

Title 4
Chapter 10
Article 2
(Rename)
Promotion of
Sales of
New Jersey
Products
§1
C.4:10-25.10

P.L. 2021, CHAPTER 331, *approved January 1, 2022*
Senate, No. 83

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

3

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

6

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

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

20

21 2. This act shall take effect immediately.

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24

25

26 Establishes “Jersey Native Plants Program.”