

ASSEMBLY JOINT RESOLUTION

No. 21

STATE OF NEW JERSEY 219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:

Assemblyman VINCENT MAZZEO

District 2 (Atlantic)

Assemblyman JOHN ARMATO

District 2 (Atlantic)

Assemblyman PARKER SPACE

District 24 (Morris, Sussex and Warren)

SYNOPSIS

Designates months of June through September of each year as “Jersey Fresh Season.”

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



(Sponsorship Updated As Of: 2/22/2021)

1 **A JOINT RESOLUTION** designating the months of June through
2 September of each year as “Jersey Fresh Season.”
3
4 **WHEREAS**, Agriculture has been a key part of New Jersey’s economy
5 since the earliest Native American settlements, laying the
6 foundation for what would become the United States; and
7 **WHEREAS**, Although New Jersey is one of the smallest states in the
8 nation by land mass and is the most densely populated state, it is
9 also among the national leaders in the production of certain crops,
10 ranking among the top 10 states in the production of cranberries,
11 bell peppers, spinach, peaches, blueberries, cucumbers, sweet corn,
12 squash, tomatoes, snap beans, and cabbage; and
13 **WHEREAS**, In order to foster growth, development, regulation, and
14 refinement of agricultural enterprises, the New Jersey Department
15 of Agriculture (NJDA) was established in 1916; and
16 **WHEREAS**, In 1984, the NJDA created the first in the nation state-
17 sponsored agricultural branding program, Jersey Fresh, in order to
18 distinguish the high quality of New Jersey produced fruits and
19 vegetables from others in the marketplace; and
20 **WHEREAS**, The logo, Jersey Fresh, indicates that the contents have
21 been inspected and meet standards equal to, or better than, U.S. No.
22 1 standards; and
23 **WHEREAS**, Jersey Fresh produce is distinctive in the quality and
24 freshness because it is grown in New Jersey and harvested at its
25 peak ripened stage; and
26 **WHEREAS**, When produce is picked at its peak of flavor and freshness,
27 more of the very important vitamins and minerals in each type of
28 produce are retained within the commodity; and
29 **WHEREAS**, Fresh fruit and vegetables are an important part of a
30 healthy diet and can lower blood pressure, reduce risk of heart
31 disease and stroke, prevent some types of cancer, lower risk of eye
32 and digestive problems, and have a positive effect upon blood
33 sugar; and
34 **WHEREAS**, The NJDA has continually worked to bring Jersey Fresh to
35 all who want it, by working with restaurants, schools, colleges, big
36 box stores, local communities, hotels, hospitals, and more; and
37 **WHEREAS**, “Jersey Fresh Farm to School Week” was established by
38 law to highlight and promote the value and importance of New
39 Jersey agriculture and fresh foods produced in New Jersey, and the
40 value and importance of fresh farm foods for children, their general
41 health, and their success in school; and
42 **WHEREAS**, The New Jersey Turnpike Authority, for the Garden State
43 Parkway and the New Jersey Turnpike, and the South Jersey
44 Transportation Authority, for the Atlantic City Expressway, are
45 encouraged by law to provide for and sell agricultural products
46 labeled Jersey Fresh and other agricultural or horticultural products
47 grown and raised in the State at service areas along these toll roads;
48 and

AJR21 MAZZEO, ARMATO

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1 **WHEREAS**, It is important to further promote the consumption of
2 Jersey Fresh produce for the health of children and adults in this
3 State; now, therefore,

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

7
8 1. The months of June through September of each year are
9 designated as “Jersey Fresh Season” to increase public awareness of
10 the importance of Jersey Fresh produce for the health of all citizens
11 of this State.

12
13 2. At the discretion of the Secretary of Agriculture, certain
14 crops or other agricultural products may be specifically recognized
15 each month during “Jersey Fresh Season.”

16
17 3. The Governor is respectfully requested to annually issue a
18 proclamation calling upon public officials and citizens of the State
19 to observe “Jersey Fresh Season” with appropriate activities and
20 programs.

21
22 4. This joint resolution shall take effect immediately.

23
24
25 STATEMENT

26
27 This joint resolution designates the months of June through
28 September of each year as “Jersey Fresh Season” to promote the
29 value and importance of fresh farm foods for all citizens of this
30 State and their general health and nutrition. The joint resolution
31 also requests the Governor to issue an annual proclamation calling
32 upon public officials and citizens of the State to observe “Jersey
33 Fresh Season” with appropriate activities and programs. It further
34 authorizes the Secretary of Agriculture to specially recognize
35 certain crops or other agricultural products each month during
36 “Jersey Fresh Season.”

37 Agriculture has been a key part of New Jersey’s economy since
38 the earliest Native American settlements, laying the foundation for
39 what would become the United States. Although New Jersey is one
40 of the smallest states in the nation by land mass and is the most
41 densely populated state, it is also among the national leaders in the
42 production of certain crops, ranking among the top 10 states in the
43 production of cranberries, bell peppers, spinach, peaches,
44 blueberries, cucumbers, sweet corn, squash, tomatoes, snap beans,
45 and cabbage.

46 In 1984, the New Jersey Department of Agriculture (NJDA)
47 created the first in the nation state-sponsored agricultural branding
48 program, Jersey Fresh, in order to distinguish the high quality of

1 New Jersey produced fruits and vegetables from others in the
2 marketplace. The logo, Jersey Fresh, indicates that the contents
3 have been inspected and meet standards equal to, or better than,
4 U.S. No. 1 standards.

5 Jersey Fresh produce is distinctive in the quality and freshness
6 because it is grown in New Jersey and harvested at its peak ripened
7 stage. When produce is picked at its peak of flavor and freshness,
8 more of the very important vitamins and minerals in each type of
9 produce are retained within the commodity. Fresh fruit and
10 vegetables are an important part of a healthy diet and can lower
11 blood pressure, reduce risk of heart disease and stroke, prevent
12 some types of cancer, lower risk of eye and digestive problems, and
13 have a positive effect upon blood sugar. Therefore, it is important
14 to further promote the consumption of Jersey Fresh produce for the
15 health of children and adults in this State.