest but share in the value-added program as well.
- **Copy of Excel worksheet is attached**

The Value-Added Program involved the following:

We worked with Rutgers Cooperative Extension & the Sussex County Master Gardener Program. Uncleaned garlic was supplied to Brian Oleksak of Rutgers' Cooperative Extension who put together instructional classes. These were started using the video tape and booklets bought with SARE grant funds. About 70 lbs of garlic was placed into the program. About 30 braids & swags and 3 wreaths were made by the Master Gardeners, some were decorated and some remained plain. The braids and swags averaged about 1 to 1/2 pounds each, and each wreath was about 5 ½ pounds. Each was labeled with a card showing the SARE logo with the notation: “*This garlic braiding project is part of a cooperative effort between Rutgers' Cooperative Extension of Sussex County & the farmers involved in the “Multi-Farm Garlic Growers Project” SARE grant.*” Garlic recipes and garlic hints were also included on the card as well as information to join the Garden State Garlic group. (***see attached samples***)

There was potential to include using local community groups (4H clubs, Boy & Girl Scouts, etc.) to design & assemble decorative swags & braids to use as a fund raiser, but this was not undertaken during this project.

The Outreach & Education program involved the following:

During the early spring a **garlic support/discussion group** was formed. This was accomplished by mailings, phone calls, e-mails and networking at conferences. We also had sign-up forms at the State Fair, farmers markets and other events during the year. Farmers, home growers and any lovers of garlic were welcome. (***invitation & meeting notes are enclosed***)

The objective was to :

- Bring people together to share knowledge & cultural methods

While not totally organized in the formal sense, we continue to build a mailing list to network further during the winter. See additional developments under Garden State Garlic Gathering notes.

Many new ideas were developed during the initial meeting and subsequent communications. These are outlined in the notes under generating new ideas below.

A "how-to" booklet based on the findings of this grant will be distributed at the NOFA Conference in New Jersey & Connecticut. In addition, they will be available at the Sussex County Board of Agriculture meetings. They will also be mailed to interested parties and posted on the website. Also as part of our outreach program, the findings of this project are also being disseminated to the "Natural Farmer" & "Growing for Market" publications.

Findings & accomplishments

Share Cropping:

One farm could no longer participate in the program due to problems arising from the death of the primary farmer the previous year.

A new farmer was added into the program and three farmers partnered in a mechanical planter. This further decreased the planting time. Over 2 acres of garlic was planted mechanically this past October using the share-crop model with three farmers involved, Rich Sisti, Dick Moran and John Krueger. The share-crop model will be followed through to harvest in 2003 and will probably continue in years to come. At Starbrite Farm there were additional sales from garlic curls. These were sold for \$2.00/lb with total sales of \$270.00.

Value-Added:

Sales of the braids, swags & wreaths were disappointing. The display of the braids & wreaths however were a major attraction at different events throughout the year and the braiding demonstrations held by the Master Gardeners were well attended.

- 20% of the garlic braid/wreath sales were donated back to the Master Gardeners.
- The Master Gardeners learned a new craft during this project which can then be taught to others, such as community youth groups.
- Braiding demonstrations were well attended and a major attraction at two events during the course of the project.
- During these events we did have sales of un-cleaned garlic for the do-it-yourself braiders who learned during the demonstration and from the handouts provided.
- Master Gardeners assembled a garlic cookbook for distribution at farmers markets and events over the course of the summer. **(copy attached)**

We hoped that sales would increase during the holiday season, but they did not.

Even though sales were disappointing, this part of the project will continue as the garlic braids & wreaths were a great addition at various event set-ups.

Outreach/Education - Garlic Support/Discussion Group:

The formation of this group and the outcome far exceeded our original expectations. Here are a few of the ideas that were discussed:

- Social *Plan on having a group social in February 2003*
- Newsletter *In the winter, the first newsletter will be put together*
- Growing Tips *Send in any info you may have to include in the newsletter*
- Reference Library *NOFA-NJ has agreed to maintain a reference library*
- Educational *On going education by GSGG members at events & functions, such as Sussex Farm & Horse Show Tomato Tasting with a Garlic Presence! August 7th.*
- Share Seed Stock *Through the newsletter & gatherings*
- Grower List *To be published with the newsletter*
- Growing Tips *Please submit and these will be published in the newsletter*
- Recipes *Please submit and these will be published in the newsletter*
- Garlic Tasting *August 7th at the Sussex Farm & Horse Show Augusta, NJ
September 8th we will be meeting with the Garden State Heirloom Seed Society Tomato Tasting Festival in Delaware, NJ*
- Create Market Leads

