**RESOLUTION # 36**

**NEW JERSEY PRODUCED BEVERAGES AT THE ANNUAL**

**STATE AGRICULTURAL CONVENTION**

**WHEREAS**, the state’s wine industry has received countless awards locally, nationally and internationally, and New Jersey’s approximately $30 million dollar per year wine industry adds an important diversification to New Jersey’s agricultural sector, offering agri-tourism opportunities while providing a value-added product; and

**WHEREAS**, New Jersey’s wine industry ranks in the Top 10 in the nation in production and, although grape production continues to expand in New Jersey, it is not keeping pace with increased wine production; and

**WHEREAS,** the New Jersey Department of Agriculture (NJDA) administers a promotion and research fund for the wine and grape industry supported by per gallon assessments collected by the New Jersey Wine Industry Advisory Council, and the Council prints promotional materials, conducts publicity programs, funds promotional festivals and conducts varietal and production-oriented research with these funds; and

**WHEREAS**, the winery industry delegates to the Convention have noticed that New Jersey wines are not featured at the annual New Jersey Agricultural Convention, and brought that concern to the Resolutions Committee meeting at the end of the first day of the 2024 State Agricultural Convention, seeking to have a resolution introduced to address that situation.

**NOW, THEREFORE BE IT RESOLVED,** that we, the delegates to the 110th State Agricultural Convention, gathered in Atlantic City, New Jersey, on February 5-6, 2025, do hereby urge the NJDA and the New Jersey Vegetable Growers Association to offer only New Jersey-produced alcoholic beverages (i.e., beers, ciders, meads, spirits, and wines) to convention-goers at all future Annual New Jersey State Agricultural Conventions.