

## **Made with Jersey Fresh Regulations**

### **New Jersey Department of Agriculture**

Any person, firm, partnership, corporation or association wishing to employ the Jersey Fresh logo to be used in marketing certain New Jersey produced agricultural commodities shall make application to the New Jersey Department of Agriculture for a license and registration number. The application shall be made in writing, upon a form provided by the Department for this purpose. The application shall reveal such information as is deemed necessary for the enforcement of the Jersey Fresh Quality Grading or Premium logo program. Information given in the application shall be held confidential and not subject to review or reproduction under the provisions of N.J.S.A. 47:1A-1 et seq. (P.L. 1963, c.73).

All applications approved for issuance of licenses and registration numbers shall have the license granted for the period of one year commencing April 1. Interim licenses and registration numbers may be granted to qualified packers for the remainder of the license year. Applications shall be submitted at least 20 days prior to application approval. The Department shall approve or deny applications within 20 days of receipt.

Any person, firm, partnership, corporation or cooperative marketing commodities in accordance to the grading standards in N.J.A.C. 2:71-2.5(d), must qualify the "logo" as "Made With." The words "Made With" shall appear directly above all "logos" in conspicuous and easily legible type in distinct contrast (by topography, layout, color, embossing or molding) with other matter on the package and in a type size easily discernable by the consumer and must be approved by the Department before use.

A non-refundable fee of \$30 shall accompany the application form and shall be made payable to the New Jersey Farm Products Publicity Fund.

Each licensed packer shall submit by December 31 of each license year a report, on forms supplied by the Department, indicating the number of containers packed by commodity under the Jersey Fresh Quality Grading Program. Failure to timely supply the above may be cause for denial or delay of licensing for the following licensing year.

Each grower licensed to market or sell commodities in accordance to the grading standards in N.J.A.C. 2:71-2.5(d) shall submit by December 31 of each license year a report, on forms supplied by the Department, indicating the pounds by commodity of product to be packed under the Jersey Fresh Quality Grading program and to whom each commodity was sold.

Fresh for Processing Commodities shall be graded as follows:

1. Apples, asparagus, beets, blueberries, broccoli, cabbage, carrots, cranberries, cucumbers, peaches, peas, peppers, sweet potatoes, white potatoes, raspberries, snap beans, spinach,

strawberries, and tomatoes shall be U.S. No. 1 Fresh for Processing grade or better;

2. Eggplants shall be firm and fairly well colored;

3. Hot peppers (green) shall be fresh and firm and shall be full green color for the variety; and

4. Hot peppers (red) shall be fresh and firm and 100 percent of the pepper shall show full red color.

All agricultural commodities marketed under the "logo" program shall be produced in New Jersey, and packed at a site approved by the Department.

### **MADE WITH JERSEY FRESH MILK**

Producers shall send to the Division of Marketing and Development, by the 10th of each month, on a form provided by the New Jersey Department of Agriculture, the following information for the month prior: the total hundredweight of raw milk (converted to gallons) received from New Jersey dairy farms and the number of pints, quarts, half gallons and gallons bottled in containers bearing the "Jersey Fresh" logo, also converted to gallons. The information reported shall be considered confidential and used only to determine compliance with this chapter as to the use of New Jersey-produced milk.

Producers shall send to the Division of Marketing and Development, by the 10th of each month, on a form provided by the New Jersey Department of Agriculture, the following information for the month just prior: the total hundredweight of New Jersey-produced milk used, the formulas used in the manufacture of products bearing the "Jersey Fresh" or "Premium Jersey Fresh" logo, and the total amount, in pounds, of the above products produced. The information reported shall be considered confidential and used only to determine compliance with this chapter as to the use of New Jersey-produced milk and ingredients.

Milk marketed under the "Jersey Fresh" logo may not be co-mingled with fluid milk produced outside the State of New Jersey.

(c) Raw milk used to process "Jersey Fresh Milk," "Jersey Fresh Flavored Milk" and "Made with Jersey Fresh Milk" displaying the Jersey Fresh logo shall meet all grade A requirements set forth at N.J.A.C. 8:21-10 and the United States Food and Drug Administration at 21 C.F.R. § 131.110, as amended and supplemented, incorporated herein by reference.

(d) Raw milk used to process products "Made with Premium Jersey Fresh Milk" shall meet the standards set forth in (c) above as well as a somatic cell count not exceeding 300,000 cells per milliliter.

(e) Ice cream marketed using the "Made with Jersey Fresh Milk" logo shall meet all requirements set forth at N.J.A.C. 8:21-7 and the United States Food and Drug Administration at 21 C.F.R. § 135.110, as amended and supplemented, incorporated herein by reference. In

addition, these products shall be produced using only raw or pasteurized milk and milk products obtained from New Jersey dairy farms. All other agricultural ingredients subject to this chapter used in the production of these products shall be produced in New Jersey, contingent only upon seasonal availability.

### **MADE WITH JERSEY FRESH WINE**

Wineries shall send to the Division of Marketing and Development, by the 30th of each January, the gallons of wine sold and ingredients used for all wine sold under the "Jersey Fresh" logo during the previous calendar year. This report will list the wine by varieties also converted to gallons. The information reported shall be considered confidential and used only to determine compliance with this chapter as to the use of New Jersey-produced wine and ingredients. (f) A New Jersey winery is permitted to make application to the New Jersey Department of Agriculture for a license and registration number to employ the use of the "Jersey Fresh" logo to market wine produced in New Jersey.

1. All wine using the "Jersey Fresh" logo on its packaging shall only be produced from grapes, fruit, and other agricultural products that were grown in New Jersey. Wine marketed under the "Jersey Fresh" logo shall not be commingled with grapes, fruit or other agricultural products grown or produced outside the State of New Jersey.

2. The Department hereby adopts and incorporates by reference as amended and supplemented the Davis 20-point scale (1995), which forms the basis for the Garden State Wine Growers Association, Quality Wine Alliance (QWA) Program.

3. A copy of the Davis 20-point scale and Quality Wine Alliance Program guidelines are available by contacting Executive Director of the Garden State Winegrowers Association. The phone number is: (609) 890-8188. A copy is also available in the Director's Office, Division of Marketing and Development, New Jersey Department of Agriculture, PO Box 330, Trenton, NJ 08625-0330.

4. All wine bearing the "Jersey Fresh" logo must score a minimum of 13 (out of 20) points on the QWA. This designates the wine as free from flaws.