

# 52:32-1.6

## LEGISLATIVE HISTORY CHECKLIST

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**LAWS OF:** 2011                    **CHAPTER:** 102

**NJSA:** 52:32-1.6 (Encourages purchase of "Jersey Fresh" and other NJ agricultural products by State agencies, departments and facilities)

**BILL NO:** A2342 (Substituted for S1356)

**SPONSOR(S)** McHose and others

**DATE INTRODUCED:** February 25, 2010

**COMMITTEE:**            **ASSEMBLY:** Agriculture and Natural Resources

**SENATE:** Economic Growth

**AMENDED DURING PASSAGE:** Yes

**DATE OF PASSAGE:**            **ASSEMBLY:** June 23, 2011

**SENATE:** June 9, 2011

**DATE OF APPROVAL:** August 17, 2011

### FOLLOWING ARE ATTACHED IF AVAILABLE:

#### **FINAL TEXT OF BILL** (First Reprint enacted)

#### **A2342**

**SPONSOR'S STATEMENT:** (Begins on page 3 of introduced bill) Yes

**COMMITTEE STATEMENT:**                    **ASSEMBLY:** Yes

**SENATE:** Yes

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, *may possibly* be found at [www.njleg.state.nj.us](http://www.njleg.state.nj.us))

**FLOOR AMENDMENT STATEMENT:** No

**LEGISLATIVE FISCAL ESTIMATE:** No

#### **S1356**

**SPONSOR'S STATEMENT:** (Begins on page 3 of introduced bill) Yes

**COMMITTEE STATEMENT:**                    **ASSEMBLY:** No

**SENATE:** Yes

**FLOOR AMENDMENT STATEMENT:** No

**LEGISLATIVE FISCAL ESTIMATE:** No

(continued)

**VETO MESSAGE:** No

**GOVERNOR'S PRESS RELEASE ON SIGNING:** Yes

**FOLLOWING WERE PRINTED:**

To check for circulating copies, contact New Jersey State Government Publications at the State Library (609) 278-2640 ext.103 or <mailto:refdesk@njstatelib.org>

**REPORTS:** No

**HEARINGS:** No

**NEWSPAPER ARTICLES:** Yes

"Gov. Christie signs bipartisan legislation providing \$90.6 million for farmland preservation," NewJerseyNewsroom.com, August 18, 2011

"Christie signs legislation providing \$90.6M in grants to preserve farmlands," The Times, August 18, 2011

"Preservation, Middlesex County to benefit, Keeping farms forever Green, Christie signs legislation, including \$1.5M for county," Home News Tribune, August 18, 2011

"Christie signs 3 farmland preservation bills," Burlington County Times, August 18, 2011

"Gov OKS funding to preserve farms," Asbury Park Press, August 18, 2011

"Democrats, GOP unite for open space, Home News Tribune, August 18, 2011

"Christie signs farmland preservation bills into law," The Daily Journal, August 18, 2011

"Democrats, GOP unite for farmland preservation funding," Daily Record, August 18, 2011

"Christie signs Farmland preservation bill," Courier-Post, August 18, 2011

"Open-space legislation gets Christie's signature," Courier News, August 18, 2011

"Nearly \$91M goes to farms," Today's Sunbeam, August 18, 2011

"Gov. Christie signs over \$90 million for farmland preservation into law," August 18, 2011

"More than \$3M in grant funding aims to preserve Gloucester County farmland," August 18, 2011

"Jersey Fresh farms get a helping hand," The Star-Ledger, August 18, 2011

LAW/RWH

P.L.2011, CHAPTER 102, *approved August 17, 2011*  
Assembly, No. 2342 (*First Reprint*)

1 AN ACT concerning the purchase of "Jersey Fresh" and other New  
2 Jersey agricultural products, and amending P.L.1999, c.32.

