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RH/CL

P.L. 2017, CHAPTER 267, *approved January 8, 2018*
Assembly, No. 3211 (*First Reprint*)

1 AN ACT concerning the promotion of sales of New Jersey farm
2 products and amending P.L.1939, c.136.

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.1939, c.136 (C.4:10-16) is amended to read
8 as follows:

9 1. ¹a.¹ For the purpose of advertising and promoting the sale
10 of New Jersey farm products~~[,] and the “Jersey Fresh” program,~~
11 the Secretary of Agriculture is hereby authorized to solicit and
12 receive funds, either as direct contributions, or from the sale of
13 labels or the right to use ¹~~the same as hereinafter provided~~ ¹labels
14 authorized by the Department of Agriculture¹, or from any other
15 source for ¹~~such~~ ¹advertising and promotional¹ purposes ¹~~, and~~
16 ¹~~such~~ ¹. The¹ monies ¹received pursuant to this subsection¹ shall be
17 deposited ¹~~by him in a bank or trust company designated under~~
18 provisions of law to accept deposits of State money,¹ in ¹~~a~~
19 special fund to be known as¹ the “New Jersey Farm Products
20 Publicity Fund ¹~~[,]”~~ ¹ established pursuant to subsection b. of this
21 section.

22 b. There is established in the Department of Agriculture a
23 special nonlapsing fund to be known as the “New Jersey Farm
24 Products Publicity Fund.” The fund shall be administered by the
25 Department of Agriculture, and monies in the fund shall be used
26 exclusively for advertising and promoting the sale of New Jersey
27 farm products and the “Jersey Fresh” program. Any monies
28 deposited into a bank or trust company designated to accept
29 deposits of State money prior to the effective date of P.L. _____,
30 c. (C. _____) (pending before the Legislature as this bill) and
31 pursuant to section 1 of P.L.1939, c.136 (C.4:10-16), for the “New
32 Jersey Farm Products Publicity Fund” shall be transferred to the
33 fund established pursuant to this subsection. Monies deposited in
34 the fund shall be held in interest-bearing accounts in public
35 depositories as defined pursuant to section 1 of P.L.1970, c.236
36 (C.17:9-41), and may be invested or reinvested in such securities as
37 are approved by the State Treasurer. Interest or other income
38 earned on monies deposited into the fund, and any monies which
39 may be appropriated or otherwise become available for the purposes

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:

¹Assembly AAN committee amendments adopted October 13, 2016.

1 of the fund, shall be credited to and deposited in the fund for use as
2 set forth in this section.

3 c.¹ The Secretary of Agriculture may notify interested persons
4 and business entities of the opportunity to contribute funds to be
5 used for ¹~~that~~ ¹the¹ purpose ¹established in subsection a. of this
6 section¹ .

7 (cf: P.L.1939, c.136, s.1)

8

9 2. This act shall take effect immediately.

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14 Clarifies law concerning the advertising and promoting of NJ
15 farm products.

ASSEMBLY, No. 3211

STATE OF NEW JERSEY 217th LEGISLATURE

INTRODUCED FEBRUARY 22, 2016

Sponsored by:

**Assemblyman PARKER SPACE
District 24 (Morris, Sussex and Warren)**

Co-Sponsored by:

Assemblywoman Phoebus, Assemblymen Dancer and Peterson

SYNOPSIS

Clarifies law concerning the advertising and promoting of NJ farm products.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 10/14/2016)

1 AN ACT concerning the promotion of sales of New Jersey farm
2 products and amending P.L.1939, c.136.

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.1939, c.136 (C.4:10-16) is amended to read
8 as follows:

9 1. For the purpose of advertising and promoting the sale of
10 New Jersey farm products **[,]** and the “Jersey Fresh” program, the
11 Secretary of Agriculture is hereby authorized to solicit and receive
12 funds, either as direct contributions, or from the sale of labels or the
13 right to use the same as hereinafter provided, or from any other
14 source for such purposes, and such monies shall be deposited by
15 him in a bank or trust company designated under provisions of law
16 to accept deposits of State money, in a special fund to be known as
17 the “New Jersey Farm Products Publicity Fund.” The Secretary of
18 Agriculture may notify interested persons and business entities of
19 the opportunity to contribute funds to be used for that purpose.

20 (cf: P.L.1939, c.136, s.1)

21

22 2. This act shall take effect immediately.

23

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STATEMENT

26

27 This bill allows the Secretary of Agriculture to notify interested
28 individuals and business entities of the opportunity to contribute
29 funds to advertise and promote the sale of New Jersey farm
30 products and the “Jersey Fresh” program.

31 “Jersey Fresh” is an advertising, promotional, and quality
32 grading program launched by the Department of Agriculture in
33 1984. Through the many years of the program, consumers’
34 awareness has increased, and it has become the benchmark for other
35 states to initiate their own state-grown agricultural marketing
36 programs. The Department of Agriculture continually supports
37 “Jersey Fresh” by working with restaurants, schools, colleges, non-
38 profits, retail businesses, hotels, hospitals, and local communities.

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.

ASSEMBLY AGRICULTURE AND NATURAL RESOURCES
COMMITTEE

STATEMENT TO

ASSEMBLY, No. 3211

with committee amendments

STATE OF NEW JERSEY

DATED: OCTOBER 13, 2016

The Assembly Agriculture and Natural Resources Committee reports favorably, and with committee amendments, Assembly Bill No. 3211.

This bill, as amended, allows the Secretary of Agriculture to solicit funds and notify interested individuals and business entities of the opportunity to contribute funds to advertise and promote the sale of New Jersey farm products and the “Jersey Fresh” program. “Jersey Fresh” is an advertising, promotional, and quality grading program launched by the Department of Agriculture in 1984. The bill, as amended, also updates current law to clearly establish the “New Jersey Farm Products Publicity Fund,” and provide for monies received for advertising and promotion to be deposited into the fund and allow for investment and reinvestment of monies in the fund.

