

ASSEMBLY AGRICULTURE AND NATURAL RESOURCES COMMITTEE

STATEMENT TO ASSEMBLY, No. 2762

with committee amendments

STATE OF NEW JERSEY

DATED: MAY 4, 2026

The Assembly Agriculture and Natural Resources Committee reports favorably and with committee amendments Assembly Bill No. 2762.

As amended, this bill would direct the New Jersey Department of Agriculture (department) to advertise and promote New Jersey liquors, beers, and wines. Jersey Fresh currently features several New-Jersey-crafted alcoholic products on their website, such as wine, beer, cider, and liquor. In the interest of the promotion of various State alcoholic products, this bill would utilize an established and designated funding source to promote alcohols produced in the State that are made from agricultural commodities cultivated in the State.

The Jersey Fresh Program is a marketing and quality grading program used by the department to advertise and promote the availability of fruit and vegetable commodities produced in the State. This bill would expand the Jersey Fresh Program to officially include marketing for liquor, beer, and wine products generated in the State, from products cultivated in the State. The bill would require the department to implement a quality grading and rating system which are consistent with the quality grading system used by the department to measure the quality of other agricultural commodities for the Jersey Fresh Program.

This bill was pre-filed for introduction in the 2026-2027 session pending technical review. As reported, the bill includes the changes required by technical review, which has been performed.

COMMITTEE AMENDMENTS:

The committee amended the bill to remove the \$100,000 appropriation and language that provided for a recurring annual appropriation of \$100,000.