3  
4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

6  
7 <sup>1</sup>[1. Section 1 of P.L.1999, c.32 (C.52:32-1.6) is amended to  
8 read as follows:

9 1. a. The Director of the Division of Purchase and Property in  
10 the Department of the Treasury shall, upon consultation with the  
11 Department of Agriculture, review and modify all bid and product  
12 specifications relating to the purchase of agricultural and  
13 horticultural products and commodities, so that the specifications  
14 do not discriminate against, but encourage, the maximum purchase  
15 of "Jersey Fresh," "Jersey Grown," and other agricultural food  
16 products and commodities grown or raised in New Jersey. In  
17 purchasing any agricultural or horticultural products or  
18 commodities for use by the various agencies and departments of the  
19 State government, for the entities defined in section 1 of P.L.1959,  
20 c.40 (C.52:27B-56.1), or for any county, municipality or school  
21 district pursuant to P.L.1969, c.104 (C.52:25-16.1 et al.), the  
22 Director of the Division of Purchase and Property, to the maximum  
23 extent possible, shall make contracts available for "Jersey Fresh,"  
24 "Jersey Grown," and other agricultural food products and  
25 commodities grown or raised in New Jersey, unless the director  
26 determines it to be inconsistent with the public interest or the cost  
27 to be unreasonable. The Department of Agriculture shall provide  
28 information regarding the location and time of year "Jersey Fresh,"  
29 Jersey Grown," and other agricultural food products and  
30 commodities grown or raised in New Jersey are available to the  
31 Division of Purchase and Property.

32 b. To the extent any agency or department of State government  
33 purchases agricultural or horticultural products or commodities  
34 other than through or by the Division of Purchase and Property, the  
35 agency or department shall follow guidelines therefor to be  
36 developed and issued by the Division of Purchase and Property in  
37 consultation with the Department of Agriculture. These guidelines  
38 shall encourage and promote to the maximum extent practicable the  
39 purchase of "Jersey Fresh," Jersey Grown," and other agricultural  
40 food products and commodities grown or raised in New Jersey.

**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:

<sup>1</sup>Senate SEG committee amendments adopted May 19, 2011.

1       c. In implementing subsections a. and b. of this section for any  
2 agency or department of State government, when entering into or  
3 renewing a contract for the purchase of goods or related services,  
4 preference shall whenever possible be given to “Jersey Fresh,”  
5 “Jersey Grown,” and other agricultural food products and  
6 commodities grown or raised in New Jersey.

7       In preparing the specifications for any contract for the purchase  
8 of goods and services, the Director of the Division of Purchase and  
9 Property in the Department of the Treasury or any State agency  
10 having authority to contract for the purchase of goods or services  
11 shall include in the invitation to bid, where relevant, a statement  
12 that any response to the invitation that proposes or calls for the use  
13 of “Jersey Fresh,” “Jersey Grown,” and other agricultural food  
14 products and commodities grown or raised in New Jersey shall  
15 receive preference whenever possible.

16       d. The Department of the Treasury, in consultation with the  
17 Department of Agriculture, shall adopt, pursuant to the  
18 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et  
19 seq.), any rules and regulations necessary for the implementation of  
20 this section.

21 (cf: P.L.2004, c.4, s.1)]<sup>1</sup>

22  
23       <sup>1</sup>1. Section 1 of P.L.1999, c.32 (C.52:32-1.6) is amended to read  
24 as follows:

25       1. a. The Director of the Division of Purchase and Property in  
26 the Department of the Treasury shall, upon consultation with the  
27 Department of Agriculture, review and modify all bid and product  
28 specifications relating to the purchase of agricultural and  
29 horticultural products and commodities, so that the specifications  
30 do not discriminate against, but encourage, the maximum purchase  
31 of "Jersey Fresh," "Jersey Grown," other agricultural food products  
32 and commodities grown or raised in New Jersey, and "Made With  
33 Jersey Fresh" baked goods or other food products baked or made  
34 with "Jersey Fresh" products. In purchasing any agricultural or  
35 horticultural products, commodities, or goods for use by the various  
36 agencies and departments of the State government, for the entities  
37 defined in section 1 of P.L.1959, c.40 (C.52:27B-56.1), or for any  
38 county, municipality or school district pursuant to P.L.1969, c.104  
39 (C.52:25-16.1 et al.), the Director of the Division of Purchase and  
40 Property, to the maximum extent possible, shall make contracts  
41 available for "Jersey Fresh," "Jersey Grown," other agricultural  
42 food products and commodities grown or raised in New Jersey, and  
43 "Made With Jersey Fresh" baked goods or other food products  
44 baked or made with "Jersey Fresh" products, unless the director  
45 determines it to be inconsistent with the public interest or the cost  
46 to be unreasonable. The Department of Agriculture shall provide  
47 information regarding the location and time of year "Jersey Fresh,"  
48 "Jersey Grown," "Made With Jersey Fresh," and other agricultural

1 food products and commodities grown or raised in New Jersey are  
2 available to the Division of Purchase and Property.

