

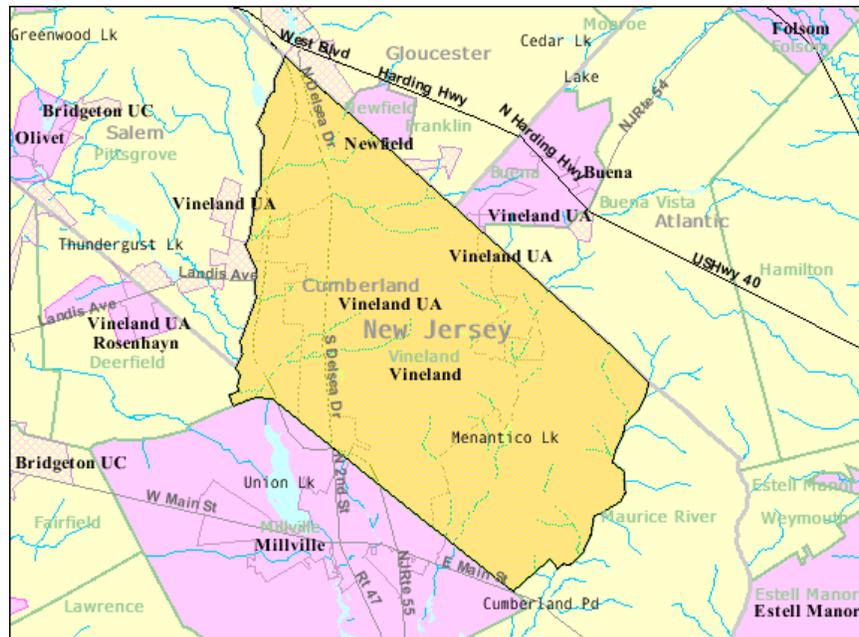
VINELAND, NJ¹

Community Profile²

PEOPLE AND PLACES

Regional orientation

The Town of Vineland (39.48 °N, 75.01 °W) is located in Cumberland County in the southern part of New Jersey. Vineland is situated inland on the Maurice River, a tributary of the Delaware Bay and has a total area of 69 mi². Of its total area, less than one percent (0.42%) of it is water (USGS 2008).



Map 1. Location of Vineland, NJ (US Census Bureau 2000a)

Historical/Background

Vineland is known as the “Dandelion Capital of the World.” For generations, the first crop to go to market has been the Dandelion. Many farmers grow the plants under plastic in January and February and they ripen in March and April (VPS nd).

In 1869, Dr. T.B. Welch invented Welch's grape juice in Vineland. Dr. Welch responded to the churches need for wine in their religious ceremonies during a time when the sale of liquor was prohibited. He developed a technique for preserving grape juice without fermenting it, making it alcohol free (American Vision 2005).

Vineland was established as a planned community by Philadelphia lawyer Charles K. Landis when he purchased the land in 1861. The city experienced rapid growth - in 1866 alone,

¹ These community profiles have been created to serve as port descriptions in Environmental Impact Statements (EISs) for fisheries management actions. They also provide baseline information from which to begin research for Social Impact Assessments (SIAs). Further, they provide information relevant to general community impacts for National Standard 8 of the Magnuson-Stevens Fishery Conservation and Management Act (MSA) and information on minorities and low income populations for Executive Order (E.O.) 12898 on Environmental Justice.

² For purposes of citation please use the following template: “Community Profile of *Town, ST*. Prepared under the auspices of the National Marine Fisheries Service, Northeast Fisheries Science Center. For further information contact Lisa.L.Colburn@noaa.gov.”

1,200 buildings were erected. The city was bisected by the Millville & Glassboro Railroad, which gave it access to Camden and Philadelphia, and later to Cape May. In square miles, it is the largest incorporated city in New Jersey (Cumberland County 2007).

Demographics³

According to Census 2000 data⁴, Vineland had a total population of 56,271, up 2.7% from the reported population of 54,780 in 1990 (US Census Bureau 1990). Of this total in 2000, 52.1% were female and 47.9% were male. The median age was 36.5 years and 70.4% of the population was 21 years or older while 16.5% were 62 or older.

The population structure of Vineland (see Figure 1) shows the number of females exceeds the number of males for all age groupings except ages 0-29. The age structure of the population of Vineland as a whole is somewhat consistent up to the 50-59 year old age grouping with the exception of a dip in the number of both males and females between the ages of 20-29. This dip could indicate youth moving out of the community in search of employment or a college education.

