

ASSEMBLY, No. 2994

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 20, 2020

Sponsored by:

Assemblyman ADAM J. TALIAFERRO

District 3 (Cumberland, Gloucester and Salem)

Assemblyman RONALD S. DANCER

District 12 (Burlington, Middlesex, Monmouth and Ocean)

Assemblyman ERIK PETERSON

District 23 (Hunterdon, Somerset and Warren)

SYNOPSIS

Establishes “Jersey Frozen Foods Program.”

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 3/5/2020)

1 AN ACT establishing the “Jersey Frozen Foods Program” and
2 supplementing Title 4 of the Revised Statutes.

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

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7 1. The Secretary of Agriculture in conjunction with the State
8 Board of Agriculture shall develop and implement a “Jersey Frozen
9 Foods Program” and, pursuant to the “Administrative Procedure
10 Act,” P.L.1968, c.410 (C.52:14B-1 et seq.), adopt rules and
11 regulations for its implementation, including, but not necessarily
12 limited to, rules and regulations that:

13 a. encourage and promote the sale of frozen fruit, vegetables,
14 dairy products, and other foods grown or produced in New Jersey;

15 b. increase consumer awareness of New Jersey frozen foods
16 through advertising campaigns and marketing programs;

17 c. provide for the dissemination of information about the
18 variety and availability of New Jersey frozen food products; and

19 d. create a labeling program to identify frozen food products
20 containing New Jersey agricultural commodities similar to the
21 Jersey Fresh program.

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23 2. This act shall take effect immediately.

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STATEMENT

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28 This bill would establish the “Jersey Frozen Foods Program” in
29 the Department of Agriculture. The bill requires the department to
30 adopt regulations that would: (1) encourage and promote the sale of
31 frozen fruit, vegetables, dairy products, and other foods grown or
32 produced in New Jersey; (2) increase consumer awareness of New
33 Jersey frozen foods through advertising campaigns and marketing
34 programs; (3) provide for the dissemination of information about
35 the variety and availability of New Jersey frozen food products; and
36 (4) create a labeling program to identify frozen food products
37 containing New Jersey agricultural commodities similar to the
38 Jersey Fresh program.