3 b. To the extent any agency or department of State government  
4 purchases agricultural or horticultural products or commodities  
5 other than through or by the Division of Purchase and Property, the  
6 agency or department shall follow guidelines therefor to be  
7 developed and issued by the Division of Purchase and Property in  
8 consultation with the Department of Agriculture. These guidelines  
9 shall encourage and promote to the maximum extent practicable the  
10 purchase of "Jersey Fresh," "Jersey Grown," other agricultural food  
11 products and commodities grown or raised in New Jersey, and  
12 "Made With Jersey Fresh" baked goods or other food products  
13 baked or made with "Jersey Fresh" products.

14 c. In implementing subsections a. and b. of this section for any  
15 agency or department of State government, when entering into or  
16 renewing a contract for the purchase of goods or related services,  
17 the agency or department shall whenever possible provide enhanced  
18 visibility and accessibility to "Jersey Fresh," "Jersey Grown," other  
19 agricultural food products and commodities grown or raised in New  
20 Jersey, and "Made With Jersey Fresh" baked goods or other food  
21 products baked or made with "Jersey Fresh" products.

22 In preparing the specifications for any contract for the purchase  
23 of goods and services, the Director of the Division of Purchase and  
24 Property or any State agency having authority to contract for the  
25 purchase of goods or services shall include in the invitation to bid,  
26 where relevant, language providing for the enhanced visibility of  
27 and accessibility to "Jersey Fresh," "Jersey Grown," other  
28 agricultural food products and commodities grown or raised in New  
29 Jersey, and "Made With Jersey Fresh" baked goods or other food  
30 products baked or made with "Jersey Fresh" products.

31 d. The Department of the Treasury, in consultation with the  
32 Department of Agriculture, shall adopt, pursuant to the  
33 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et  
34 seq.), any rules and regulations necessary for the implementation of  
35 this section.<sup>1</sup>

36 (cf: P.L.2010, c.111, s.5)

37

38 2. This act shall take effect immediately.

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43 Encourages purchase of "Jersey Fresh" and other NJ agricultural  
44 products by State agencies, departments and facilities.

# ASSEMBLY, No. 2342

## STATE OF NEW JERSEY 214th LEGISLATURE

INTRODUCED FEBRUARY 25, 2010

**Sponsored by:**

**Assemblywoman ALISON LITTELL MCHOSE**

**District 24 (Sussex, Hunterdon and Morris)**

**Assemblywoman CELESTE M. RILEY**

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

**Co-Sponsored by:**

**Assemblymen Schaer, Milam, Albano, Assemblywoman Lampitt and  
Assemblyman Chivukula**

**SYNOPSIS**

Encourages purchase of “Jersey Fresh” and other NJ agricultural products by State agencies, departments and facilities.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 10/26/2010)**

1 AN ACT concerning the purchase of "Jersey Fresh" and other New  
2 Jersey agricultural products, and amending P.L.1999, c.32.

3

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

6

7 1. Section 1 of P.L.1999, c.32 (C.52:32-1.6) is amended to read  
8 as follows:

9 1. a. The Director of the Division of Purchase and Property in  
10 the Department of the Treasury shall, upon consultation with the  
11 Department of Agriculture, review and modify all bid and product  
12 specifications relating to the purchase of agricultural and  
13 horticultural products and commodities, so that the specifications  
14 do not discriminate against, but encourage, the maximum purchase  
15 of "Jersey Fresh," "Jersey Grown," and other agricultural food  
16 products and commodities grown or raised in New Jersey. In  
17 purchasing any agricultural or horticultural products or  
18 commodities for use by the various agencies and departments of the  
19 State government, for the entities defined in section 1 of P.L.1959,  
20 c.40 (C.52:27B-56.1), or for any county, municipality or school  
21 district pursuant to P.L.1969, c.104 (C.52:25-16.1 et al.), the  
22 Director of the Division of Purchase and Property, to the maximum  
23 extent possible, shall make contracts available for "Jersey Fresh,"  
24 "Jersey Grown," and other agricultural food products and  
25 commodities grown or raised in New Jersey, unless the director  
26 determines it to be inconsistent with the public interest or the cost  
27 to be unreasonable. The Department of Agriculture shall provide  
28 information regarding the location and time of year "Jersey Fresh,"  
29 Jersey Grown," and other agricultural food products and  
30 commodities grown or raised in New Jersey are available to the  
31 Division of Purchase and Property.

