

**SENATE CONCURRENT  
RESOLUTION No. 109**

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**STATE OF NEW JERSEY**

**221st LEGISLATURE**

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INTRODUCED JUNE 6, 2024

**Sponsored by:**

**Senator JOHN J. BURZICHELLI**

**District 3 (Cumberland, Gloucester and Salem)**

**Senator LINDA R. GREENSTEIN**

**District 14 (Mercer and Middlesex)**

**Co-Sponsored by:**

**Senators Space and Beach**

**SYNOPSIS**

Honors 40th anniversary of Jersey Fresh program.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 11/18/2024)**

SCR109 BURZICHELLI, GREENSTEIN

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- 1 **A CONCURRENT RESOLUTION** honoring the 40th anniversary of the  
2 Jersey Fresh program.  
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- 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,

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

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

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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.

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STATEMENT

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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.