

RESOLUTION # 20

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, since
3 its inception in 1984; and

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

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

11 **WHEREAS**, legislation was introduced in the past Legislative session to include \$1.6
12 million in the next state budget for the “Jersey Fresh” program, bills which are sponsored by
13 Assemblyman Andrzejcack and Senator Van Drew, respectively, but was not passed by the
14 end of that session; and

15 **WHEREAS**, the FY2019 state budget included an additional \$100,000 appropriation
16 for the Jersey Fresh marketing and promotional program, the first increase in state funding in
17 the past decade; and

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

20 **WHEREAS**, the New Jersey State Board of Agriculture has empaneled a
21 subcommittee to explore the idea of, and make recommendations for, the creation of a
22 “Jersey Fresh” branding program for all livestock products, such as meat, wool, fiber, eggs
23 and hides, produced in New Jersey,

24 **NOW, THEREFORE BE IT RESOLVED**, that we, the delegates to the 104th State
25 Agricultural Convention, gathered in Atlantic City, New Jersey, on February 6-7, 2019, do

26 hereby urge all those in the agricultural community to support any bills that may be
27 introduced in the current Legislative session to increase the state appropriation for “Jersey
28 Fresh” in the FY2020 budget, and to contact their state Assembly members and Senators to
29 urge them to also co-sponsor such bills.

30 **BE IT FURTHER RESOLVED**, that we urge the Department of Agriculture to
31 continue to explore ways to generate increased funding for the “Jersey Fresh” program.

32 **BE IT FURTHER RESOLVED**, that we urge the subcommittee formed by the New
33 Jersey State Board of Agriculture to continue exploring, and make recommendations to the
34 Board, regarding the development of a branding program for all livestock products, such as
35 meat, wool, fiber, eggs and hides, produced in New Jersey so that those products may also
36 enjoy success in marketing New Jersey products.