

**ASSEMBLY CONCURRENT
RESOLUTION No. 138**

STATE OF NEW JERSEY

221st LEGISLATURE

INTRODUCED JUNE 6, 2024

Sponsored by:

Assemblywoman ANDREA KATZ

District 8 (Atlantic and Burlington)

Assemblyman ROY FREIMAN

District 16 (Hunterdon, Mercer, Middlesex and Somerset)

Assemblyman ALEX SAUICKIE

District 12 (Burlington, Middlesex, Monmouth and Ocean)

Co-Sponsored by:

Assemblymen Wimberly, Atkins, Assemblywomen Bagolie, Dunn, Matsikoudis, Assemblymen Conaway, Inganamort, Assemblywomen Drulis, Peterpaul, Assemblymen Scharfenberger, Clifton, Assemblywomen Donlon and Quijano

SYNOPSIS

Honors 40th anniversary of Jersey Fresh program.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/19/2024)

ACR138 KATZ, FREIMAN

2

- 1 **A CONCURRENT RESOLUTION** honoring the 40th anniversary of the
2 Jersey Fresh program.
3
- 4 **WHEREAS**, New Jersey’s agricultural and food production, processing,
5 and distribution industries are critical to promoting food
6 accessibility for New Jersey residents; and
- 7 **WHEREAS**, Agriculture serves a key role in New Jersey’s economy by
8 helping to reduce municipal taxes, increase property values, and
9 generate significant revenue for the State; and
- 10 **WHEREAS**, In 1984, the New Jersey Department of Agriculture (the
11 department) established the Jersey Fresh program, the first in the
12 nation state-sponsored agricultural commodity marketing and
13 quality grading program, to promote State agriculture; and
- 14 **WHEREAS**, The Jersey Fresh program identifies locally grown produce
15 with a distinct Jersey Fresh label to enable consumers to easily
16 distinguish New Jersey produce from other produce in the
17 marketplace; and
- 18 **WHEREAS**, In addition, the program’s quality grading program
19 requires Jersey Fresh produce to meet U.S. No. 1 Fresh for
20 Processing grade or better; and
- 21 **WHEREAS**, Together with its quality assurance, the Jersey Fresh
22 program guarantees that produce labeled as Jersey Fresh was
23 freshly harvested in New Jersey at its peak ripeness, was inspected,
24 and is of high quality; and
- 25 **WHEREAS**, The Jersey Fresh program promotes New Jersey’s produce
26 industry, and specifically family-owned New Jersey farms, through
27 marketing campaigns that advertise locally grown produce and
28 inform consumers of what produce is in season; and
- 29 **WHEREAS**, The Jersey Fresh program’s two-pronged marketing and
30 quality grading approach has increased New Jersey consumers’
31 awareness of, and willingness to purchase, locally harvested
32 produce; and
- 33 **WHEREAS**, Consumer recognition of Jersey Fresh products has
34 extended beyond the State to the mid-Atlantic and New England
35 markets and, in 2020, was on par with that of other major national
36 brands; and
- 37 **WHEREAS**, The Jersey Fresh program serves as a national model for
38 other state-sponsored agricultural branding programs; and
- 39 **WHEREAS**, New Jersey produces over 100 types of fruits and
40 vegetables and is nationally ranked as a top 10 producer of
41 blueberries, peaches, bell peppers, squash, tomatoes, and
42 cranberries; and
- 43 **WHEREAS**, The Jersey Fresh program has expanded across the State
44 and is available in all 21 counties, including at over 2,000 On-Farm
45 Markets run by local New Jersey farmers, community farmers
46 markets, major retail stores, wineries, breweries, and distilleries;
47 and

1 **WHEREAS**, The Jersey Fresh program’s popularity and demonstrated
2 success in the produce industry has given rise to similar programs,
3 including the Made with Jersey Fresh program, which identifies
4 processed food made with fresh, locally sourced ingredients; the
5 Jersey Grown program, which advertises New Jersey grown plants,
6 trees, shrubs, and flowers; the Jersey Raised program, which
7 markets livestock raised in New Jersey; and the Jersey Seafood
8 program, which promotes aquacultured and wild-caught fish and
9 seafood products harvested off of New Jersey’s coast; and