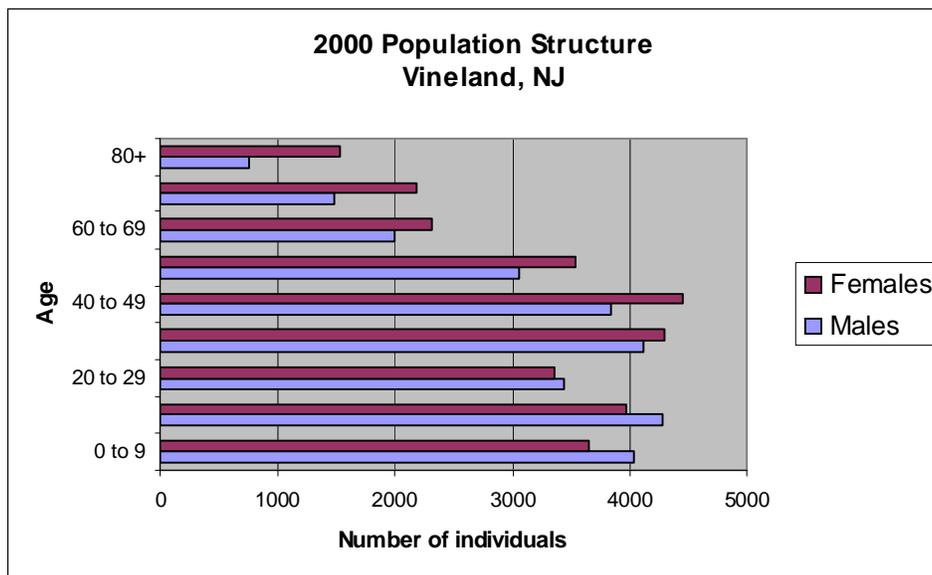


Figure 1. Population structure by sex in 2000 (US Census Bureau 2000a)

The majority of the population of Vineland is white (69.7%), with 14.0% of residents black or African American, 0.5% Native American, 1.2% Asian, and 0.1% Pacific Islander or Hawaiian (see Figure 2). A portion (30.0%) of the total population is Hispanic/Latino (see Figure 3). Residents linked their backgrounds to a number of different ancestries including: Italian (22.8%), German (9.6%), Irish (8.4%), and English (5.9%). With regard to region of birth, 59.7% were born in New Jersey, 21.4% were born in a different state and 8.1% were born outside of the U.S. (including 4.5% who were not United States citizens).

³ While mid-term estimates are available for some larger communities, data from the 2000 Census are the only data universally available for the communities being profiled in the Northeast. Thus for cross-comparability we have used 2000 data even though these data may have changed significantly since 2000 for at least some communities.

⁴ These and all census data, unless otherwise referenced, can be found at <http://factfinder.census.gov/home/saff/main.html>; census data used are Vineland city (accessed May 31, 2007)

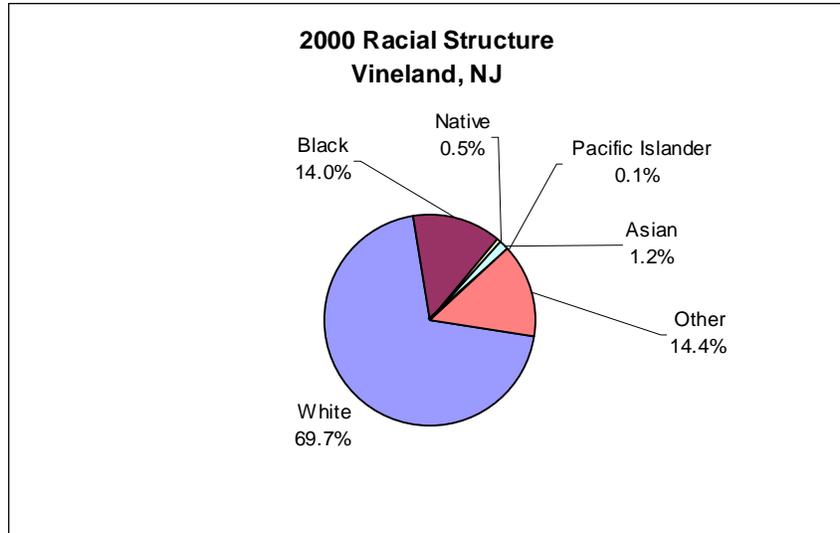


Figure 2. Racial Structure in 2000 (US Census Bureau 2000a)

