

Northwest Jersey Food Processing & Innovation

NWJP

From Vision To Action

Introduction

Benefits
& Goals

Production
Supply
Chain

Future

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Introduction

Background

Challenges

Contribution

Background

History:

- 70's & 80's: Suburban Sprawl
- 80's - 90's: Farmland Preservation (Howard County Maryland Model)
- 90's-2000's: Transformation of Agriculture

Present:

- Expanding Educational Partnerships
- Natural Resources
- Organization & Human Resources

Background

History:

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Current Challenges

- **Local Food Security**

- Dependency on long-distance transport
- Need for consistent, local supply
- Importance of high-quality meat products

- **Access to Quality, Fresh Food**

- Issue of 'food deserts'
- Necessity for local, healthy food options
- Impact on community nutrition and health

- **Processing Capacity Limitations for Farmers**

- Bottlenecks due to limited capacities
- Increased travel times, expenses, stress
- Need for local, efficient processing facilities
- Limited Use of Advanced Technology in Agriculture

- **Underutilization of innovative tech**

- Opportunities in efficiency, transparency, animal welfare
- Importance of modernizing local meat industry
- Lack of Economic Incentives for Land Preservation

- **Disheartened Farmers/Work-Life Balance**

- Impact of environmental regulations
- Need to strengthen food production industry for economic viability
- Long distance travel affecting personal time
- Need for improved work-life balance
- Importance of farmers' wellbeing.

- **Agricultural Generation Gap**

- Economic Competition
- Paradox of Labor Vs. Innovation

Resources & Support

How can you and your
organization add support?

Goals & Benefits

Enhancing
Regional
Resilience

Empowering
Local
Farmers

Modernizing
Local
Industry

Stimulating
Economic
and Social
Growth

Establishing a
Sustainable
Model

Enhancing Regional Resilience

Improve local food security and combat food deserts by establishing a reliable, local source of high-quality meat products, thereby fostering regional resilience and self-sufficiency.

Empowering Local Farmers

Alleviate processing capacity constraints, reduce travel times, and stress for farmers, enabling them to expand their operations and focus on their livestock's well-being, fostering a sustainable agricultural growth.

Modernizing Local Industry

Implement a state-of-the-art local meat processing facility that ensures safe, efficient processing and high-quality products, integrating precision agriculture and drone applications to enhance efficiency and animal welfare.

Stimulating Economic and Social Growth

Generate local job opportunities and stimulate economic growth, while also improving farmers' work-life balance, profitability and overall well-being, particularly in the Highlands and Pinelands Regions.

Establishing a Sustainable Model

Develop a sustainable, efficient, and humane local livestock industry model that can be replicated across the state and the country, contributing to a more resilient national food system.

The "Five Buckets" of the Production Supply Chain

Education

Producers

Processing

Marketing

Distribution

1. Education

Educating and training programs are key to fostering innovation, enhancing efficiency, and ensuring safety standards in agriculture. Institutions like Warren County Community College and Rutgers can provide invaluable resources and support in areas such as precision agriculture, drone technology, and other agricultural best practices.

- Warren County Community College
- Warren County Vo. Tech
- Rutgers Ag. Extension
- North Jersey RC&D
- High School Vocational programs (possible)

2. Producers

1. On farm retail, farmer markets, direct to consumer
2. The NWJP "house brand" for larger distribution and visibility.
3. Opportunities to expand new or existing operations.
4. Economic Impact of Highlands and Pinelands Regions

3. Processing

The NWJP facility, particularly its environmentally friendly re-purposing of the Covanta site, is an integral part of the supply chain. It's where the raw produce from farms is transformed into retail-ready products.

- Current options are limited, small, distant and unreliable
- Need to identify a location
- Local facility with capacity to handle a growing regional need