32 b. To the extent any agency or department of State government  
33 purchases agricultural or horticultural products or commodities  
34 other than through or by the Division of Purchase and Property, the  
35 agency or department shall follow guidelines therefor to be  
36 developed and issued by the Division of Purchase and Property in  
37 consultation with the Department of Agriculture. These guidelines  
38 shall encourage and promote to the maximum extent practicable the  
39 purchase of "Jersey Fresh," Jersey Grown," and other agricultural  
40 food products and commodities grown or raised in New Jersey.

41 c. In implementing subsections a. and b. of this section for any  
42 agency or department of State government, when entering into or  
43 renewing a contract for the purchase of goods or related services,  
44 preference shall whenever possible be given to "Jersey Fresh,"  
45 "Jersey Grown," and other agricultural food products and  
46 commodities grown or raised in New Jersey.

**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.

1       In preparing the specifications for any contract for the purchase  
2 of goods and services, the Director of the Division of Purchase and  
3 Property in the Department of the Treasury or any State agency  
4 having authority to contract for the purchase of goods or services  
5 shall include in the invitation to bid, where relevant, a statement  
6 that any response to the invitation that proposes or calls for the use  
7 of “Jersey Fresh,” “Jersey Grown,” and other agricultural food  
8 products and commodities grown or raised in New Jersey shall  
9 receive preference whenever possible.

10       d. The Department of the Treasury, in consultation with the  
11 Department of Agriculture, shall adopt, pursuant to the  
12 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et  
13 seq.), any rules and regulations necessary for the implementation of  
14 this section.

15 (cf: P.L.2004, c.4, s.1)

16

17       2. This act shall take effect immediately.

18

19

20

#### STATEMENT

21

22       This bill would amend current law to direct the Director of the  
23 Division of Purchase and Property to, whenever possible, give  
24 preference to “Jersey Fresh,” “Jersey Grown,” and other  
25 agricultural food products and commodities grown or raised in New  
26 Jersey when entering into or renewing a contract for the purchase of  
27 such goods for use by various State agencies, departments and  
28 facilities.

29       “Jersey Fresh” is an advertising and promotional program  
30 developed by the New Jersey Department of Agriculture in 1983 to  
31 draw consumer attention to the availability of New Jersey farm  
32 products. Growers who register with the department’s quality  
33 grading program are allowed to use the “Jersey Fresh” logo on their  
34 packages. The logo indicates that the contents have been inspected  
35 and meet standards equal to, or better than, U.S. No. 1 or U.S.  
36 Grade A. One component of the “Jersey Fresh” program is the  
37 “Jersey Grown” logo, which has been developed for nursery plants.



ASSEMBLY AGRICULTURE AND NATURAL RESOURCES  
COMMITTEE

STATEMENT TO

**ASSEMBLY, No. 2342**

**STATE OF NEW JERSEY**

DATED: OCTOBER 14, 2010

The Assembly Agriculture and Natural Resources Committee favorably reports Assembly Bill No. 2342.

This bill would amend current law to direct the Director of the Division of Purchase and Property in the Department of the Treasury to, whenever possible, give preference to “Jersey Fresh,” “Jersey Grown,” and other agricultural food products and commodities grown or raised in New Jersey when entering into or renewing a contract for the purchase of such goods for use by various State agencies, departments and facilities.

“Jersey Fresh” is an advertising and promotional program developed by the New Jersey Department of Agriculture in 1983 to draw consumer attention to the availability of New Jersey farm products. Growers who register with the department’s quality grading program are allowed to use the “Jersey Fresh” logo on their packages. The logo indicates that the contents have been inspected and meet standards equal to, or better than, U.S. No. 1 or U.S. Grade A. One component of the “Jersey Fresh” program is the “Jersey Grown” logo, which has been developed for nursery plants.

# SENATE ECONOMIC GROWTH COMMITTEE

## STATEMENT TO

### **ASSEMBLY, No. 2342**

with committee amendments

# **STATE OF NEW JERSEY**

DATED: MAY 19, 2011

The Senate Economic Growth Committee reports favorably Assembly Bill, No. 2342 with committee amendments.