- Braiding Class *Current project includes working with Rutgers Cooperative Extension and local youth groups. More information will follow in September. This is in progress....*
- Develop New Products *Such as garlic infused honey, etc...*

The mission of Garden State Garlic is **“to educate and promote the growing and eating of good garlic”**. Further discussions lead to organizing an event and this became the Garden State Garlic Gathering! (see additional notes under generating new ideas)

Overall findings: The Multi-Farm Garlic Growers project findings did assist in helping growers avoid the pitfalls of working in isolation. Time was saved and the farmers benefited by sharing the labor. Most of the garlic sales were derived from single bulb “gourmet” garlic sales at various events during the year. This garlic was graded using yet to be published Jersey Fresh Grading Standards and as seed garlic at the Garden State Garlic Gathering. There were some garlic braid & wreath sales, but these were not encouraging. The braids & wreaths did add value overall, as they were attention getters at the events.

Were there any unexpected results?

- While we believed the braids & wreaths would be “hot” sellers, they were not.
- The Garlic Gathering was more popular than we had originally imagined. While garlic at the supermarkets is priced at \$1-\$2/pound, we found a huge demand at the farmers’ markets & events with an increased consumer interest in garlic varieties. This led to sales of garlic of at least 6x or more/pound than the supermarket price.
- The Garden State Garlic group will become an organization with dues, a newsletter & website during 2003.
- It was thought to identify a variety or two to be grown by the group, but it became obvious based on our findings at the events that the more varieties grown the better! Consumers were indeed intrigued with the many different varieties & tastes that each one had. Individuals would find their “favorite” and actively seek it out to purchase, either for growing or eating.

Site conditions that affected the outcome:

The weather we had during the fall, winter and spring was the major contributor to poor yields and crop failures this past year. During the fall and winter we had very dry & warm weather, so warm that the over-seeded oats over-wintered & helped increase the weed problem (oats usually don’t over-winter in our area). The spring was very cold & wet and a lot of garlic was lost. Despite these problems, which will historically occur in different years, the share-cropping model did work very well and will be continued.

Economic findings of the project:

Saving of time was the major benefit, especially for a small farmer who often works independently. The project involved multiple farmers.

Overall sales of garlic at events, farmers’ markets and the value-added project did yield additional income. This was most evident during the various events where garlic was sold. The large quantity available and the different varieties offered did have an effect on garlic sales, based on previous years. Other farmers who have never grown garlic that were set up at the farmers’ market became interested enough to purchase garlic seed to plant for harvest next year.

Have results generated new ideas?

Garlic Variety Display - Our initial display of over 60 varieties of garlic was exhibited by both Rich Sisti & Roman Osadca at the Sussex Farm & Horse Show-New Jersey State Fair. New categories for submitting garlic braids & wreaths were added for exhibitors and over 8 different individuals exhibited. The display was very attractive and was a show stopper. Additional names were added to our mailing list from this exhibit. This display has grown to over 100 varieties at this point between Rich & Roman and at least 90 of these were the basis for our educational display at the Garden State Garlic Gathering. One bulb was displayed on a small blue plate with a professionally printed card with name, description, type, history,

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etc. (see photos attached).

Lending Library - NOFA-NJ has agreed to maintain a lending library of garlic information once the Garden State Garlic group finalizes the bibliography.

Garlic Gathering – A cooperative effort to produce the first Garden State Garlic Gathering was undertaken in the summer of 2002. This included principle members of the Garden State Garlic group, the management of Lafayette Village, The Sussex County Marketing Association, Rutgers' Cooperative Extension and the Lafayette Village Farmers' Market Association. This was a one-day event which brought farmers locally and from Pennsylvania to sell garlic, garlic seed and garlic related products such as garlic vinegar. The event had great pre and post press and was attended by well over 1000 people. This far exceeded our expectations and so much interest was generated that we have outlined additional ideas in a SARE grant proposal for 2003. The garlic gathering offered garlic & garlic seed for sale, garlic tasting, display of over 90 varieties of garlic and a garlic braiding/wreath making demonstration by the Master Gardeners to name a few. It was held in conjunction with the Lafayette Village Farmers' Market which increased sales to the farmers set up with their produce, cheese, flowers, organic produce, honey, etc. and also increased the sales for the store owners who rent space in the village.

