

RESOLUTION # 14

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

17 **NOW, THEREFORE BE IT RESOLVED**, that we, the delegates to the 103rd State
18 Agricultural Convention, gathered in Atlantic City, New Jersey, on February 7-8, 2018, do
19 hereby urge all those in the agricultural community to support any bills that may be
20 introduced in the current Legislative session to increase the state appropriation for “Jersey
21 Fresh” in the FY2019 budget, and to contact their state Assembly members and Senators to
22 urge them to also co-sponsor such bills.

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

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

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