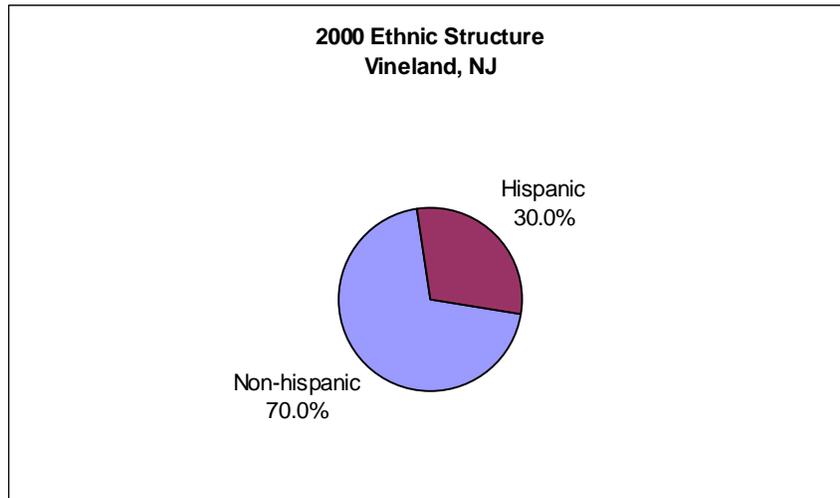


Figure 3. Ethnic Structure in 2000 (US Census Bureau 2000a)

For 68.2% of the population 5 years old and higher, only English is spoken in the home, leaving 31.8% in homes where a language other than English is spoken, and including 13.5% of the population who speak English less than 'very well' according to the 2000 Census.

Of the population 25 years and over, 67.8% are high school graduates or higher and 14.3% have a bachelor's degree or higher. Again of the population 25 years and over, 14.2% did not reach ninth grade, 18.0% attended some high school but did not graduate, 32.1% completed high school, 16.0% had some college with no degree, 5.4% received an associate's degree, 9.6% earned their bachelor's degree, and 4.8% received either their graduate or professional degree.

Although religious percentages are not available through the U.S. Census, according to the Association of Religion Data Archives (ARDA) in 2000 the religion with the highest number of congregations and adherents in Cumberland County was Catholic with 19 congregations and 33,491 adherents. Other prominent congregations in the county were United Methodist (37 with 6,473 adherents), Assemblies of God (7 with 3,031) and American Baptist Church (7 with 2,882). The total number of adherents to any religion was down 8.0% from 1990 (ARDA 2000).

Issues/Processes

Due to Vineland's geographic location, the city was experiencing commercial and residential growth in 2005. The growth has caused the city to propose changes in the downtown area. For example, there are plans to move the soup kitchen which feeds homeless residents, away from the downtown area to a nearby location, which has sparked debate. Vineland Mayor Perry Barse's motivation stems from the need to revitalize the downtown area in the face of new economic growth. Other residents believe the move is not appropriate and that downtown crime is not caused by the homeless population. As of November 2006, the move was still being debated.

Cultural attributes

Each Memorial Day since 1985, St. Anthony's Church in Vineland hosts a Greek Festival which includes music, food, and celebration of the Greek community. In addition, each year the Friends of Historic Vineland in association with The Downtown Improvement District sponsors a "Founder's Day" event with Civil War reenactments. Vineland also hosts an annual Dandelion Festival when farmers harvest the flowers. Each year since 1967, the city also hosts a Puerto Rican Festival, celebrating their presence in the community since the 1940s (VPS nd).

INFRASTRUCTURE

Current Economy

According to the U.S. Census 2000⁵, 63.5% (27,601 individuals) of the total population 16 years of age and over were in the labor force (see Figure 4), of which 6.8% were unemployed, none were in the Armed Forces, and 56.6% were employed.



Figure 4. Employment Structure in 2000 (US Census Bureau 2000a)

Vineland is considered a prime location for processing plants in the Northeast corridor due to its close proximity to markets, low cost of doing business, and access to raw food products from farms, dairies, ranches, etc. New York City, Baltimore, Washington DC, and

⁵ Again, Census data from 2000 are used because they are universally available and offer cross-comparability among communities. Some statistics, particularly median home price, are likely to have changed significantly since 2000.

other important cities are all within three hours drive for easier product distribution (Clapp 2005).

