

PUBLIC NOTICE

AGRICULTURE

OFFICE OF THE SECRETARY

Notice of Availability of Grant Funds

New Jersey Wine Promotion Account Grant

Take notice that, in compliance with N.J.S.A. 52:14-34.4 et seq., the New Jersey Department of Agriculture (“Department” or “NJDA”) hereby publishes notice of grant availability of the following program:

a. Name of Grant Program: New Jersey Wine Industry Project Grant.

b. Purpose: On July 11, 1985, there was established in the NJDA, the New Jersey Wine Promotion Account. The New Jersey Wine Promotion Account is credited annually, in an appropriation by law, with an amount equal to \$0.20 per gallon on all sales of wines, vermouth, and sparkling wines sold by plenary winery and farm winery licensees pursuant to N.J.S.A. 33:1-10. On January 2, 2002, this amount was increased to \$0.47 per gallon on all sales of wines, vermouth, and sparkling wines sold by plenary winery and farm winery licensees pursuant to N.J.S.A. 33:1-10. For fiscal year 2025, an appropriation in the amount equal to receipts generated at the rate of \$0.875 per gallon of wine, vermouth, and sparkling wine from the alcoholic beverage excise tax sold by plenary winery and farm winery licensees licensed pursuant to N.J.S.A. 33:1-10, and certified by the Director of the Division of Taxation, are appropriated to the Department of Agriculture for expenses of the Wine Promotion Program.

On July 11, 1985, there was established within the NJDA the New Jersey Wine Industry Advisory Council (Council) to assess the condition of the wine industry of the State

and to advise the Secretary of Agriculture on expenditures from the New Jersey Wine Promotion Account. The Council is comprised of eight members, three of whom serve *ex officio* as nonvoting members (the Secretary of Agriculture, the Commissioner of Commerce, Energy and Economic Development, which merged with the Economic Development Authority, and the Dean of Cook College at Rutgers University, or their designees) and five of whom are members of the general public. The five voting members of the general public are appointed by the State Board of Agriculture. Two of the members of the general public must be holders of plenary winery licenses, two must be holders of farm winery licenses, and one must be a viticulturalist.

c. Available Funding: The Director of the Division of Taxation certifies to the Council, by March 1 of each year, the number of taxable gallons of wine sold by plenary winery and farm winery licensees the preceding year. That number multiplied by \$0.875 establishes the moneys to be credited to the New Jersey Wine Promotion Account.

The Director of the Division of Taxation, for the calendar year 2024, has determined the number of gallons produced by plenary winery and farm winery licensees to be a total of 535,978 gallons. The available funds are equal to \$468,980.75. This amount is noticed to assist grant applicants in timely planning. Notice appeared on the Department website on or before April 1, 2025. Upon assessment by the Council of the condition of the New Jersey wine industry, the Council will advise the Secretary on grant expenditures for research, development, and promotion on behalf of the wine industry in the State.

d. Organizations that May Apply for Funding from the Wine Promotion Account: Individuals, public, and private organizations or others may apply for funding for

projects broadly benefiting the New Jersey wine industry through research and development concerning the viticultural and wine-making processes in the State and for the promotion of the New Jersey wine industry.

Selection criteria is posted on the NJDA website:

<http://www.nj.gov/agriculture/grants/wineindustrygrants.html>.

The Council will identify projects in accordance with such selection criteria and advise the Secretary of its recommendations within the limits of available appropriations and subject to the approval of the State Board of Agriculture.

e. Procedure for Organizations to Apply: Project proposals are to be submitted to the Council. Applicants are reminded that proposed projects must benefit the wine industry, as a whole, and funded project activities may not exclude any plenary and/or farm wine licensee whose sales of New Jersey wine contribute to the Wine Promotion Account and who wishes to participate.

All monies received in this account shall be expended for research and development concerning the viticultural and wine-making processes in the State and for the promotion of New Jersey wine, consistent with the recommendations of the Council, and subject to the approval of the State Board of Agriculture.

f. Address at NJDA for Receipt of Applications:

New Jersey Wine Industry Advisory Council

New Jersey Department of Agriculture

Division of Marketing and Development

Attn: Kristin Rue – APPLICATION NJWIAC #1

PO Box 330

Trenton, New Jersey 08625

Email kristin.rue@ag.nj.gov

g. Deadline by Which Applications Must be Submitted: All applications must be **completed** and **received** at the above address by May 5, 2025.

h. Date by Which Notices of Approval or Disapproval Shall be Mailed: A response shall be sent to all applicants concerning the approval or disapproval of the application no later than July 1, 2025.