10 **WHEREAS**, The Legislature of the State of New Jersey honors 40 years
11 of the Jersey Fresh program’s continued innovation and success in
12 promoting locally harvested produce, supporting family owned
13 farms in New Jersey, and increasing consumers’ awareness of and
14 access to New Jersey grown, quality produce; now, therefore,

15

16 **BE IT RESOLVED** *by the General Assembly of the State of New*
17 *Jersey (the Senate concurring):*

18

19 1. The Legislature of the State of New Jersey honors the 40th
20 anniversary of the Jersey Fresh program.

21

22 2. Copies of this resolution, as filed with the Secretary of State,
23 shall be transmitted by the Clerk of the General Assembly or the
24 Secretary of the Senate to the Secretary of the New Jersey
25 Department of Agriculture and the President of the New Jersey
26 State Board of Agriculture.

27

28

29

STATEMENT

30

31 This concurrent resolution honors the 40th anniversary of the
32 Jersey Fresh program. The agricultural industry is critical to
33 ensuring New Jersey residents have access to healthy food and
34 plays a key role in the State’s economy by helping to keep property
35 taxes low, increase property values, and garner State revenue. In
36 1984, the New Jersey Department of Agriculture established the
37 Jersey Fresh program, the first in the nation state-sponsored
38 agricultural commodity marketing and quality grading program, to
39 promote the State’s agricultural industry. The Jersey Fresh program
40 helps support family owned farms across New Jersey through its
41 marketing campaigns that inform shoppers of what produce is in
42 season and encourage consumers to shop local. The Jersey Fresh
43 program’s distinct label placed on locally harvested produce assists
44 consumers easily differentiate fruits and vegetables grown in New
45 Jersey from other produce in the marketplace.

46 The Jersey Fresh program encourages consumers to purchase
47 locally grown produce through its quality and freshness guarantees.
48 Specifically, the Jersey Fresh quality grading program requires

1 Jersey Fresh produce to meet U.S. No. 1 Fresh for Processing grade
2 or better. With this added quality assurance, the Jersey Fresh label
3 guarantees that its produce was freshly harvested in New Jersey, has
4 been inspected, and meets high quality standards.

5 The Jersey Fresh program has demonstrated success in
6 increasing New Jersey consumers' awareness of, and willingness to
7 purchase, locally harvested produce. Consumer recognition of
8 Jersey Fresh products has extended beyond the State to the mid-
9 Atlantic and New England markets and, in 2020, was on par with
10 that of other major national brands. Today, the Jersey Fresh
11 program is recognized as a national model for other state-sponsored
12 agricultural branding programs.

13 The Jersey Fresh program's innovative marketing strategies have
14 contributed to the program's longevity and popularity. New Jersey
15 produces over 100 types of fruits and vegetables and is nationally
16 ranked in the top 10 producers of blueberries, peaches, bell peppers,
17 squash, tomatoes, and cranberries. The Jersey Fresh program has
18 expanded across the State and is available to New Jersey residents
19 in every county, including at over 2,000 On-Farm Markets run by
20 local New Jersey farmers, community farmers markets, major retail
21 stores, wineries, breweries, and distilleries. The Jersey Fresh
22 program's popularity and demonstrated success has also inspired
23 related programs modeled after the Jersey Fresh program, including
24 the Made with Jersey Fresh program, which identifies processed
25 food made with fresh, locally sourced ingredients; the Jersey Grown
26 program, which advertises New Jersey grown plants, trees, shrubs,
27 and flowers; the Jersey Raised program, which markets livestock
28 raised in New Jersey; and the Jersey Seafood program, which
29 promotes aquacultured and wild-caught fish and seafood products
30 harvested off of New Jersey's coast.