



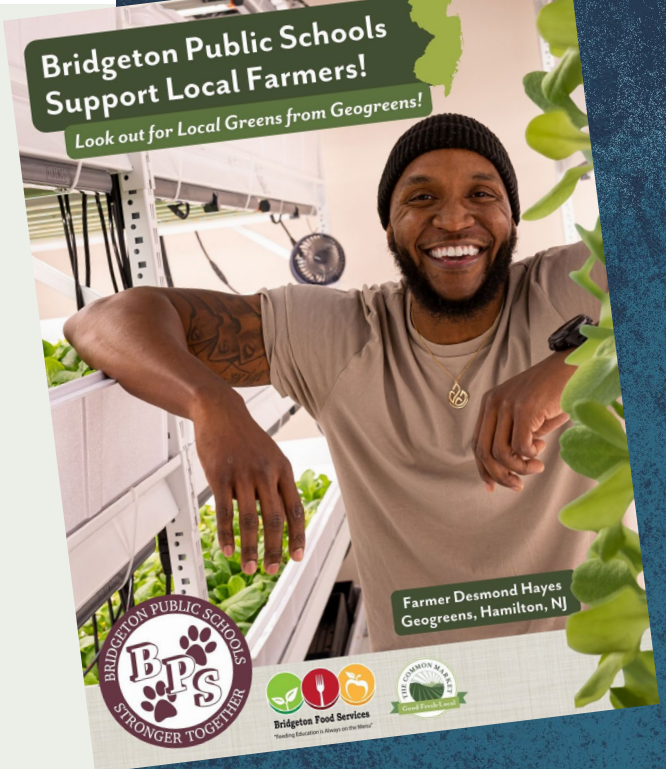
ENVISIONING THE POSSIBILITIES IN THE GARDEN STATE

How The Common Market put a local foods incentive pilot in action with New Jersey school districts

Camden City School District and Bridgeton Public Schools, two school districts with some of the highest free and reduced lunch rates across the state of New Jersey, were passionate about connecting to local growers and enhancing meal offerings for their students. They partnered with The Common Market and its farm partners to receive weekly deliveries of locally-sourced fruits, vegetables, and protein. Year 1 of the pilot kicked off in spring 2022, and ran to include summer feeding programs.

- **16 New Jersey family farms** and producers supported, including **2 Black-owned farms**
- **\$105,000+ dollars** reinvested back into local economy
- **29,000+ lbs.** of New Jersey food delivered to Bridgeton and Camden
- **The district's first-ever salad bars launched** within Bridgeton Public Schools
- **The pilot expanded beyond fruits and vegetables.** Bridgeton sourced local pork, a rare feature for farm to school programs
- **Asparagus was offered to students by Camden City School District** for the first time
- Special meal events at Bridgeton Public Schools attracted interest from the **NJ Department of Agriculture** and **NJ assemblywoman Beth Sawyer**

www.thecommonmarket.org



Part of the pilot's goals is to increase students' awareness of where their food comes from and who grows it. Custom branded posters were designed and displayed throughout our New Jersey schools to highlight Farmer Desmond Hayes of Geogreens, a Black-owned hydroponic growing operation that supplied greens for salads.

IN THE NEWS: *click to read*

- **“How two N.J. school districts are trying to serve healthier lunches with locally grown produce”**
The Philadelphia Inquirer
- **“School Lunches Get Healthy Makeover In Camden Through Partnership With Local Farmers”**
CBS3 Philadelphia
- **“School offers fresh local food for lunch as part of N.J. pilot program”**
NJ.com