

LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

ASSEMBLY, No. 2762

STATE OF NEW JERSEY

222nd LEGISLATURE

DATED: MAY 19, 2026

SUMMARY

Synopsis: Directs Department of Agriculture to advertise and promote New Jersey liquors, beers, and wines.

Type of Impact: Annual State expenditure increase.

Agencies Affected: Department of Agriculture.

Fiscal Impact	Annual
State Expenditure Increase	Up to \$75,000

- The Office of Legislative Services (OLS) estimates that this bill may result in an annual State expenditure increase of up to \$75,000 for the Department of Agriculture to advertise and promote New Jersey liquors, beers, and wines through the Jersey Fresh Program.
- For reference, the OLS notes that in FY 2025 the department spent about \$85,000 to inspect, grade, and advertise State-grown produce through the Jersey Fresh initiative.
- The OLS finds the department may incur one-time administrative costs to develop and implement a quality grading and rating system for New Jersey liquor, beer, and wine products.

BILL DESCRIPTION

This bill would direct the Department of Agriculture to advertise and promote New Jersey liquors, beers, and wines, within the limits of funds appropriated or allocated to the Jersey Fresh Program.

The bill would expand the Jersey Fresh Program to include advertising and promotion of liquor, beer, and wine products. This bill would also require the department to implement a quality grading and rating system, consistent with the quality grading and rating system used by the department to measure the quality of other agricultural commodities for the Jersey Fresh Program.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The OLS estimates that this bill may result in an annual State expenditure increase of up to \$75,000 for the Department of Agriculture to advertise and promote New Jersey liquors, beers, and wines through the Jersey Fresh Program.

According to the State accounting system, the department's expenditures to inspect, grade, and advertise State-grown fresh fruits and vegetables through the Jersey Fresh initiative have been \$99,682 in FY 2023, \$40,407 in FY 2024, and \$84,559 in FY 2025. The OLS notes that a recently enacted law, P.L.2025, c.201, requires the annual appropriation of \$25,000 for advertising and promoting New Jersey-produced aquaculture products through the Jersey Fresh program.

The bill's requirement that the department expand its quality grading and rating system to liquor, beer, and wine products may result in one-time administrative and operational costs related to system development, staff training, and stakeholder outreach.

Section: Environment, Agriculture, Energy, and Natural Resources

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This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).