There are several processors in Vineland, two of which are Venice Maid Foods and Progresso Quality Foods. Venice Maid Foods was a wholesale distributor of pasta and meat dishes, as well as soups and sauces that handles Italian and canned food products primarily. Venice Maid employed up to twenty five people. In 2004, the USDA barred Venice Maid from operating due to a failure to pay reparation awards issued under the Perishable Agricultural Commodities Act (USDA 2004).

Progresso Quality Foods was started by a Sicilian family in New Orleans, later moved to Jersey City, and finally Vineland in 1942. Progresso Quality Foods is a subsidiary of IC Industries, Inc (Clapp 2005). Vineland is also home to other food processors including Allied Steak, Omni Baking, Aunt Kitty's Foods, and Mamacita Foods (VED nd). There are two seafood markets in Vineland, Little Dad's and Ocean Fresh which sells clams, oysters, scallops, crabs and fish (Cumberland County 2007).

In 2005, the companies with the largest numbers of employees were: Training School at Vineland (499 employees); Kimble Glass, Inc. (437 employees); ShopRite (362 employees); Sun National Bank (248 employees); Tri-County Security Service (240 employees); Progresso Quality Foods/Pillsbury (231 employees); and Omni Baking (225 employees). Aunt Kitty's Foods employs 102 full and part-time workers (Cumberland County 2007).

According to Census 2000 data, jobs in the census grouping which includes agriculture, forestry, fishing and hunting, and mining accounted for 598 positions or 2.4% of all jobs. Self employed workers, a category where fishermen might be found, accounted for 1,211 positions or 4.9% of jobs. Educational, health and social services (25.8%), manufacturing (17.2%), retail trade (11.0%), and arts, entertainment, recreation, accommodation and food services (7.7%) were the primary industries.

Median household income in Vineland was \$40,076 (up 30.4% from \$30,733 in 1990 [US Census Bureau 1990]) and per capita income was \$18,797. For full-time year round workers, males made approximately 27.5% more per year than females.

The average family in Vineland consists of 3.17 persons. With respect to poverty, 9.2% of families (up from 8.6% in 1990 [US Census Bureau 1990]) and 13.8% of individuals earn below the official U.S. Census poverty threshold. This threshold is \$8,794 for individuals and ranges from \$11,239 through \$35,060 for families, depending on number of persons (2-9) (US Census Bureau 2000b). In 2000, 35.3% of all families (of any size) earned less than \$35,000 per year.

In 2000, Vineland had a total of 20,958 housing units of which 95.1% were occupied and 63.0% were detached one unit homes. Almost 20% (15.8%) of these homes were built before 1940. Mobile homes, boats, RVs and vans accounted for 8.0% of housing units; 97.8% of detached units have between 2 and 9 rooms. In 2000, the median cost for a home in this area was \$97,200. Of vacant housing units, 9.3% were used for seasonal, recreational, or occasional use. Of occupied units 33.8% were renter occupied.

Government

The city of Vineland operates under a mayor and city council consisting of five members. There are two separate power centers which are elected by the people. The mayor serves as chief executive and the Council serves as the municipal legislature. Municipal elections are non-partisan. The Council meets two times a month, members serve a four year term, and the next

election is scheduled for June 2008 (City of Vineland nd).

Fishery Involvement in Government

Information on fishery involvement in government in Vineland is unavailable through secondary data collection.

Institutional

Fishery associations

The [New Jersey Food Processors Association](#) is based in Mays Landing and emphasizes networking among members, cooperation with schools for employee training, and lobbying. One of the seven Directors is from General Mills/Progresso.

[Garden State Seafood Association](#) in Trenton is a statewide organization of commercial fishermen and fishing companies, related businesses and individuals working in common cause to promote the interests of the commercial fishing industry and seafood consumers in New Jersey.

The [Jersey Coast Anglers Association](#) (JCAA) is an association of over 75 saltwater fishing clubs throughout the state. Founded in 1981, the purpose of the organization is to unite and represent marine sport anglers to work towards common goals. The JCAA website (www.jcaa.org) also provides links for many NJ anglers associations.

Fishery assistance centers

Information on fishery assistance centers in Vineland is unavailable through secondary data collection.

