

CHAPTER 10

AN ACT establishing “Jersey Fresh Farm to School Week” and providing for its implementation, and supplementing Title 4 of the Revised Statutes.

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

C.4:10-25.1 “Jersey Fresh Farm to School Week.”

1. a. The Department of Agriculture, in cooperation with the Department of Education, shall coordinate with farmers in the State, the New Jersey Farm to School Network or its successor entity, public, private, and charter schools and their food services, and other interested and relevant organizations and groups, as determined by the Department of Agriculture and the Department of Education, to establish an annual week of promotional events to be known as “Jersey Fresh Farm to School Week.” The week shall be celebrated each year throughout the State with the holding of relevant promotional events during the last week of September.

b. “Jersey Fresh Farm to School Week” shall highlight and promote the value and importance of New Jersey agriculture and fresh foods produced in New Jersey, and the value and importance of fresh farm foods for children, their general health, and their success in school. The promotional events shall be provided to:

- (1) children through school breakfast, lunch, and snack programs and in the classroom;
- (2) community groups, churches, and service organizations;
- (3) the public at large at farms and community farmers markets; and
- (4) other organizations or groups or at other locations in the State determined by the Department of Agriculture to be beneficial for the success of promoting the value and importance of New Jersey agriculture and fresh foods produced in New Jersey.

C.4:10-25.2 Rules, regulations; development of program.

2. a. The Department of Agriculture shall develop the program and, pursuant to the “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et seq.), adopt rules and regulations for its implementation, including, but not necessarily limited to, providing:

(1) encouragement for schools that participate in school meal programs to expand or improve kitchen facilities to allow for producing meals that incorporate more fresh, locally grown or produced farm produce, fruit or other products on a daily basis;

(2) a bidding matrix that provides for school purchases of New Jersey-grown food and allows schools to adopt price preferences for local agricultural and farm products; and

(3) in conjunction and cooperation with the Department of Education, the incorporation and coordination of school curricula with information about:

- (a) New Jersey agriculture;

(b) the importance and significance of farms and farmers to New Jersey's economy, culture, history, and quality of life; and

(c) the health value of eating fresh farm foods and locally grown produce and fruits.

b. The Department of Agriculture, in conjunction with the Department of Education, shall develop a training program with the emphasis on the theme of "Farm to School" and shall offer this program to schools, teachers, and other event providers.

c. The Department of Agriculture shall establish a "New Jersey Farm to School" website to provide opportunities for farmers, distributors, and schools to create purchasing networks, to develop and refine promotional events for "Jersey Fresh Farm to School Week," and to disseminate information about the events.

3. This act shall take effect on June 1 next following the date of enactment.

Approved January 28, 2011.