

The Kula Farm

Local Fresh and Flourishing Produce



Interfaith Neighbors is a non profit organization that strives to help the less fortunate in Asbury Park. Partnering up with this organization, Dr. Werner's English 102 class has had a chance to visit Interfaith Neighbor's main office and farm to get a sense of what each program the organization offers, one of them being the Kula Farm.

Visiting the Kula Farm has helped us gather a sense of how much the farm impacts the community. Kula Farm is a greenhouse that produces annual vegetables, edible flowers, and herbs. Vegetables are grown hydroponically, a method of growing plants without soil.



When composing a profile targeted towards different audiences, it is important to think about the layout and overall end result. This is crucial for ensuring that all the most important information will be viewed by the audience. "Think about the layout of the screen and what expectations you might want to fulfil when writing in a digital genre"(297)

Real World Application

The Kula Farm is a welcoming environment that allows the community to come together and socialize while also tending to the farm. Fresh produce is grown and consumed by the people of Asbury Park.



Real World Audience

Composing a profile for many different audiences, it is key to keep in mind the tone and voice of your content so that the audience is addressed correctly. Writing in the correct tone and voice is important and something to be aware of in any writing, whether informal or formal.



The Asbury Park Community

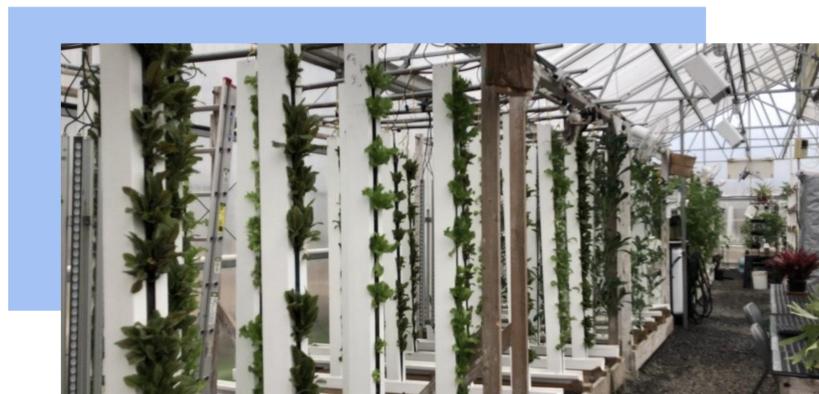
The Asbury Park Community takes pride in their community and wants to see it thrive. With many community members volunteering and donating to Interfaith Neighbor's programs, the organization is able to help those in need in the Asbury Park area. The Asbury Park Community is a welcoming community that wants to help those in need.

Being able to compose a profile for several different audiences was the objective. For Interfaith Neighbor's website, we learned that the audience was composed of individuals who were interested in volunteering, donating, or individuals seeking help from the organization.

When writing a profile targeting several different audiences, the emotional factor should be a component to be aware of. When the audience is majority donors and volunteers, to create a sense of need, "an appeal to pathos"(58) will help to make the audience feel a specific way..

When writing a profile targeting various audiences, the tone is another key component that should be aware of. Our specific audience is towards donors and volunteers, so the tone should be informative and formal. The profile is seeking donations and any help someone is willing to give, so the information composed in the profiles is formal and factual information. The "Tone should engage your audience in a way that will invite them to feel receptive to your message" (135).

Our main goal partnering with Interfaith Neighbors was to be capable to compose a profile for the program of our choice. Being able to produce a profile and target it towards its respected audience was the main objective.



?	Audience Need?	The audience need for this project allows them to become aware of how they can become involved with Kula Farm and improve their community whether it be by volunteering or donating.
?	Purpose of Project?	The purpose of this project is to increase public knowledge on Interfaith Neighbors and their use of Kula Farm to help the community thrive.
?	Our Process?	Our process was not easy being as there was only two of us and our "research" was cut short due to COVID-19. Overall we found a way to acquire all the information needed to complete each profile.