Other fishing related organizations

The [New Jersey Natural Resources Conservation Service](#) has an office in Vineland. The organization works to promote and create riparian buffer zones which are strips of grass, shrubs and/or trees planted along streams and rivers that filter polluted run-off water.

Physical

Vineland is located 30 miles east of Philadelphia with short drive times to New York City (two hours), Baltimore (1 ½ hours), and Washington DC (2 ½ hours). Atlantic City and Wilmington, DE are both 45 minutes drive time from Vineland. State Route 55 provides high speed, limited access connection to the Atlantic City Expressway, the New Jersey Turnpike, and Interstates 95 and 295. Air service (both passenger and freight) is available at the Philadelphia International Airport (about 40 miles away). Vineland has a new regional postal distribution center and transportation center (Clapp 2005). Cumberland Area Transit System (CATS) offers bus service in Vineland city and throughout Cumberland County (Cumberland County 2007). As Vineland is not located on the ocean, there are no commercial fishing piers or docks available.

INVOLVEMENT IN NORTHEAST FISHERIES⁶

Commercial

Information on commercial fishing activity in Vineland is unavailable through secondary data collection. Vineland is not situated on the ocean, so commercial activity is not likely to occur. There was only one vessel where the owner's city was Vineland noted for the years 1997, 1998 and 2003 (see Table 1).

Vessels by Year⁷

Table 1. All columns represent vessel permits or landings value combined between 1997-2006

Year	# Vessels (home ported)	# Vessels (owner's city)	Level of fishing home port (\$)	Level of fishing landed port (\$)
1997	0	1	0	0
1998	0	1	0	0
1999	0	0	0	0
2000	0	0	0	0
2001	0	0	0	0
2002	0	0	0	0
2003	0	1	0	0
2004	0	0	0	0
2005	0	0	0	0
2006	0	0	0	0

Vessels home ported = No. of permitted vessels with location as homeport

Vessels (owner's city) = No. of permitted vessels with location as owner residence⁸

Level of fishing home port (\$) = Landed value of fisheries associated with home ported vessels

Level of fishing landed port (\$) = Landed value of fisheries landed in location

Recreational

Information on recreational fishing activity in Vineland is either unavailable through secondary data collection or the practice does not exist. However, Vineland's [Blackwater Sports Center](#) offers a wide variety of sporting equipment, including fishing tackle. Also, being that the

⁶ In reviewing the commercial landings data several factors need to be kept in mind. 1) While both federal and state landings are included, some states provide more detailed data to NMFS than others. For example, shellfish may not be included or data may be reported only by county and not by port. 2) Some communities did not have individual port codes until more recently. Before individual port codes were assigned, landings from those ports were coded at the county level or as an aggregate of two geographically close small ports. Where landings were coded at the county level they cannot be sorted to individual ports for those earlier years, e.g., prior to 2000. 3) Where aggregated codes were used, those aggregate codes may still exist and be in use alongside the new individual codes. Here the landings which are still assigned to the aggregate port code cannot be sorted into the individual ports, so port level data are only those which used the individual port code. 4) Even when individual port codes exist, especially for small ports, landings may be coded at the county level. Here again it is impossible to disaggregate these to a port level, making the port level landings incomplete. 5) In all these cases, the per port data in this profile may under report the total level of landings to the port, though all landings are accounted for in the overall NMFS database.

⁷ Numbers of vessels by owner's city and homeport are as reported by the permit holder on permit application forms. These may not correspond to the port where a vessel lands or even spends the majority of its time when docked.

⁸ The Owner-City from the permit files is technically the address at which the owner receives mail concerning their permitted vessels, which could reflect the actual location of residence, the mailing address as distinct from residence, owner business location, or the address at which a subsidiary receives mail about the permits.

city is situated on the Maurice River, there is most likely recreational activity occurring in the area for river species.

In New Jersey, the charter/party fleet is the largest on east coast. Many vessels are over 120ft long and carry over 150 people.⁹

Subsistence

Information on subsistence activity in Vineland is either unavailable through secondary data collection or the practice does not exist.

FUTURE

Vineland city planners have drastically reduced the allowed number of housing units and a moratorium was placed on new housing construction until water supply details are worked out.

New Jersey is building a pilot off-track betting parlor in Vineland with plans to open in 2007. The gambling facility will provide 50 full and part-time jobs to local residents.

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⁹ Community Review Comments, Bruce Freeman, NJ Coast Anglers Association, October 2, 2007