- Over 25 different varieties were offered for sale, between the farmers who participated
- 6-8 of these varieties were also placed on the raw garlic tasting table
 - At the raw garlic tasting table, we placed the garlic from mild to hot and most individuals sampled all of the varieties.
 - This led to dramatic sale increases over those that were not tasted.
 - Findings were to have the garlic where large amounts are available for sale to be the varieties to place at the tasting table, as you cannot reasonably offer 20 different varieties to taste. A manageable amount of 4-8 different varieties is good to offer, and make sure the varieties you choose do have definite differences in taste. This will again be tested in 2003 at the GSG Gathering.
 - Pestos, jalapeno garlic corn bread, garlic French bread and salsas were also offered for tasting.

4H Involvement - We supplied garlic for planting by the local 4H youth for their garden on the fair grounds. This garlic will be exhibited by them during next year's New Jersey State Fair. They also plan to have a booth at the 2003 Garlic Gathering.

Event Marketing - additional ideas have been outlined in a SARE grant proposal for 2003.

Trial New Garlic Varieties in our area – 2 farmers are involved in trialing new varieties to report on yields and length of storage. It was discovered during the project that some varieties did not hold up well over the season. This data is being gathered for next year.

Have these ideas assisted in solving problems?

The new ideas generated from the project were not problem solvers, but more on expanding the possibilities of sustaining income for the small farmer. The Event Marketing idea will help establish annual events which will produce additional income to the small farmer.

The new garlic variety trials will gather information to see what garlic varieties are better suited for certain uses in our area.

What is next step:

Assist new garlic growers, both farmers & home gardeners in our area through meetings and events.

Expand on the Garlic Gathering and other events in our area.

Will you continue to use the practice you investigated? Why or why not?

Yes and it has already been implemented again during the October/November 2002 planting season. Even though the yields were off, the results were so encouraging. The time saved using the "share-cropping" model definitely helped all farmers involved.

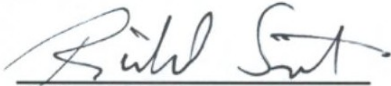
Outreach Program

A complete report, analysis and "how to" on the *Multi-Farm Garlic Growers Project* has been made into a 5 ½ x 8" booklet. This report has been or will be made available at:

- NOFA Winter and Summer Conferences
- Farmer to Farmer meetings and conferences
- Article submitted to "Natural Farmer", "Growing for Market" and similar publications to include a complete report and analysis
- Mailings to those interested
- Posted on website for broader dissemination
- Garden State Garlic group meetings

Submitted on 2/5/2003

by:



Richard Sisti

Catalpa Ridge Farm

PO Box 257

Newfoundland, NJ 07435

973-209-4903

e-mail: ssisti@nac.net

Attachments:

- Report from Brian Olesak, Advisor
- Excel worksheet for tracking share-crop model
- Cards labeling the garlic braids & wreaths
- 4 pages of photographs
- Invitation to Garlic Discussion Group
- Sign-up form for Garlic Discussion Group
- Meeting Minutes for Garden State Garlic group
- Flyer advertising the Garlic Gathering
- Preview of upcoming Garden State Garlic Times
- Cookbook collection from the Master Gardeners of Sussex County

Farm Worksheet for Multi-Farm Garlic Growers Project

Farm: STAR BRITE

Planting Data Date Planted: 10/12/01

lbs planted 28 Romein 12 / 9 LBS BRITANNY RED Schallots

Time to plant: Start Time 9 End Time 12

APPROX 6 HRS HAND PLATED Total Hrs

List Workers: DICK
RICH

6

Garlic Weeding Data

Date	Time needed	Date	Time needed

Other Garlic Maintenance Data:

The Romein 12 was 8 Rows in a 54 Row Field of mixed varieties 100' approx 1 ac total field with schallots between varieties.

The weeding data was not completed but the whole field was tractor weeded twice.

Harvesting Data Date Harvested: 7/19/02

lbs harvested 180

Time to harvest: Start Time 9:30 End Time 11

List Workers: DICK
RICH

5

+ 2 HRS 8/12/02
TO GRADE +
SPLIT

50/50 Split

	Farm <u>STAR</u>	Farm <u>CATZ LPA</u>	
# lbs	<u>12</u>	<u>12</u>	placed into value-added program
# lbs	<u>78</u>	<u>78</u>	placed for outright sales

Value-Added Worksheet for Multi-Farm Garlic Growers Project

EXAMPLE RECORD KEEPING

lbs placed into program 200

for every 4 produced group gets 1

Farmers 180

products produced 240

Group 60

Distribution:

	Farm_A	Farm_B	Group_A	Group_B
Braids	30	30	20	
Swags	30	30		20
Other Products	30	30	20	