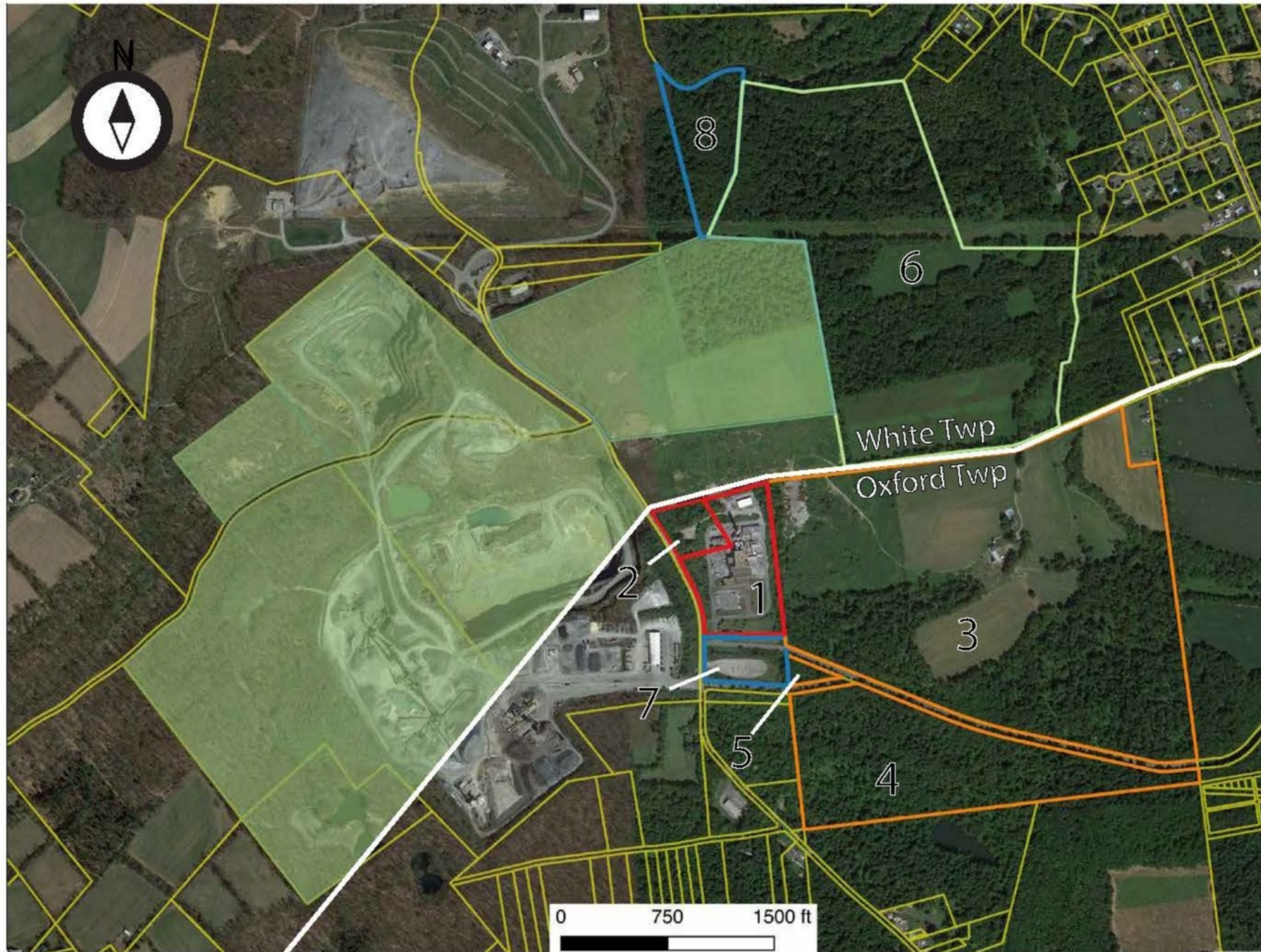
Oxford Site

Surroundings

Why the Covanta Site?

- Compatible Surrounding Land Uses
- Existing utilities and infrastructure
- Accessible Truck Traffic
- Redevelopment of an obsolete site

Site



Covanta Warren

Oxford Township
Warren County

Warren County/Covanta Lease

- 1. Block 26, Lot 88
- 2. Block 26, Lot 88.01

Popinko Family LP

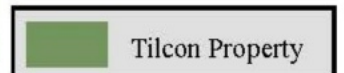
- 3. Block 26, Lot 87
- 4. Block 26, Lot 87.01
- 5. Block 26, Lot 87.03

