

LEGISLATIVE FISCAL ESTIMATE
SENATE, No. 1336
STATE OF NEW JERSEY
220th LEGISLATURE

DATED: MARCH 22, 2023

SUMMARY

Synopsis: Directs Department of Agriculture to establish Jersey Fresh sales pilot program; appropriates \$500,000.

Type of Impact: One-time State expenditure increase.

Agencies Affected: Department of Agriculture.

Office of Legislative Services Estimate

One-Time Fiscal Impact	
State Expenditure Increase	Up to \$500,000

- The Office of Legislative Services (OLS) concludes that the bill will result in a one-time State expenditure increase of up to \$500,000 for the Department of Agriculture to establish the three-year pilot program and implement the other provisions of the bill.

BILL DESCRIPTION

This bill requires the Department of Agriculture to establish a three-year pilot program to create at least three locations in the State that sell exclusively Jersey Fresh products. The bill appropriates \$500,000 for this purpose.

Under the bill, the department would publish a request for proposals for prospective proprietors of the Jersey Fresh venues, which may be freestanding stores, kiosks, counters, or vending machines and enter into contracts to implement the pilot program. The bill directs the department to place the venues at highly trafficked State facilities such as tollway service areas, rail stations, State Parks, airports, museums, and event centers, or at other locations at the discretion of the department.

No later than two years after the effective date of this bill, the department will be responsible for submitting a written report to the Legislature summarizing the program, identifying the Jersey Fresh venues and their proprietors, providing the costs and estimated benefits of the program, and providing recommendations for legislative action to promote agricultural tourism and the sale of agricultural goods produced in the State.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The OLS concludes that the bill will result in a one-time State expenditure increase of up to \$500,000 for the Department of Agriculture to establish the three-year pilot program and implement the other provisions of the bill. Any amounts not expended in a given fiscal year will be spent in subsequent fiscal years until the full \$500,000 is exhausted or the pilot program is completed.

The bill requires the department to establish and maintain no fewer than three Jersey Fresh venues and to enter into contracts with various parties to implement the program. The department also will be responsible for submitting a written report to the Legislature no later than two years after the effective date of the bill. The bill appropriates \$500,000 to the department to carry out these responsibilities.

The OLS determines that the bill has the potential to increase revenue for farmers and vendors of agricultural products in the State by providing additional sales channels through the establishment of Jersey Fresh venues, which would benefit State revenue collections. Furthermore, the program has the potential to generate additional State economic benefits by promoting agricultural tourism and increasing sales of agricultural products in the State.

Section: Environment, Agriculture, Energy, and Natural Resources

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This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).