

ASSEMBLY AGRICULTURE AND FOOD SECURITY
COMMITTEE

STATEMENT TO

ASSEMBLY RESOLUTION No. 79

STATE OF NEW JERSEY

DATED: MAY 18, 2023

The Assembly Agriculture and Food Security Committee reports favorably Assembly Resolution No. 79.

This resolution urges the Division of Parks and Forestry, in the Department of Environmental Protection, to market and offer for sale at park and historic sites, whenever and wherever possible, local and New Jersey-based products and goods, such as Jersey Fresh produce, Jersey Grown plants, “Made with Jersey Fresh” baked goods and food products, and art and craft work made by New Jersey-based artists. The resolution additionally urges the Department of Agriculture, and the Division of Travel and Tourism and the New Jersey State Council on the Arts to assist the division by encouraging the participation of local farmers, bakers, artists, and crafts persons in advancing and marketing their products at such sites. The resolution further encourages citizens and visitors alike to explore and frequent the many park destinations throughout the State, and further support New Jersey farmers, bakers, and creative artists by purchasing the products and goods promoted and offered at such sites.

Travel and tourism destinations in New Jersey play an essential role in attracting visitors to the State and introducing visitors to local businesses, such as those featuring the products created by artists and the crops and baked goods yielded and produced by farmers. Through tourism, the State can advance the market for commodities sold by local artists and farmers by featuring and marketing such products to visitors in gift shops operated within State parks. Such shops offer visitors a chance to purchase local foods, artwork and other gifts, thereby allowing visitors to return home and further appreciate and enjoy, and share, the creativity and craftsmanship of artists in the State and the quality of Jersey Fresh produce and Jersey Grown plants. Jointly cultivating the agricultural and cultural heritage in the State, by encouraging visitors to explore the natural resources within the State in concert with providing opportunities for visitors to buy local products from the State’s skilled and creative workforce, will better support local artists, farms, and businesses.