COMMITTEE AMENDMENTS

The committee amendments:

- 1) update current law concerning establishment of the “New Jersey Farm Products Publicity Fund”; and
- 2) make technical and clarifying amendments to the bill.

SENATE ECONOMIC GROWTH COMMITTEE

STATEMENT TO

[First Reprint]

ASSEMBLY, No. 3211

STATE OF NEW JERSEY

DATED: NOVEMBER 30, 2017

The Senate Economic Growth Committee reports favorably Assembly Bill No. 3211 (1R).

As reported, this bill allows the Secretary of Agriculture to solicit funds and notify interested individuals and business entities of the opportunity to contribute funds to advertise and promote the sale of New Jersey farm products and the “Jersey Fresh” program. “Jersey Fresh” is an advertising, promotional, and quality grading program launched by the Department of Agriculture in 1984. The bill also updates current law to clearly establish the “New Jersey Farm Products Publicity Fund,” and provide for monies received for advertising and promotion to be deposited into the fund and allow for investment and reinvestment of monies in the fund.

As reported by the committee, Assembly Bill No. 3211 (1R) is identical to Senate Bill No. 3179, which was also reported by the committee on this date.

SENATE, No. 3179

STATE OF NEW JERSEY 217th LEGISLATURE

INTRODUCED MAY 15, 2017

Sponsored by:

Senator STEVEN V. OROHO

District 24 (Morris, Sussex and Warren)

Senator NILSA CRUZ-PEREZ

District 5 (Camden and Gloucester)

Co-Sponsored by:

Senator WHELAN

SYNOPSIS

Clarifies law concerning the advertising and promoting of NJ farm products.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/1/2017)

1 AN ACT concerning the promotion of sales of New Jersey farm
2 products and amending P.L.1939, c.136.

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.1939, c.136 (C.4:10-16) is amended to read
8 as follows:

9 1. a. For the purpose of advertising and promoting the sale of
10 New Jersey farm products **[,]** and the “Jersey Fresh” program, the
11 Secretary of Agriculture is hereby authorized to solicit and receive
12 funds, either as direct contributions, or from the sale of labels or the
13 right to use **[the same as hereinafter provided]** labels authorized by
14 the Department of Agriculture , or from any other source for **[such]**
15 advertising and promotional purposes [, and such] . The monies
16 received pursuant to this subsection shall be deposited **[by him in a**
17 **bank or trust company designated under provisions of law to accept**
18 **deposits of State money,]** in **[a special fund to be known as]** the
19 “New Jersey Farm Products Publicity Fund **[.]**” established
20 pursuant to subsection b. of this section.

21 b. There is established in the Department of Agriculture a
22 special nonlapsing fund to be known as the “New Jersey Farm
23 Products Publicity Fund.” The fund shall be administered by the
24 Department of Agriculture, and monies in the fund shall be used
25 exclusively for advertising and promoting the sale of New Jersey
26 farm products and the “Jersey Fresh” program. Any monies
27 deposited into a bank or trust company designated to accept
28 deposits of State money prior to the effective date of
29 P.L. , c. (C.) (pending before the Legislature as this
30 bill) and pursuant to section 1 of P.L.1939, c.136 (C.4:10-16), for
31 the “New Jersey Farm Products Publicity Fund” shall be transferred
32 to the fund established pursuant to this subsection. Monies
33 deposited in the fund shall be held in interest-bearing accounts in
34 public depositories as defined pursuant to section 1 of P.L.1970,
35 c.236 (C.17:9-41), and may be invested or reinvested in such
36 securities as are approved by the State Treasurer. Interest or other
37 income earned on monies deposited into the fund, and any monies
38 which may be appropriated or otherwise become available for the
39 purposes of the fund, shall be credited to and deposited in the fund
40 for use as set forth in this section.

41 c. The Secretary of Agriculture may notify interested persons
42 and business entities of the opportunity to contribute funds to be
43 used for the purpose established in subsection a. of this section.
44 (cf: P.L.1939, c.136, s.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.

1 2. This act shall take effect immediately.

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3

4

STATEMENT

5

6 This bill allows the Secretary of Agriculture to solicit funds and
7 notify interested individuals and business entities of the opportunity
8 to contribute funds to advertise and promote the sale of New Jersey
9 farm products and the “Jersey Fresh” program. “Jersey Fresh” is an
10 advertising, promotional, and quality grading program launched by
11 the Department of Agriculture in 1984. The bill, as amended, also
12 updates current law to clearly establish the “New Jersey Farm
13 Products Publicity Fund,” and provide for monies received for
14 advertising and promotion to be deposited into the fund and allow
15 for investment and reinvestment of monies in the fund.

SENATE ECONOMIC GROWTH COMMITTEE

STATEMENT TO

SENATE, No. 3179

STATE OF NEW JERSEY

DATED: NOVEMBER 30, 2017

The Senate Economic Growth Committee reports favorably Senate Bill No. 3179.

As reported, this bill allows the Secretary of Agriculture to solicit funds and notify interested individuals and business entities of the opportunity to contribute funds to advertise and promote the sale of New Jersey farm products and the “Jersey Fresh” program. “Jersey Fresh” is an advertising, promotional, and quality grading program launched by the Department of Agriculture in 1984. The bill also updates current law to clearly establish the “New Jersey Farm Products Publicity Fund,” and provide for monies received for advertising and promotion to be deposited into the fund and allow for investment and reinvestment of monies in the fund.

As reported by the committee, Senate Bill No. 3179 is identical to Assembly Bill No. 3211 (1R), which was also reported by the committee on this date.