Sales:

	# sold	price/per	Total
Braids			
Farm_A	30	15	\$ 450.00
Farm_B	30	18	\$ 540.00
Swags			
Farm_A	30	22	\$ 660.00
Farm_B	30	25	\$ 750.00
Other Products			
Farm_A	30	8	\$ 240.00
Farm_B	30	7.5	\$ 225.00
Total Farm Sales:			\$ 2,865.00

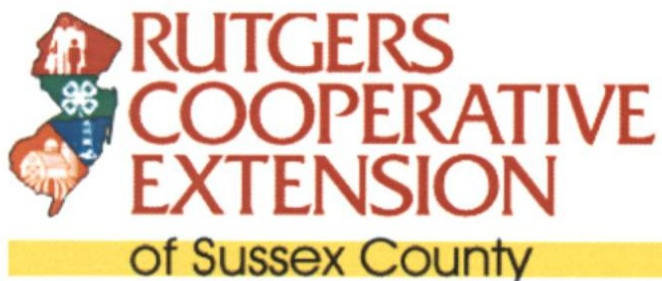
Costs:

Garlic Seed for Value Added Program \$ 200.00

Supplies:	#	cost/per	total cost	\$
Cards/labels	240	0.12	28.80	
Decorations	240	0.22	52.80	
Ribbons	240	0.08	19.20	
Other	240	0.3	72.00	
Miscellaneous Supplies			112	
			0.00	
			0.00	

Total Costs

\$ 484.80



The Master Gardeners of Sussex County New Jersey partnered with the Garden State Garlic Group (GSGG) in the summer of 2002 to help further that group's goals of "growing and eating good garlic". The Master Gardeners were asked to generate projects that would add value to the garlic grown by GSGG members.

The Master Gardener program is a national education/outreach/service organization administered through Cooperative Extension. The Sussex County program is under the direction of Rutgers Cooperative Extension of Sussex County. Traditionally, Master Gardener volunteers have worked with extension faculty and staff by assisting with home horticulture clientele in a diagnostic and outreach capacity. For Rutgers Cooperative Extension of Sussex County, which serves sizable farm and non-farm audiences, the garlic project enabled that agency to meet the needs of both clientele groups. The Master Gardeners were able to learn more about agricultural production and marketing. The GSGG members benefited from the eager support of Master Gardener volunteers who focused their efforts on the labor-intensive job of braid and wreath-making.

Garlic was harvested by the member producers participating in the GSGG and delivered to the Cooperative Extension office for assembly. Twenty-three Master Gardener volunteers took part in the project that included, cleaning, sizing and braiding soft neck varieties of garlic. Hard neck varieties were also fashioned into decorative wreath and swags using twine, 16 gauge wire and prefabricated frames. Swags contained 12 to 20 garlic bulbs. Wreaths generally required 85-90 garlic bulbs to complete. Though the wreaths and swags were fully functional for culinary use, it was the intention to promote the items for decorative value or as high value garden gifts, and therefore increase the amount of garlic that could be sold.

Braided items were entered into the Open Vegetable Show of the New Jersey State Fair, with two new vegetable classes created to accommodate

these new entries. The New Jersey State Fair serves as a central agricultural demonstration venue for northern New Jersey, Pennsylvania and New York and is attended by over 200,000 people annually.

Master Gardener volunteers offered braiding demonstrations at the Garden State Garlic Group's Garlic Gathering held at Olde Lafayette Village in Lafayette, New Jersey on October 6, 2002. The live demonstration provided an educational and entertaining component to this open air community farmers market. Festival attendees received copies of the Sussex County Master Gardener publication "A Touch of Garlic". This eight-page recipe booklet contains recipes in which garlic is a main ingredient. Volunteers at the demonstration noted that many attendees were interested in purchasing loose garlic bulbs rather than finished braids in order to take with them and fashion their own braids.

The cooperative efforts between the Garden State Garlic Group and Master Gardeners of Sussex County greatly supported the mission of Rutgers Cooperative Extension by:

- Identifying projects that support and encourage agricultural viability.
- Educate consumers from non-farm backgrounds of the opportunities and challenges for production agriculture in areas of increasing urbanization.
- Reaffirm the role of Cooperative Extension as an educational institution that continues to improve the lives of its clientele through innovative agricultural programming.

Submitted by:

Brian A. Oleksak

Horticultural Program Associate

Rutgers Cooperative Extension of Sussex County

3 High Street

Newton, NJ 07860