

ASSEMBLY, No. 2323

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 3, 2020

Sponsored by:

Assemblywoman CAROL A. MURPHY

District 7 (Burlington)

Assemblywoman AURA K. DUNN

District 25 (Morris and Somerset)

SYNOPSIS

Directs Department of Agriculture to establish Jersey Fresh sales pilot program; appropriates \$500,000.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 5/5/2021)

1 **AN ACT** concerning the sale of agricultural products made in the
2 State and making an appropriation.

3

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

6

7 1. As used in this act:

8 “Department” means the Department of Agriculture.

9 “Jersey Fresh venue” means a store, kiosk, counter, concession
10 stand, or vending machine, which is designated by the department
11 according to the provisions of this act, and which exclusively sells
12 Jersey Fresh Program products.

13 “Jersey Fresh Program” has the same definition as that given in
14 section 1 of P.L.2017, c.197 (C.54A:9-25.44).

15

16 2. a. The department shall establish a three-year program to
17 promote the Jersey Fresh Program and encourage agricultural
18 tourism by establishing locations in the State that exclusively sell
19 Jersey Fresh products.

20 b. The department shall:

21 (1) publish a request for proposals for prospective proprietors of
22 Jersey Fresh venues no later than 90 days after the effective date of
23 this act, and thereafter as appropriate, and shall establish Jersey
24 Fresh venues at State facilities including, but not limited to, service
25 areas along State toll roads, rail stations, State Parks, airports,
26 museums, and event centers, or at other appropriate locations;

27 (2) enter into contracts to implement the provisions of this act
28 with parties including, but not limited to, proprietors of Jersey
29 Fresh venues, farmers, vendors of agricultural goods, marketers,
30 construction companies, and other State agencies; and

31 (3) enter into contracts to establish and maintain no fewer than
32 three Jersey Fresh venues, one of which is in northern New Jersey
33 and one of which is in southern New Jersey, unless no acceptable
34 proposals from prospective proprietors of Jersey Fresh venues are
35 forthcoming.

36 c. A proprietor of a Jersey Fresh venue shall, at a minimum:

37 (1) demonstrate to the department the ability to reliably provide
38 a consistent, year-round supply of reasonably priced Jersey Fresh
39 Program products;

40 (2) accept cash, credit, debit, and food vouchers for payments at
41 Jersey Fresh venues; and

42 (3) donate any surplus produce to food banks, food pantries,
43 soup kitchens, and other nonprofit organizations that distribute food
44 to individuals in need located in the State.

45 d. A contract with a proprietor of a Jersey Fresh venue, entered
46 into pursuant to this section, shall stipulate that the only products
47 offered for sale at Jersey Fresh venues are products that have been

1 approved and labeled according to the rules and regulations
2 governing the Jersey Fresh Program.

3 e. No later than two years after the effective date of this act,
4 the department shall submit a written report to the Legislature
5 pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1)
6 summarizing the program established pursuant to this section,
7 identifying the Jersey Fresh venues and their proprietors, providing
8 the costs and estimated benefits of the program, and providing
9 recommendations for legislative action to promote agricultural
10 tourism and the sale of agricultural goods produced in the State.

11

12 3. There is appropriated \$500,000 to the department from the
13 General Fund to implement the provisions of this act.

14

15 4. This act shall take effect immediately, and shall expire upon
16 the submittal by the department of the report required pursuant to
17 subsection e. of section 2 of this act.

18

19

20 STATEMENT

21

22 This bill requires the Department of Agriculture to establish
23 three-year pilot program to create at least three locations in the
24 State that sell exclusively Jersey Fresh products. The bill
25 appropriates \$500,000 for this purpose.

26 Under the bill, the department would publish a request for
27 proposals for prospective proprietors of the Jersey Fresh venues,
28 which may be freestanding stores, kiosks, counters, or vending
29 machines. The bill directs the department to place the venues at
30 highly trafficked State facilities such as tollway service areas, rail
31 stations, State Parks, airports, museums, and event centers, or at
32 other locations at the discretion of the department.

33 The bill requires that Jersey Fresh venues sell only products that
34 have been approved for participation in the Jersey Fresh Program.
35 This includes “Jersey Fresh” for fruits and vegetables, “Jersey
36 Seafood” for aquacultured and wild-caught fish and shellfish, and
37 “Made with Jersey Fresh” for processed food made with State-
38 sourced agricultural products.