

RESOLUTION # 2

DEFINITION OF “LOCALLY GROWN”

1 **WHEREAS**, the strongest, most consistent trend in the marketing of agricultural
2 and other food products is the “local” movement, in which consumers in ever-growing
3 numbers express a desire to purchase products that were grown, raised or processed as
4 near to their homes as possible; and

5 **WHEREAS**, because New Jersey is a temperate state, our farmers have a
6 limited window in which to sell their agricultural products; and

7 **WHEREAS**, this limited window adds significant importance to New Jersey
8 farmers making the most of the time they have to sell their products, including making
9 the most of the consumer’s desire to “buy local” whenever possible; and

10 **WHEREAS**, competition in the marketplace abounds in the form of products from
11 areas outside New Jersey, some from many states away, from which agricultural
12 products must travel several days to reach this state; and

13 **WHEREAS**, the lack of a uniform, standardized, national definition of the terms
14 “local” or “locally grown” means that products coming from any state can be labeled
15 “local” by retailers or wholesalers, and consumers may find that what they thought came
16 from a farm just a few miles from the store actually traveled across the entire country to
17 reach those shelves; and

18 **WHEREAS**, New Jersey has invested significant resources, both financial and
19 otherwise, into the *Jersey Fresh* and related marketing campaigns over the past 30
20 years, signaling the state’s desire to have New Jersey agricultural products stand out in
21 the marketplace; and

22 **WHEREAS**, the Legislature has passed and the Governor has signed into law,
23 measures intended to prevent producers of foodstuffs from outside New Jersey from

24 advertising their products in a way that implies or states they have come from New
25 Jersey when, in fact, they have not, adding yet another signal that the state recognizes
26 the interests our farmers have in distinguishing their farms' output in the marketplace;
27 and

28 **WHEREAS**, the Department and State Board of Agriculture have worked to
29 move forward on a regulation that would define "local" when used in terms such as
30 "local," "locally grown," "locally raised," and "locally produced" in the marketing of
31 agricultural products that matches the direction provided by the delegates to the 99th
32 State Agriculture Convention in February 2014, namely that the use of such terms on
33 agricultural products coming from outside the state of New Jersey must also include the
34 name of the state from which they originate.

35 **NOW, THEREFORE, BE IT RESOLVED**, that we, the delegates to the 100th
36 State Agricultural Convention, assembled in Atlantic City, New Jersey, on February 4-5,
37 2015, do hereby urge the New Jersey State Board of Agriculture to adopt, and the New
38 Jersey Department of Agriculture to implement, statewide definitions of the terms "local,"
39 "locally grown," "locally raised" and "locally produced" that reflect an accurate meaning of
40 those terms by clearly indicating the state of origin.

41 **BE IT FURTHER RESOLVED**, that those definitions state that "local," "locally
42 grown," "locally raised" and "locally produced" mean that the products in question were
43 grown, raised or produced within the borders of the state of New Jersey, and if products
44 grown, raised or produced in other states besides New Jersey are advertised as any
45 variation of the word "local," those selling such products also must specify the states in
46 which they were grown, raised or produced in the same place and manner in which they
47 are advertised as "local."

48 **BE IT FURTHER RESOLVED**, that we urge that the adoption of these definitions
49 carry with it sanctions against any retailers or wholesalers who use the terms in a
50 manner inconsistent with the definitions adopted by the State Board.

51 **BE IT FURTHER RESOLVED**, that we urge the Department to proactively
52 advertise the adoption of these definitions, both to retailers and wholesalers and to the
53 public at large, so that there is no confusion in the marketplace as to the meanings of
54 these terms as relates to the sale of agricultural products in New Jersey.