This bill, as amended, directs the Director of the Division of Purchase and Property to, whenever possible, provide enhanced visibility and accessibility to bidders carrying "Jersey Fresh," "Jersey Grown," other agricultural food products and commodities grown or raised in New Jersey, and "Made with Jersey Fresh" baked goods or other food products baked or made with "Jersey Fresh" products, when entering into or renewing a contract for the purchase of such goods for use by various State agencies, departments, and facilities. Current law requires State agencies, departments, and facilities to follow guidelines that encourage and promote to the maximum extent practical the purchase of "Jersey Fresh," "Jersey Grown," other agricultural food products and commodities grown or raised in New Jersey, and "Made with Jersey Fresh" baked goods or other food products baked or made with "Jersey Fresh" products.

The committee amendments:

1) conform the bill text to reflect changes made via P.L.2010, c.111, which added "Made with Jersey Fresh" baked goods or other food products baked or made with "Jersey Fresh" products to the statute;

2) change the language in the bill from providing a preference for these products and commodities to providing enhanced visibility and accessibility to these products and commodities; and

3) include in the bill the language "Made with Jersey Fresh" baked goods or other food products baked or made with "Jersey Fresh" products to reflect the recent change made via P.L.2010, c.111.

As amended and reported by the committee, Assembly Bill No. 2342 is identical to Senate Bill No. 1356 which was also amended and reported by the committee on this date.

# SENATE, No. 1356

## STATE OF NEW JERSEY 214th LEGISLATURE

INTRODUCED FEBRUARY 8, 2010

**Sponsored by:**

**Senator STEVEN V. OROHO**

**District 24 (Sussex, Hunterdon and Morris)**

**Senator JEFF VAN DREW**

**District 1 (Cape May, Atlantic and Cumberland)**

**Co-Sponsored by:**

**Senator A.R.Bucco**

**SYNOPSIS**

Encourages purchase of “Jersey Fresh” and other NJ agricultural products by State agencies, departments and facilities.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 1/11/2011)**

1 AN ACT concerning the purchase of "Jersey Fresh" and other New  
2 Jersey agricultural products, and amending P.L.1999, c.32.

3

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

6

7 1. Section 1 of P.L.1999, c.32 (C.52:32-1.6) is amended to read  
8 as follows:

9 1. a. The Director of the Division of Purchase and Property in  
10 the Department of the Treasury shall, upon consultation with the  
11 Department of Agriculture, review and modify all bid and product  
12 specifications relating to the purchase of agricultural and  
13 horticultural products and commodities, so that the specifications  
14 do not discriminate against, but encourage, the maximum purchase  
15 of "Jersey Fresh," "Jersey Grown," and other agricultural food  
16 products and commodities grown or raised in New Jersey. In  
17 purchasing any agricultural or horticultural products or  
18 commodities for use by the various agencies and departments of the  
19 State government, for the entities defined in section 1 of P.L.1959,  
20 c.40 (C.52:27B-56.1), or for any county, municipality or school  
21 district pursuant to P.L.1969, c.104 (C.52:25-16.1 et al.), the  
22 Director of the Division of Purchase and Property, to the maximum  
23 extent possible, shall make contracts available for "Jersey Fresh,"  
24 "Jersey Grown," and other agricultural food products and  
25 commodities grown or raised in New Jersey, unless the director  
26 determines it to be inconsistent with the public interest or the cost  
27 to be unreasonable. The Department of Agriculture shall provide  
28 information regarding the location and time of year "Jersey Fresh,"  
29 Jersey Grown," and other agricultural food products and  
30 commodities grown or raised in New Jersey are available to the  
31 Division of Purchase and Property.

32 b. To the extent any agency or department of State government  
33 purchases agricultural or horticultural products or commodities  
34 other than through or by the Division of Purchase and Property, the  
35 agency or department shall follow guidelines therefor to be  
36 developed and issued by the Division of Purchase and Property in  
37 consultation with the Department of Agriculture. These guidelines  
38 shall encourage and promote to the maximum extent practicable the  
39 purchase of "Jersey Fresh," Jersey Grown," and other agricultural  
40 food products and commodities grown or raised in New Jersey.

41 c. In implementing subsections a. and b. of this section for any  
42 agency or department of State government, when entering into or  
43 renewing a contract for the purchase of goods or related services,  
44 preference shall whenever possible be given to "Jersey Fresh,"

**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.

1 “Jersey Grown,” and other agricultural food products and  
2 commodities grown or raised in New Jersey.

