

ASSEMBLY, No. 5049

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED NOVEMBER 19, 2020

Sponsored by:

Assemblyman RONALD S. DANCER

District 12 (Burlington, Middlesex, Monmouth and Ocean)

SYNOPSIS

Requires NJTA and SJTA to annually report information on “Jersey Fresh” program.

CURRENT VERSION OF TEXT

As introduced.



1 **AN ACT** concerning the sale of “Jersey Fresh” products at certain
2 locations and amending P.L.2008, c.40.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. Section 1 of P.L.2008, c.40 (C.27:23-48) is amended to read
8 as follows:

9 1. a. The New Jersey Turnpike Authority shall adopt, in
10 consultation with the Department of Agriculture and pursuant to the
11 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
12 seq.), rules and regulations to provide for and encourage the sale of
13 agricultural products labeled "Jersey Fresh", other agricultural or
14 horticultural products grown and raised in the State, and "Made
15 With Jersey Fresh" products that are baked or made with "Jersey
16 Fresh" products, at service areas along the Garden State Parkway
17 and the New Jersey Turnpike. These rules and regulations shall
18 include, but need not be limited to, provisions allowing for:

19 (1) the selection of appropriate service areas;

20 (2) the designation of locations for such sales at selected
21 service areas;

22 (3) procedures for growers and sellers of agricultural or
23 horticultural products, and bakers or producers of "Made With
24 Jersey Fresh" products, to use these designated sales locations; and

25 (4) compliance with the rules and regulations adopted by the
26 State Board of Agriculture pursuant to section 3 of P.L.2008, c.40
27 (C.4:1-11.2).

28 b. To the extent necessary, appropriate, and practicable, the
29 New Jersey Turnpike Authority shall initiate discussions with
30 contracted vendors at service areas concerning the promotion and
31 sale of agricultural products labeled "Jersey Fresh" and other
32 agricultural or horticultural products, and "Made With Jersey Fresh"
33 baked goods and other food products, at service areas and shall
34 incorporate any necessary provisions in the contracts of the vendors
35 to allow for the promotion and sale of these products at service
36 areas along the Garden State Parkway and the New Jersey Turnpike.

37 c. Within 90 days of the end of each fiscal year, the New Jersey
38 Turnpike Authority shall submit a report to the Governor and,
39 pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1), the
40 Legislature that contains the following information for the
41 immediately preceding fiscal year:

42 (1) the service areas that have been selected for the sale of
43 products labeled “Jersey Fresh” and “Made With Jersey Fresh”;

44 (2) the total number of growers and sellers of agricultural or
45 horticultural products and bakers or producers of “Made With

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 Jersey Fresh” products that used the designated locations at each
2 selected service area;

3 (3) the total number of contracted vendors that sold products
4 labeled “Jersey Fresh” and “Made With Jersey Fresh”;

5 (4) the amount in dollars of the total sales of “Jersey Fresh” and
6 “Made With Jersey Fresh” products at each selected service area;

7 (5) a survey of the growers and sellers of agricultural or
8 horticultural products and bakers or producers of “Made With
9 Jersey Fresh” products that provides feedback on how the authority
10 may improve the program established by this section;

11 (6) a plan for the expansion of the program established by this
12 section to additional service areas, if feasible, and which service
13 areas are appropriate candidates to host growers and sellers of
14 agricultural or horticultural products and bakers or producers of
15 “Made With Jersey Fresh” products; and

16 (7) any other information that the authority deems appropriate to
17 include in the report.

18 (cf: P.L.2010, c.111, s.3)

19
20 2. Section 2 of P.L.2008, c.40 (C.27:25A-43) is amended to
21 read as follows:

22 2. a. The South Jersey Transportation Authority shall adopt, in
23 consultation with the Department of Agriculture and pursuant to the
24 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
25 seq.), rules and regulations to provide for and encourage the sale of
26 agricultural products labeled "Jersey Fresh", other agricultural or
27 horticultural products grown and raised in the State, and "Made
28 With Jersey Fresh" products that are baked or made with "Jersey
29 Fresh" products, at service areas along the Atlantic City
30 Expressway. These rules and regulations shall include, but need not
31 be limited to, provisions allowing for:

32 (1) the selection of appropriate service areas;

33 (2) the designation of locations for such sales at selected service
34 areas;

35 (3) procedures for growers and sellers of agricultural or
36 horticultural products, and bakers and producers of "Made With
37 Jersey Fresh" products, to use these designated sales locations; and

38 (4) compliance with the rules and regulations adopted by the
39 State Board of Agriculture pursuant to section 3 of P.L.2008, c.40
40 (C.4:1-11.2).

