Seeds to Success Youth Farmstand Fact Sheet

What is Seeds to Success?

*Seeds to Success* is Gloucester County’s youth farmstand project. It prepares at-risk youth for the workforce through classroom and on-the-job training.

*Seeds to Success* teaches a variety of lessons in Bankbridge Regional and Glassboro, Paulsboro and Woodbury High Schools. During the summer, students apply this knowledge at our Glassboro, Paulsboro and Woodbury youth farmstands, where students truly experience the many aspects of the day-to-day operations of a retail entrepreneurial enterprise.

The project has four key goals: provide workforce preparation to teens from our target communities; create retail outlets that bring affordable, nutritious foods to consumers; teach teens valuable lifeskills; and offer service learning and economic development opportunities.

Doesn’t this project benefit the overall community, as well?

*Seeds to Success* Youth Farmstands bring new business and affordable, nutritious foods to residents of Glassboro, Paulsboro and Woodbury. 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.

The farmstands accept food stamps and WIC/Senior Farm Market Nutrition Program vouchers, so limited resource residents have a convenient way to redeem their coupons.

How is the project funded?

Since its start in 2003, *Seeds to Success* has been funded through a number of sources:

- Valero Benefit for Children grant
- USDA CYFAR (Children, Youth and Families At Risk) New Communities grant
- Gloucester County Workforce Investment Program
- New Jersey Department of Agriculture “Jersey Fresh” grants
- Glassboro Neighborhood Preservation Funding Program
- NESARE Sustainable Communities grant
- Gloucester County Board of Chosen Freeholders
- Glassboro School District

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.
| What does the grant pay for? | **Supplies** – We use grant funds to purchase the materials and supplies to operate the farmstands and conduct in-school educational programming. This includes the cash registers, tables, tents, trash bags, instructional materials and so forth.

**Salaries** – Student and supervisor salaries are also paid through grant funds. |
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<td>How do the kids pay for the produce?</td>
<td>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.</td>
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| Where does the produce come from? Is it donated or purchased? | All produce sold at *Seeds to Success* Youth Farmstands is purchased from Gloucester 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.

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. |
| How are kids selected to work at the farmstand? | Teens from Bankbridge Regional and Glassboro, Paulsboro and Woodbury 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.

The communities of Glassboro, Paulsboro and Woodbury are targeted because at least 20% of the population living in households has incomes below the poverty level. |