3 In preparing the specifications for any contract for the purchase  
4 of goods and services, the Director of the Division of Purchase and  
5 Property in the Department of the Treasury or any State agency  
6 having authority to contract for the purchase of goods or services  
7 shall include in the invitation to bid, where relevant, a statement  
8 that any response to the invitation that proposes or calls for the use  
9 of “Jersey Fresh,” “Jersey Grown,” and other agricultural food  
10 products and commodities grown or raised in New Jersey shall  
11 receive preference whenever possible.

12 d. The Department of the Treasury, in consultation with the  
13 Department of Agriculture, shall adopt, pursuant to the  
14 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et  
15 seq.), any rules and regulations necessary for the implementation of  
16 this section.

17 (cf: P.L.2004, c.4, s.1)

18

19 2. This act shall take effect immediately.

20

21

22

#### STATEMENT

23

24 This bill would amend current law to direct the Director of the  
25 Division of Purchase and Property to, whenever possible, give  
26 preference to “Jersey Fresh,” “Jersey Grown,” and other  
27 agricultural food products and commodities grown or raised in New  
28 Jersey when entering into or renewing a contract for the purchase of  
29 such goods for use by various State agencies, departments and  
30 facilities.

31 “Jersey Fresh” is an advertising and promotional program  
32 developed by the New Jersey Department of Agriculture in 1983 to  
33 draw consumer attention to the availability of New Jersey farm  
34 products. Growers who register with the department’s quality  
35 grading program are allowed to use the “Jersey Fresh” logo on their  
36 packages. The logo indicates that the contents have been inspected  
37 and meet standards equal to, or better than, U.S. No. 1 or U.S.  
38 Grade A. One component of the “Jersey Fresh” program is the  
39 “Jersey Grown” logo, which has been developed for nursery plants.

# SENATE ECONOMIC GROWTH COMMITTEE

## STATEMENT TO

### **SENATE, No. 1356**

with committee amendments

# **STATE OF NEW JERSEY**

DATED: MAY 19, 2011

The Senate Economic Growth Committee reports favorably Senate Bill No. 1356 with committee amendments.

This bill, as amended, directs the Director of the Division of Purchase and Property to, whenever possible, provide enhanced visibility and accessibility to bidders carrying “Jersey Fresh,” “Jersey Grown,” other agricultural food products and commodities grown or raised in New Jersey, and “Made with Jersey Fresh” baked goods or other food products baked or made with "Jersey Fresh" products, when entering into or renewing a contract for the purchase of such goods for use by various State agencies, departments, and facilities. Current law requires State agencies, departments, and facilities to follow guidelines that encourage and promote to the maximum extent practical the purchase of “Jersey Fresh,” “Jersey Grown,” other agricultural food products and commodities grown or raised in New Jersey, and “Made with Jersey Fresh” baked goods or other food products baked or made with "Jersey Fresh" products.

The committee amendments:

1) conform the bill text to reflect changes made via P.L.2010, c.111, which added “Made with Jersey Fresh” baked goods or other food products baked or made with "Jersey Fresh" products to the statute;

2) change the language in the bill from providing a preference for these products and commodities to providing enhanced visibility and accessibility to these products and commodities; and

3) include in the bill the language “Made with Jersey Fresh” baked goods or other food products baked or made with "Jersey Fresh" products to reflect the recent change made via P.L.2010, c.111.

As amended and reported by the committee, Senate Bill No. 1356 is identical to Assembly Bill No. 2342 which was also amended and reported by the committee on this date.

## Governor Christie Signs Legislation Making \$90.6 Million Available for Farmland Preservation to Keep Jersey Fresh Products Thriving in the Garden State

Wednesday, August 17, 2011 Tags: [Energy and the Environment](#)

**Trenton, NJ** – Governor Chris Christie today signed several measures that keep New Jersey green by providing \$90.6 million in grants to counties, towns and nonprofit organizations to preserve farmland across the Garden State and fund State-initiated farmland preservation projects. He also signed A-2342 to further enhance the visibility and accessibility of "Jersey Fresh" produce and "Made with Jersey Fresh" items at food concessions in state agencies.