41 b. To the extent necessary, appropriate, and practicable, the
42 South Jersey **【Turnpike】** Transportation Authority shall initiate
43 discussions with contracted vendors at service areas concerning the
44 promotion and sale of agricultural products labeled "Jersey Fresh"
45 and other agricultural or horticultural products, and "Made With
46 Jersey Fresh" baked goods and other food products, at service areas
47 and shall incorporate any necessary provisions in the contracts of

1 the vendors to allow for the promotion and sale of these products at
2 service areas along the Atlantic City Expressway.

3 c. Within 90 days of the end of each fiscal year, the South
4 Jersey Transportation Authority shall submit a report to the
5 Governor and, pursuant to section 2 of P.L.1991, c.164 (C.52:14-
6 19.1), the Legislature that contains the following information for
7 the immediately preceding fiscal year:

8 (1) the service areas that have been selected for the sale of
9 products labeled “Jersey Fresh” and “Made With Jersey Fresh”;

10 (2) the total number of growers and sellers of agricultural or
11 horticultural products and bakers or producers of “Made With
12 Jersey Fresh” products that used the designated locations at each
13 selected service area;

14 (3) the total number of contracted vendors that sold products
15 labeled “Jersey Fresh” and “Made With Jersey Fresh”;

16 (4) the amount in dollars of the total sales of “Jersey Fresh” and
17 “Made With Jersey Fresh” products at each selected service area;

18 (5) a survey of the growers and sellers of agricultural or
19 horticultural products and bakers or producers of “Made With
20 Jersey Fresh” products that provides feedback on how the authority
21 may improve the program established by this section;

22 (6) a plan for the expansion of the program established by this
23 section to additional service areas, if feasible, and which service
24 areas are appropriate candidates to host growers and sellers of
25 agricultural or horticultural products and bakers or producers of
26 “Made With Jersey Fresh” products; and

27 (7) any other information that the authority deems appropriate to
28 include in the report.

29 (cf: P.L.2010, c.111, s.4)

30
31 3. This act shall take effect immediately.

32 33 34 STATEMENT

35
36 This bill requires the New Jersey Turnpike Authority (NJTA)
37 and South Jersey Transportation Authority (SJTA) to provide an
38 annual report to the Governor and Legislature on the “Jersey Fresh”
39 program at NJTA and SJTA service areas.

40 The report is required to include:

41 (1) the service areas that have been selected for the sale of
42 products labeled “Jersey Fresh” and “Made With Jersey Fresh”;

43 (2) the total number of growers and sellers of agricultural or
44 horticultural products and bakers or producers of “Made With
45 Jersey Fresh” products that used the designated locations at each
46 selected service area;

47 (3) the total number of contracted vendors that sold products
48 labeled “Jersey Fresh” and “Made With Jersey Fresh”;

- 1 (4) the amount in dollars of the total sales of “Jersey Fresh” and
- 2 “Made With Jersey Fresh” products at each selected service area;
- 3 (5) a survey of the growers and sellers of agricultural or
- 4 horticultural products and bakers or producers of “Made With
- 5 Jersey Fresh” products that provides feedback on how the authority
- 6 may improve the program;
- 7 (6) a plan for the expansion of the program to additional service
- 8 areas, if feasible, and which service areas are appropriate candidates
- 9 to host growers and sellers of agricultural or horticultural products
- 10 and bakers or producers of “Made With Jersey Fresh” products; and
- 11 (7) any other information that the NJTA or SJTA deems
- 12 appropriate to include in the report.
- 13 The sponsor of this bill supports the “Jersey Fresh” program and
- 14 the economic benefits that the program provides to the State. By
- 15 requiring the NJTA and SJTA to provide information on the
- 16 program, the sponsor hopes to improve the program for New
- 17 Jersey’s growers and sellers and all New Jersey residents.