

# RUTGERS COOPERATIVE EXTENSION

NEW JERSEY AGRICULTURAL EXPERIMENT STATION

## “Finding Jersey Fresh” Helping NJ’s Tech Savvy Consumers Find Roadside & Community Farm Markets Throughout the Garden State

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County Agricultural Agent

*and* *Kevin Whitney*  
Student Intern

Rutgers Cooperative Extension of Atlantic County has developed a marketing tool to help our tech savvy NJ consumers find Jersey Fresh farm products more easily. Creating a Custom GPS Points of Interest (POI) file that portable navigator users can load on their Garmin, Tom Tom, Magellan or other travel aides, consumers are alerted when they are nearing a farm market with a familiar Jersey Fresh logo on the screen at the market location.

We have used a number of sources to compile a list of markets throughout the state, but in order to complete the project, we need to confirm the location of your market. Would you please fill out the form below with as much detail as possible? If you can pinpoint the GPS coordinates, it will provide consumers a much more accurate location than if we attempt to locate it, but we’ll work with as much information as you can provide.

Don’t miss this opportunity to get your market on the map. Please fill out this form online at [Rutgers-atlantic.org](http://Rutgers-atlantic.org) or print it and either fax to 609-625-3646 or mail to:  
Richard W. VanVranken  
County Agricultural Agent  
Rutgers Cooperative Extension of Atlantic County  
6260 Old Harding Highway  
Mays Landing, NJ 08330

Thanks to Rutgers School of Environmental and Biological Sciences senior Kevin Whitney for his work on this exciting project.

We look forward to hearing about your market.

Name of Market:

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Contact Name:

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Contact Number and/or Email Address:

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**Market Type:**

- On Farm/Roadside Market
- Community Market
- Community Farmers’/Tailgate Market
- Agritainment
- Pick-Your-Own
- CSA (Community Supported/Subscription)
- Winery
- Choose N Cut Christmas Trees
- Horse Riding/Training Facility
- Other retail market (please describe: \_\_\_\_\_)

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Market Address:

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GPS Coordinates:

\_\_\_\_\_, \_\_\_\_\_  
(If unknown, try your street address online at [www.gpsvisualizer.com/geocoding.html](http://www.gpsvisualizer.com/geocoding.html))

