

[Second Reprint]

**ASSEMBLY, No. 2365**

**STATE OF NEW JERSEY**  
**220th LEGISLATURE**

INTRODUCED FEBRUARY 7, 2022

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Assemblywomen Eulner, Piperno, Assemblymen Wimberly, Freiman,  
Assemblywomen Lopez, Jasey, Lampitt, Speight, McKnight, Senators Pou  
and Turner**

**SYNOPSIS**

Requires school food authorities 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 Senate Economic Growth Committee on June 13, 2022, with amendments.

(Sponsorship Updated As Of: 6/29/2022)

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. <sup>1</sup>**[The Department of Agriculture, in cooperation with the**  
 12 **Department of Education,]** Each <sup>2</sup>**[food service vendor or food**  
 13 service management company] school food authority<sup>2</sup> that provides  
 14 a food service to students at a public school in the State<sup>1</sup> shall<sup>2</sup>, in  
 15 the two languages that are most commonly spoken in the homes of  
 16 students in the public school served by the school food authority<sup>2</sup>:

17 (1) develop and implement a public education campaign to  
 18 educate <sup>1</sup>the<sup>1</sup> parents and guardians <sup>1</sup>**[in the State]** of students at  
 19 schools served by the <sup>2</sup>**[vendor or management company<sup>1</sup>]** school  
 20 food authority<sup>2</sup> about the various school meals programs that are  
 21 available for students in New Jersey, and <sup>1</sup>about<sup>1</sup> the availability of  
 22 free and reduced price meals, under such programs, for students  
 23 who satisfy federal or State-level eligibility criteria; and

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

41 b. The **[**"School Meal Program"] public education campaign  
 42 and promotional **[material]** materials developed under subsection a.  
 43 of this section shall:

**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:

<sup>1</sup>Assembly AAP committee amendments adopted May 19, 2022.

<sup>2</sup>Senate SEG committee amendments adopted June 13, 2022.

1       (1) <sup>1</sup>satisfy the standards, and comply with the guidelines,  
2 established by the Department of Agriculture, in consultation with  
3 the Department of Education, pursuant to subsection c. of this  
4 section;

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

17       <sup>1</sup>[(2)] (3)<sup>1</sup> emphasize the importance of providing a nutritious  
18 meal to all children for their general health and [their] success in  
19 school;

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

28       <sup>1</sup>[(4)] (5)<sup>1</sup> highlight and describe the application and  
29 determination processes that are used, by schools and school  
30 districts, to certify students for free or reduced price school meals;

31       <sup>1</sup>[(5)] (6)<sup>1</sup> highlight and describe the rights that are applicable to  
32 students and families in association with a student's subsidized or  
33 unsubsidized receipt of school meals in the State; and

34       <sup>1</sup>[(6)] (7)<sup>1</sup> inform parents and guardians about the nature and  
35 extent of any proposed or implemented expansion of the existing  
36 school meals programs in the State, including, but not limited to,  
37 the nature and extent of any proposed or implemented expansion of  
38 the categories of students who are eligible for free or reduced price  
39 school meals under such programs.

40       <sup>1</sup>c. <sup>2</sup>(1)<sup>2</sup> Within 60 days after the effective date of <sup>2</sup>[(this act)]  
41 P.L. , c. (pending before the Legislature as this bill)<sup>2</sup>, the  
42 Department of Agriculture, in consultation with the Department of  
43 Education, shall adopt standards and guidelines to ensure the  
44 uniformity and accuracy of school meals-related information being  
45 presented by <sup>2</sup>[(food service vendors and food service management  
46 companies)] school food authorities<sup>2</sup> as part of the educational

1 campaigns conducted, and in the promotional materials distributed,  
2 pursuant to this section.<sup>1</sup>

3 <sup>2</sup>(2) Within 60 days of the effective date of P.L. \_\_\_\_\_,  
4 c. (pending before the Legislature as this bill), the Department of  
5 Education shall provide each school food authority that provides a  
6 food service to students at a public school in the State with  
7 information concerning the two languages that are most commonly  
8 spoken in the homes of students in each of the public schools that  
9 the school food authority serves. The Department of Education  
10 shall periodically, and at least every five years, verify the two  
11 languages that are most commonly spoken in the homes of students  
12 in each public school served by each school food authority.

13 d. As used in this section:

14 “School food authority” shall mean the school, school district, or  
15 third-party food service vendor, as applicable.<sup>2</sup>

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

17

18 2. This act shall take effect immediately.