

## The Northeast Region

Cornell Cooperative Extension,  
Penn State University, Rutgers  
University, University of Connecticut,  
University of District of Columbia,  
University of Delaware, Delaware  
State University, University of Maine,  
University of Maryland, University of  
Maryland Eastern Shore, University of  
Massachusetts, University of New  
Hampshire, University of Rhode  
Island, University of Vermont, West  
Virginia University, West Virginia  
State University

## About the Award of Excellence

The Northeast Extension Directors' Award of Excellence is the highest award presented by the Directors of

Extension in the northeast. It recognizes Extension outreach education programming that has achieved outstanding accomplishments, results and impacts in addressing contemporary issues in the region.

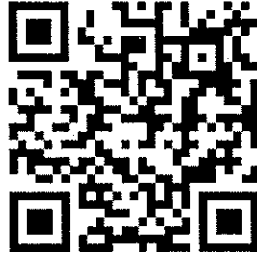
A commemorative plaque and a monetary award of \$1,000 is made available to advance the work of the program/project, career advancement, or professional development.

## 2012 Northeast Extension Directors' Award of Excellence

To view the full nomination packet please visit,

<http://maes.rutgers.edu/2012-need-award>

Or scan this barcode for a quick reference through your smart phones

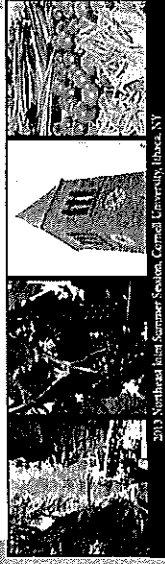


The Northeast Extension Directors' Recognition Committee

A special thanks to:

Nancy Garrabrants, University of  
Massachusetts  
Richard Rhodes, University of Rhode  
Island  
Lisa Townson, University of New  
Hampshire  
Mary Jane Willis, Rutgers, The State  
University of New Jersey

for their service on this committee.



2012 Northeast Extension Directors' Award of Excellence

# The Northeast Extension Directors'

## 2012 Award of Excellence

*Cornell University*

*Ithaca, NY*

*July 8, 2013*



## 2012 Award of Excellence Recipient

**An Integrated Multistate Research and Extension Program Identifying Potential Consumer Demand, Production Opportunities and Barriers to Adoption of Ethnic Crops as Alternatives for East Coast Farmers**

### RUTGERS NEW JERSEY AGRICULTURAL EXPERIMENT STATION

#### Abstract

Ethnic communities in the Northeast offer opportunities for entrepreneurial farmers to grow unique crops. Evolving from a call to address the "Nuances of Marketing Ethnic Produce" for the Mid-Atlantic Direct Marketing Conference in the late 1990's, an Ethnic Produce Production and Marketing Working Group (EPPMWG) was established to identify and quantify opportunities and barriers to the adoption of ethnic crops as alternatives for East Coast farmers.

The EPPMWG has secured more than \$2.3 million to conduct research and implement outreach programs relating to ethnic produce. Individually and as a team, on ethnic produce alone, this diverse group of researchers, Extension agents and specialists has to its credit 50 refereed journal articles, 14 extension publications, 8 peer reviewed abstracts, 3 conference proceedings, 3 edited books, 17 edited book chapters, 77 presentations, 12 posters, 20 abstracts in proceedings, 4 trade journal articles, 6 newsletter articles, and has established the WorldCrops.org website.

## Team Members

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