

RESOLUTION # 15

SUPPORTING JERSEY FRESH

1 **WHEREAS**, the “Jersey Fresh” grading and marketing program has served as a
2 model for state-sponsored agricultural promotion efforts for more than three decades,
3 since its inception in 1984; and

4 **WHEREAS**, the “Jersey Fresh” logo, and those of its spinoff brands (such as
5 “Jersey Grown” and “Jersey Seafood”) is a recognized marketing benefit to both farmers
6 enrolled in the “Jersey Fresh” program and the retailers who use it to draw attention to
7 the fact that they stock News Jersey produce; and

8 **WHEREAS**, funding for the “Jersey Fresh” program has declined in recent
9 years, from a high of more than \$1 million in the mid-1990s to a current annual
10 appropriation of less than \$100,000; and

11 **WHEREAS**, legislation has been introduced to include \$1.6 million in the next
12 state budget for the “Jersey Fresh” program, bills which are sponsored by Assemblyman
13 Andrzejcack and Senator Van Drew, respectively; and

14 **WHEREAS**, the registration cost for a farmer to join the “Jersey Fresh” program
15 has not increased from \$30 a year, the same price as when the program began.

16 **NOW, THEREFORE BE IT RESOLVED**, that we, the delegates to the 102nd
17 State Agricultural Convention, gathered in Atlantic City, New Jersey, on February 8-9,
18 2017, do hereby urge all those in the agricultural community to support the bills
19 increasing the state appropriation for “Jersey Fresh” to \$1.6 million in the FY2018
20 budget, and to contact their state Assembly members and Senators to urge them to also
21 co-sponsor those bills.

22 **BE IT FURTHER RESOLVED**, that we urge the Department of Agriculture to
23 explore ways to generate increased funding for the Jersey Fresh program.

24 **BE IT FURTHER RESOLVED**, that we urge the Department to develop a
25 branding program for all livestock products, such as meat, wool, fiber, eggs and hides,
26 produced in New Jersey so that those products may also enjoy success in marketing
27 New Jersey products.

28 **BE IT FURTHER RESOLVED**, that we urge the New Jersey State Board of
29 Agriculture to form a temporary ad hoc working group of farmers, or their
30 representatives, to develop recommendations that would leverage the *Jersey Fresh*
31 brand recognition into additional premium prices for *Jersey Fresh*-labeled produce.

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