NJ DEP

- 6. Block 34, Lot 21

Warren County

- 7. Block 26, Lot 89
- 8. Block 34, Lot 33





4. Marketing

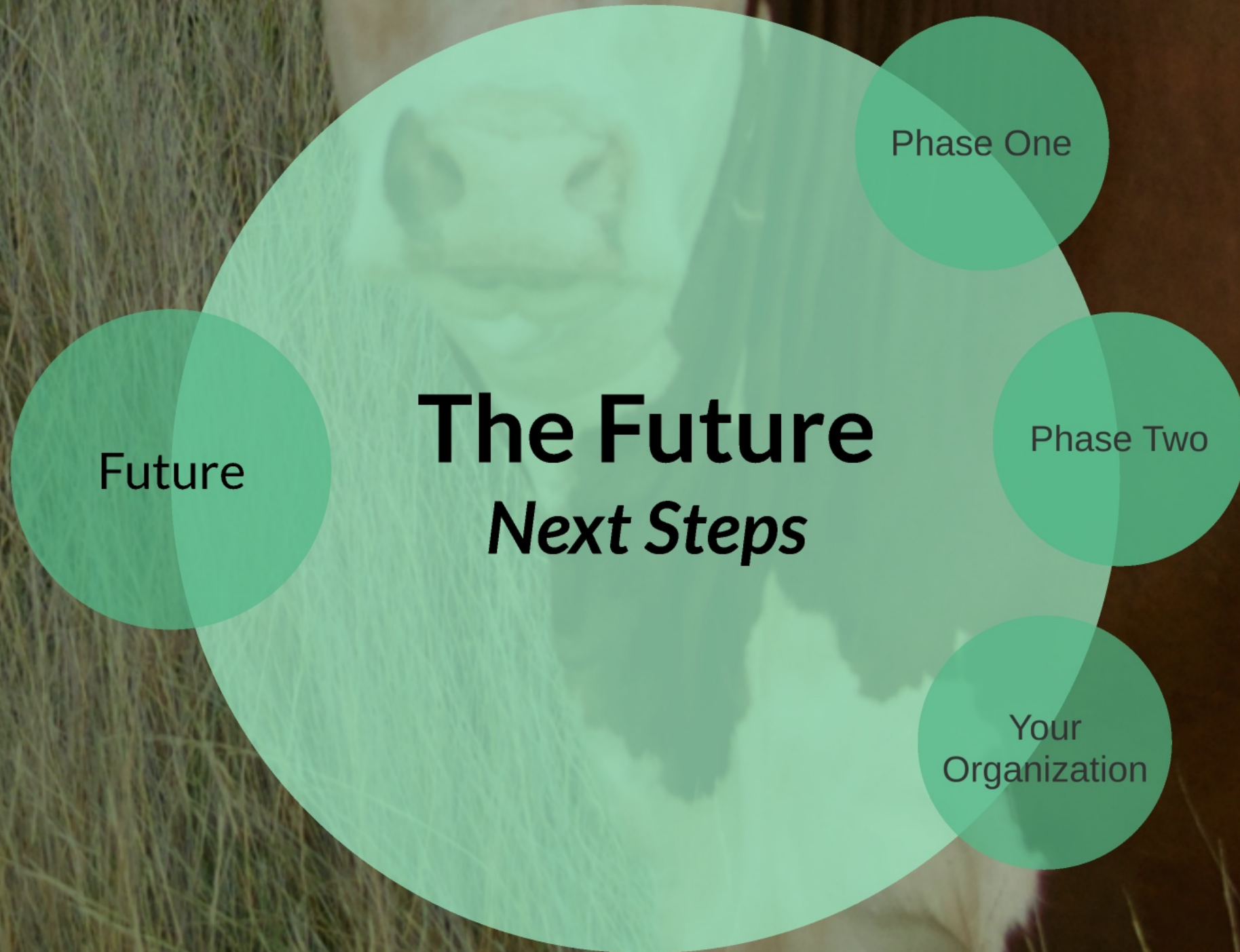
Creating awareness and promoting products are crucial for sales. Involvement with entities like the Agricultural Innovation Center at Rutgers can help producers effectively market their products. Direct marketing from producers also adds a personalized touch, fostering a stronger connection between farmers and consumers.

- Rutgers Food Innovation Center
- Direct Marketing by Producers
- NJ Farm Bureau, NJDA, County/Local Gov'ts

5. Distribution

Distribution channels dictate how products reach the consumers. Selling through local farm stores, farm markets, and regional food suppliers ensure the produce reaches a broad consumer base.

- Local Farm Stores
- Farm Markets
- Regional food suppliers (Wakefern, Whole Foods, Trader Joes, restaurants, etc.)



Phase One:

- Secure Agreement with WC
- Conceptual Site Plan
- Business Plan & Legal Structure
- Site & Building Plan
- Marketing Opportunities
- Develop Strategy For Innovation Center to Support Producers

Legal
Structure

Proposed Legal Structure

County of Warren – Fee Simple owner of the property

County of Warren – Issues Lease to Non-Profit #1 (not yet established)

Non-Profit #1, a 501 (C) 3 will:

- Oversee a contracted for-profit professional processing company who will operate the facility;
- Establish a Board of Directors to guide operations and business plans; Board of Directors will have representatives from all aspects of food/protein industry supply chain (5 Buckets)
- Develop long-term management goals for the operation
- Develop a “brand” for meat products

Non-Profit #2, a 501 (C) 5 will:

- Provide education to producers, consumers and food industry

Phase Two:

- **24 Month / 10-12M Budget**
 - Facility Construction
 - Equipment
 - Training
- **Develop Innovation Center**
 - Value-Added Products
 - Packaging
 - Distribution Systems
 - Niche Dietary Markets
- **Commision Opening of Innovation Center & Processing Facility**