ASSEMBLY, No. 1580

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:
Assemblyman ERIC HOUGHTALING
District 11 (Monmouth)
Assemblyman JOHN F. MCKEON
District 27 (Essex and Morris)
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District 11 (Monmouth)

Co-Sponsored by:
Assemblymen Space, Dancer, Assemblywoman Jasey and Assemblyman Moen

SYNOPSIS

Establishes "Jersey Native Plants Program."

CURRENT VERSION OF TEXT

As reported by the Assembly Agriculture Committee with technical review.

(Sponsorship Updated As Of: 12/20/2021)

AN ACT establishing the "Jersey Native Plants Program" and supplementing Title 4 of the Revised Statutes.

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

1. a. The Secretary of Agriculture, in conjunction with the State Board of Agriculture, shall develop and implement a "Jersey Native Plants Program" to encourage and promote the sale of New Jersey native plants at retail garden centers and nurseries. The program shall increase consumer awareness of the important role of native plants in the ecosystem through advertising campaigns and marketing programs, provide for the dissemination of information about the variety and availability of New Jersey native plants, and create a labeling program to identify native plants as "Jersey Natives" for sale similar to the Jersey Fresh and Jersey Grown programs.

b. The Department of Agriculture shall adopt, pursuant to the "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), rules and regulations to implement this act.

2. This act shall take effect immediately.