

## CHAPTER 201

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

**BE IT ENACTED** *by the Senate and General Assembly of the State of New Jersey:*

C.4:10-19.4 Department of Agriculture to advertise, promote aquaculture products.

1. a. The department, as part of the Jersey Fresh Program, shall advertise and promote aquaculture products, the quality of which complies with standards adopted by the department and is verified thereby through the use of an appropriate quality grading system. The department shall develop and implement an appropriate quality grading system specific to the grading of aquaculture products, as distinguished from wild-caught seafood products, which system shall be consistent with, and similar to, the quality grading system that is used, by the department, to grade the quality of other agricultural commodities for the purposes of the Jersey Fresh Program.

b. In addition to any monies appropriated or allocated to the Jersey Fresh Program, in each fiscal year following the effective date of this act, there shall be annually appropriated, from the General Fund to the Department of Agriculture, \$25,000 for the sole purpose of facilitating the department's advertisement and promotion of aquaculture products, under the Jersey Fresh Program, as provided by subsection a. of this section .

c. As used in this section:

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

“Department” means the Department of Agriculture.

“Jersey Fresh Program” means the agricultural commodity marketing and quality grading program established by the department pursuant to R.S.4:10-6, P.L.1971, c.308 (C.4:10-43 et seq.), and the rules and regulations adopted pursuant thereto.

2. This act shall take effect immediately.

Approved January 12, 2026.