

## RESOLUTION # 2

### DEFINITION OF LOCALLY GROWN

1           **WHEREAS**, the strongest, most consistent trend in the marketing of agricultural and  
2 other food products is the “local” movement, in which consumers in ever-growing numbers  
3 express a desire to purchase products that were grown, raised or processed as near to their  
4 homes as possible; and

5           **WHEREAS**, because New Jersey is a temperate state, our farmers have a limited  
6 window in which to sell their agricultural products; and

7           **WHEREAS**, this limited window adds significant importance to New Jersey farmers  
8 making the most of the time they have to sell their products, including making the most of the  
9 consumer’s desire to “buy local” whenever possible; and

10          **WHEREAS**, competition in the marketplace abounds in the form of products from  
11 areas outside New Jersey, some from many states away, from which agricultural products  
12 must travel several days to reach this state; and

13          **WHEREAS**, the lack of a uniform, standardized, national definition of the terms  
14 “local” or “locally grown” means that products coming from any state can be labeled “local”  
15 by retailers or wholesalers, and consumers may find that what they thought came from a  
16 farm just a few miles from the store actually traveled across the entire country to reach those  
17 shelves; and

18          **WHEREAS**, New Jersey has invested significant resources, both financial and  
19 otherwise, into the *Jersey Fresh* and related marketing campaigns since 1984, signaling the  
20 state’s desire to have New Jersey agricultural products stand out in the marketplace; and

21          **WHEREAS**, the Legislature recently passed, and the Governor signed it into law a  
22 bill in each legislative house, spearheaded by Senate President Stephen Sweeney,  
23 mandating that a retailer or wholesaler can advertise that produce is “local” or “locally  
24 grown,” or imply that is the case, **only** if that produce is grown, harvested and packed in New  
25 Jersey, with significant penalties for violating the law.

26                   **NOW, THEREFORE BE IT RESOLVED**, that we, the delegates to the 107<sup>th</sup> State  
27                   Agricultural Convention, assembled in Atlantic City, N.J., on February 9-10, 2022, do hereby  
28                   express support and gratitude to Senator Sweeney and the Legislature for passing this bill,  
29                   and to Governor Murphy for signing it into law.

30                   **BE IT FURTHER RESOLVED**, that we urge the Legislature and Governor to support  
31                   additional funding in the state budget for the Department of Agriculture to ensure effective  
32                   education, implementation, and enforcement of this program.