

LEGISLATIVE FISCAL ESTIMATE
ASSMEBLY, No. 1580
STATE OF NEW JERSEY
219th LEGISLATURE

DATED: DECEMBER 2, 2021

SUMMARY

Synopsis: Establishes "Jersey Native Plants Program."

Type of Impact: Annual State expenditure increase from the General Fund

Agencies Affected: Department of Agriculture

Office of Legislative Services Estimate

Fiscal Impact	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
State Expenditure Increase		Indeterminate	

- The Office of Legislative Services (OLS) estimates that this bill would result in a marginal annual expenditure increase from the State General Fund. The bill requires the Department of Agriculture (DOA) to develop and administer a new program to promote the sale of plants that are native to New Jersey and increase consumer awareness about native plants. It is likely that this additional workload can be subsumed within existing staff duties.
- The OLS notes that the DOA already administers a similar program, known as the "Jersey Grown" program, which promotes the sale of plants grown in the State. This will likely mitigate the expenditure increase. The Fiscal Year 2021 appropriation for the entire Jersey Fresh program, of which the Jersey Grown program is a subset, was \$100,000.

BILL DESCRIPTION

This bill would establish the Jersey Native Plants Program in the DOA. The bill would require the department to develop a program that would: (1) encourage and promote the sale of New Jersey native plants at retail garden centers and nurseries; (2) increase consumer awareness of the important role of native plants in the ecosystem through advertising campaigns and marketing programs; (3) provide for the dissemination of information about the variety and availability of New Jersey native plants; and (4) create a labeling program to identify native plants as Jersey natives similar to the Jersey Fresh and Jersey Grown programs.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

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Section: Environment, Agriculture, Energy, and Natural Resources
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Approved: Thomas Koenig
Legislative Budget and Finance Officer

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.).