



**STEVEN M. FULOP**  
MAYOR OF JERSEY CITY

## **CITY OF JERSEY CITY**

### **DEPARTMENT OF HEALTH & HUMAN SERVICES**

DR. MARTIN LUTHER KING, JR. CITY HALL ANNEX  
1 JACKSON SQUARE | JERSEY CITY, NJ 07305  
P: 201 547 6800



**STACEY L. FLANAGAN**  
DIRECTOR

### **JERSEY CITY VERTICAL FARMING PROJECT**

**Overview:** The City of Jersey City plans to have ten (10) vertical farming units built and housed in municipal buildings, senior centers, public housing complexes, and schools.

**Project Goal:** At the end of the first three (3) years of this project, we will be successful if we see:

- Increased consumption and preparation of fresh vegetables and fruits.
- Decreased rates of high blood pressure.
- Decreased rates of diabetes.
- Decreased risk of heart disease.

**Nutrition Education Partnership:** In partnership with the Community Food Bank of NJ's SNAP-Ed program, we will provide:

- Monthly nutrition education & food/cooking demos for seniors and Jersey City residents ("Just Say Yes to Fruits & Veggies curriculum).

#### **Program Eligibility**

- All Jersey City resident are eligible to participate in the program, if they agree to the following program requirements:
  - All program participants must complete an intake form (see attached) with baseline health information.
  - All program participants must agree to attend six (6) monthly nutrition education workshops.
  - All program participants must agree to participate in quarterly health screenings for at least twelve (12) months.
- Seniors who participate in the Congregate Senior Lunch Program will also be eligible.

#### **Program Life Cycle**

1. Jersey City resident completes an intake form and enrolls to participate in the program at one of the vertical farming sites.
2. Upon enrollment, program participants receive:
  - a. Free or reduced cost greens. Program participants will receive a distribution of greens every 7-14 days.
  - b. A "Greens Tip Sheet" (instructions on how to store, prepare, and cook the greens).
  - c. Pre-Program Health Screenings [Blood Pressure, Cholesterol, Body Mass Index (BMI), and Weight (if interested)].
3. Within the first month, program participants are required to attend their first nutrition education workshop. Program participants must attend five (5) additional monthly workshops.
4. Every three (3) months, program participants will receive follow-up health screenings to track progress.
5. After twelve (12) months, program participants will have the option to continue in the program and would have to commit to continue with quarterly health screenings.

**Project Metrics:** We will measure our success by:

- # of Pounds of dark leafy greens harvested & distributed.
- # of Seniors/Residents receiving nutrition education.
- # of Seniors/Residents receiving health screenings.
- # of Pounds of dark leafy greens prepared at the Congregate Senior Lunch Sites.
- # of Seniors consuming dark leafy greens at the Congregate Senior Lunch Sites.
- Increase in knowledge of nutrition/healthy eating.
- Increase in knowledge of healthy food preparation.
- Increase in knowledge of risk for diabetes, high blood pressure, and heart disease.
- Increase in consumption of dark leafy greens and fresh vegetables and fruits.
- Increase in confidence in preparing dark leafy greens and fresh vegetables and fruits.
- Decrease in rates of high blood pressure, diabetes, and heart disease.

**Integration with Other Healthy Food Access Initiatives**

- We will do targeted outreach to participants of all of our federal food programs (WIC, Summer Meals, and Congregate Senior Lunch).
- We will engage our Adopt-a-Lot Community Gardeners to participate in the Community Harvesting days.
- Greens from the vertical farm will be integrated into the meals for the Congregate Senior Lunch Program.

**Project Management:**

The project will be managed by a full-time Program Manager who will report to the Director of the Division of Food & Nutrition, Department of Health & Human Services. The Program Manager, who will have a background in food systems and/or urban agriculture and program management, will coordinate the work of the vertical farm facilities staff at each site (1 full-time at Bethune Center and 4 hours a week for existing staff at 9 other sites). The Program Manager will also be responsible for partnership relationships, program monitoring and evaluation, volunteer management, and serve as the liaison to the vertical farming company. This will be a management position with a salary of \$50-60,000 K.