"Farmland preservation is an investment in our future," said Governor Christie. "It's important for our farmers to ensure they have the land they need to operate successful businesses; it's vital for our communities that are working hard to retain productive agricultural lands, and it's critical for future generations to ensure they will be able to benefit from all that agriculture has to offer.

"Everyone loves our Jersey Fresh produce and products, so it's equally important to have these home-grown products widely accessible and more prominently displayed for everyone to enjoy. That's why we're making these items more readily available at food concessions located in our state facilities," the Governor added.

First Lady Mary Pat Christie, who is committed to raising awareness of *Jersey Fresh* and *Jersey Grown* products said, "*Jersey Fresh* and *Jersey Grown* promote the Garden State's rich agricultural industry. More importantly, these products have come to signify the *Jersey Pride* we all celebrate."

The farmland preservation legislation (S-2894-S-2897) provides:

- \$39 million in grants to 16 participating counties to help preserve farmland under the County Planning Incentive Grant Program. Each county is eligible for a \$1.5 million base grant. A county that spends down its base grant is eligible to compete for additional monies from a \$15 million competitive grant fund while it lasts. The potential maximum grant to any county under this program is \$4.5 million;
- \$23 million in grants to 43 participating municipalities to preserve farmland under the Municipal Planning Incentive Grant Program. The six towns participating in the program for the first time are eligible for \$750,000 each, while the 37 towns that previously qualified for funding are eligible for \$500,000 each;
- \$19.7 million for the State Agriculture Development Committee (SADC) to directly preserve farmland; and
- \$8.831 million in grants to 8 nonprofit organizations to preserve farmland under the Nonprofit Program – the largest allocation to that program to date.

The SADC administers New Jersey's Farmland Preservation Program, directly preserving farmland and providing grants to counties, municipalities and nonprofits to assist them in preserving farmland. To date, more than 2,000 farms covering more than 193,000 acres have been preserved statewide under the program.

Sponsors of S-2894 include Senators Whelan and Singer as well as Assemblymembers Riley and Burzichelli. Sponsors of S-2895 include Senators Greenstein and Oroho and Assemblymembers Moriarty, Riley, Burzichelli and Watson-Coleman. Sponsors of S-2896 include Senators Van Drew and Oroho as well as Assemblymembers Wagner, Moriarty, DeAngelo, Benson, Barnes and Diegnan. Sponsors of S-2897 include Senators Whelan and Singer as well as Assemblymembers Albano, Riley, Milam and Burzichelli.

Governor Christie also signed A-2342, requiring that an effort be made by food concession stands in state government facilities to place Jersey Fresh items and Made with Jersey Fresh products in prominent locations and to clearly identify them to patrons.

Guidelines are already in place that encourage and promote to the maximum extent practical the purchase of Jersey Fresh and other agricultural food products grown or raised in New Jersey and Made with Jersey Fresh products.

"There is a great interest in buying local and supporting our farmers," said Douglas H. Fisher, New Jersey Secretary of Agriculture. "State agency food concession patrons do not have to go far to get high quality, healthy Jersey Fresh produce and other state agricultural products."

The legislation includes Made with Jersey Fresh products, which are processed food items using New Jersey's bounty. Since New Jersey's produce season runs from May to November, incorporating Jersey Fresh products into processed foods extends the season to year-round. It also will help expand distribution well beyond the region.

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For a food processor to utilize the Made with Jersey Fresh logo, they must first become licensed to use the Jersey Fresh logo. Then, they must use products that are inspected through the Jersey Fresh Quality Grading Program. Those products must adhere to specific criteria for grading and quality.

For dairy products to be able to use the Made with Jersey Fresh Milk logo, the item must be made with milk obtained from New Jersey dairy farms, licensed under the Jersey Fresh Quality Grading Program, and must comply with all Jersey Fresh standards for milk.


Sponsors of A-2342 include Assemblymembers McHose (R-Sussex, Hunterdon and Morris) and Riley (D-Salem, Cumberland and Gloucester).

For listings of eligible county, municipal and nonprofit farmland preservation grant recipients, visit: [www.nj.gov/agriculture/sadc/news/hottopics/](http://www.nj.gov/agriculture/sadc/news/hottopics/) <<http://www.nj.gov/agriculture/sadc/news/hottopics/>>

For more information about Jersey Fresh products, visit [www.state.nj.us/jerseyfresh/](http://www.state.nj.us/jerseyfresh/) <<http://www.state.nj.us/jerseyfresh/>> .

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