

[First Reprint]

ASSEMBLY, No. 2365

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED FEBRUARY 7, 2022

Sponsored by:

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District 17 (Middlesex and Somerset)

Assemblyman THOMAS P. GIBLIN

District 34 (Essex and Passaic)

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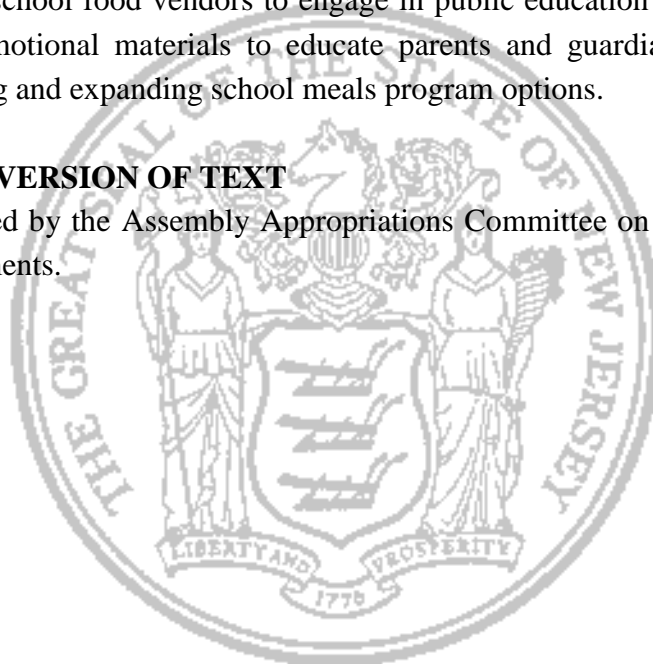
**Assemblywoman Reynolds-Jackson, Assemblyman Atkins,
Assemblywomen Eulner, Piperno, Assemblymen Wimberly, Freiman,
Assemblywomen Lopez, Jasey, Lampitt, Speight and McKnight**

SYNOPSIS

Requires school food vendors to engage in public education campaigns and develop promotional materials to educate parents and guardians of students about existing and expanding school meals program options.

CURRENT VERSION OF TEXT

As reported by the Assembly Appropriations Committee on May 19, 2022, with amendments.



(Sponsorship Updated As Of: 5/26/2022)

1 AN ACT concerning the promotion of, and the education of parents
2 and guardians regarding, school meals programs that are
3 operating, or that are subject to expansion, in the State, and
4 amending P.L.2019, c.307.

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

8
9 1. Section 1 of P.L.2019, c.307 (C.18A:33-27.1) is amended to
10 read as follows:

11 1. a. ¹**【The Department of Agriculture, in cooperation with the**
12 **Department of Education,】** Each food service vendor or food
13 service management company that provides a food service to
14 students at a public school in the State¹ shall:

15 (1) develop and implement a public education campaign to
16 educate ¹the¹ parents and guardians ¹【in the State】 of students at
17 schools served by the vendor or management company¹ about the
18 various school meals programs that are available for students in
19 New Jersey, and ¹about¹ the availability of free and reduced price
20 meals, under such programs, for students who satisfy federal or
21 State-level eligibility criteria; and

22 (2) develop promotional 【material】 materials for the 【"School
23 Meal Program"】 State's school meals programs, and provide
24 ¹【such】 copies of the¹ promotional materials to ¹【every】 each¹
25 school ¹【district】¹ 【with the "School Meal Program" promotional
26 material, which shall ¹that is served by the vendor or management
27 company¹ in the State, for distribution ¹【thereby】 , by school staff,¹
28 to the parents and guardians of students who are enrolled at
29 ¹【schools in the district.】 the school. The food service vendor or
30 food service management company shall utilize existing resources,
31 which have been made available by the United States Department of
32 Agriculture and the State Department of Agriculture, in developing
33 promotional materials for the purposes of this paragraph.¹ The
34 promotional materials developed pursuant to this paragraph shall
35 include, but need not be limited to, pamphlets, presentation
36 【material】 materials, webinars, and sample letters that schools may
37 send to parents and guardians.

38 b. The **【"School Meal Program"】** public education campaign
39 and promotional 【material】 materials developed under subsection a.
40 of this section shall:

41 (1) ¹satisfy the standards, and comply with the guidelines,
42 established by the Department of Agriculture, in consultation with
43 the Department of Education, pursuant to subsection c. of this
44 section;

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.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly AAP committee amendments adopted May 19, 2022.

1 (2)¹ highlight and promote the nature, purposes, value, and
2 importance of the National School Lunch Program, the federal
3 School Breakfast Program, [and] the federal Summer Food Service
4 Program [,] and other similar summer meals programs, as well as
5 the State's breakfast after the bell programs, established pursuant to
6 section 1 of P.L.2014, c.66 (C.18A:33-11.1) or section 2 of
7 P.L.2018, c.25 (C.18A:33-11.3), the State's emergency meals
8 distribution program, established pursuant to section 1 of P.L.2020,
9 c.6 (C.18A:33-27.2), and any new school meals programs that are
10 implemented in the State after the effective date of
11 P.L. , c. (C.) (pending before the Legislature as this bill);

12 ¹**[(2)] (3)**¹ emphasize the importance of providing a nutritious
13 meal to all children for their general health and [their] success in
14 school;

15 ¹**[(3)] (4)**¹ emphasize and promote the ability of eligible
16 students to obtain free or reduced price meals under the State's
17 school meals programs, and inform parents and guardians about the
18 various ways in which a student may be determined to be
19 categorically eligible for free meals under these programs, and the
20 federal and State-level income-based criteria that must be satisfied
21 in order for a student to obtain free or reduced price school meals,
22 under these programs, on the basis of annual household income;

23 ¹**[(4)] (5)**¹ highlight and describe the application and
24 determination processes that are used, by schools and school
25 districts, to certify students for free or reduced price school meals;

26 ¹**[(5)] (6)**¹ highlight and describe the rights that are applicable to
27 students and families in association with a student's subsidized or
28 unsubsidized receipt of school meals in the State; and

29 ¹**[(6)] (7)**¹ inform parents and guardians about the nature and
30 extent of any proposed or implemented expansion of the existing
31 school meals programs in the State, including, but not limited to,
32 the nature and extent of any proposed or implemented expansion of
33 the categories of students who are eligible for free or reduced price
34 school meals under such programs.

35 ¹c. Within 60 days after the effective date of this act, the
36 Department of Agriculture, in consultation with the Department of
37 Education, shall adopt standards and guidelines to ensure the
38 uniformity and accuracy of school meals-related information being
39 presented by food service vendors and food service management
40 companies as part of the educational campaigns conducted, and in
41 the promotional materials distributed, pursuant to this section.¹

42 (cf: P.L.2019, c.307, s.1)

43

44 2. This act shall take effect immediately.