

P.L. 2025, CHAPTER 201, *approved January 12, 2026*
Senate, No. 216 (*Second Reprint*)

1 AN ACT concerning the promotion of aquaculture products through
2 the Jersey Fresh Program, supplementing Title 4 of the Revised
3 Statutes, and making an appropriation.
4

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

8 1. a. ¹**[In addition to any monies otherwise appropriated or**
9 allocated to the Jersey Fresh Program, there shall be annually
10 appropriated \$100,000 from the General Fund to the Department of
11 Agriculture for the sole purpose of the promotion of aquaculture
12 products produced in the State as part of the Jersey Fresh Program.

13 b.]¹ The department ¹**[shall develop and implement]**¹, as part of
14 the Jersey Fresh Program, ¹**[a program to]** shall¹ advertise and
15 promote aquaculture products ¹[produced in the State, and shall
16 allocate the], the quality of which complies with standards adopted
17 by the department and is verified thereby through the use of an
18 appropriate quality grading system. The department shall develop
19 and implement an appropriate quality grading system specific to the
20 grading of aquaculture products, as distinguished from wild-caught
21 seafood products, which system shall be consistent with, and similar
22 to, the quality grading system that is used, by the department, to
23 grade the quality of other agricultural commodities for the purposes
24 of the Jersey Fresh Program.

25 b. In addition to ²**[the¹ monies appropriated pursuant to**
26 ¹section 2 of this act and otherwise] any monies² appropriated or
27 allocated to the Jersey Fresh Program, in each fiscal year following
28 the effective date of this act, there shall be annually appropriated,
29 from the General Fund to the Department of Agriculture,
30 ²**[\$100,000] \$25,000² for the sole purpose of facilitating the**
31 department's advertisement and promotion of aquaculture products,
32 under the Jersey Fresh Program, as provided by¹ subsection a. of
33 this section ¹**[to the program's advertising and promotion of**
34 aquaculture products]¹.

35 c. As used in this section:

36 ¹"Aquaculture product" means fish or shellfish that is produced
37 in the State, or in State waters, through means of aquaculture, as
38 defined by section 3 of the "New Jersey Aquaculture Development
39 Act," P.L.1997, c.236 (C.4:27-3).¹

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:

¹Senate SEN committee amendments adopted March 17, 2025.

²Senate SBA committee amendments adopted June 9, 2025.

1 “Department” means the Department of Agriculture.

2 “Jersey Fresh Program” means the ¹【same as that term is defined
3 in section 1 of P.L.2017, c.197 (C.54A:9-25.44)】 agricultural
4 commodity marketing and quality grading program established by
5 the department pursuant to R.S.4:10-6, P.L.1971, c.308 (C.4:10-43
6 et seq.), and the rules and regulations adopted pursuant thereto¹.

7

8 ²【2. There is appropriated from the General Fund to the
9 Department of Agriculture the sum of \$100,000 for the purpose of
10 the promotion of aquaculture products produced in the State as part of
11 the Jersey Fresh Program.】²

12

13 ²【3.】 2.² This act shall take effect immediately.

14

15

16

17

18 Directs Department of Agriculture to advertise and promote State
19 aquaculture products through Jersey Fresh Program; establishes
20 annual \$25,000 appropriation.