

ASSEMBLY, No. 553

STATE OF NEW JERSEY

213th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2008 SESSION

Sponsored by:

Assemblyman RONALD S. DANCER

District 30 (Burlington, Mercer, Monmouth and Ocean)

Assemblyman DOUGLAS H. FISHER

District 3 (Salem, Cumberland and Gloucester)

Assemblywoman ALISON LITTELL MCHOSE

District 24 (Sussex, Hunterdon and Morris)

Assemblyman GARY R. CHIUSANO

District 24 (Sussex, Hunterdon and Morris)

SYNOPSIS

Provides for promotion and sale of “Jersey Fresh” and other NJ agricultural or horticultural products at service areas along certain toll roads.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel



(Sponsorship Updated As Of: 5/13/2008)

1 AN ACT concerning the sale of “Jersey Fresh” and other New Jersey
2 agricultural or horticultural products and supplementing Title 4
3 and Title 27 of the Revised Statutes.
4

5 **BE IT ENACTED** by the Senate and General Assembly of the State
6 of New Jersey:
7

8 1. a. The New Jersey Turnpike Authority shall adopt, in
9 consultation with the Department of Agriculture and pursuant to the
10 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et
11 seq.), rules and regulations to provide for and encourage the sale of
12 agricultural products labeled “Jersey Fresh” and other agricultural
13 or horticultural products grown and raised in the State, at service
14 areas along the Garden State Parkway and the New Jersey Turnpike.
15 These rules and regulations shall include, but need not be limited to,
16 provisions allowing for:

- 17 (1) the selection of appropriate service areas;
18 (2) the designation of locations for such sales at selected service
19 areas;
20 (3) procedures for growers and sellers of agricultural or
21 horticultural products to use these designated sales locations; and
22 (4) compliance with the rules and regulations adopted by the
23 State Board of Agriculture pursuant to section 3 of
24 P.L. , c. (C.) (pending before the Legislature as this bill).

25 b. To the extent necessary, appropriate, and practicable, the New
26 Jersey Turnpike Authority shall initiate discussions with contracted
27 vendors at service areas concerning the promotion and sale of
28 agricultural products labeled “Jersey Fresh” and other agricultural
29 or horticultural products at service areas and shall incorporate any
30 necessary provisions in the contracts of the vendors to allow for the
31 promotion and sale of these products at service areas along the
32 Garden State Parkway and the New Jersey Turnpike.
33

34 2. a. The South Jersey Transportation Authority shall adopt, in
35 consultation with the Department of Agriculture and pursuant to the
36 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et
37 seq.), rules and regulations to provide for and encourage the sale of
38 agricultural products labeled “Jersey Fresh” and other agricultural
39 or horticultural products grown and raised in the State, at service
40 areas along the Atlantic City Expressway. These rules and
41 regulations shall include, but need not be limited to, provisions
42 allowing for:

- 43 (1) the selection of appropriate service areas;
44 (2) the designation of locations for such sales at selected service
45 areas;
46 (3) procedures for growers and sellers of agricultural or
47 horticultural products to use these designated sales locations; and

1 (4) compliance with the rules and regulations adopted by the
2 State Board of Agriculture pursuant to section 3 of P.L. ,
3 c. (C.) (pending before the Legislature as this bill).

4 b. To the extent necessary, appropriate, and practicable, the
5 South Jersey Turnpike Authority shall initiate discussions with
6 contracted vendors at service areas concerning the promotion and
7 sale of agricultural products labeled "Jersey Fresh" and other
8 agricultural or horticultural products at service areas and shall
9 incorporate any necessary provisions in the contracts of the vendors
10 to allow for the promotion and sale of these products at service
11 areas along the Atlantic City Expressway.

12
13 3. The State Board of Agriculture shall adopt, pursuant to the
14 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
15 seq.), rules and regulations to provide for the buying and selling of
16 agricultural or horticultural products at service areas along toll
17 roads in the State that may be transported in or out of State from
18 those service areas.

19
20 4. This act shall take effect immediately.

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23 STATEMENT

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25 This bill provides for the sale of "Jersey Fresh" and other
26 agricultural or horticultural products grown or raised in New Jersey
27 at service areas along toll roads in the State.

28 Specifically, the bill directs the New Jersey Turnpike Authority,
29 for the Garden State Parkway and the New Jersey Turnpike, and the
30 South Jersey Transportation Authority, for the Atlantic City
31 Expressway, to respectively adopt rules and regulations to provide
32 for and encourage the sale of agricultural products labeled "Jersey
33 Fresh" and other agricultural or horticultural products grown and
34 raised in the State, at service areas along these toll roads. The bill
35 also provides that the rules and regulations would include, but
36 would not need to be limited to:

37 1) the selection of appropriate service areas;

38 2) the designation of locations for such sales at selected service
39 areas;

40 3) procedures for growers and sellers of agricultural or
41 horticultural products to use these designated sales locations; and

42 4) compliance with the rules and regulations adopted by the State
43 Board of Agriculture concerning the buying and selling of
44 agricultural or horticultural products at service areas along toll
45 roads.

46 The bill further provides that the State Board of Agriculture
47 adopt rules and regulations concerning the buying and selling of
48 agricultural or horticultural products at service areas along toll

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1 roads that may be transported in or out of the State with which the
2 rules and regulations adopted by the respective toll road authorities
3 would comply.

4 Finally, the bill also provides that, to the extent necessary,
5 appropriate, and practicable, the toll road authorities would initiate
6 discussions with contracted vendors at service areas concerning the
7 promotion and sale of "Jersey Fresh" and other agricultural or
8 horticultural products at service areas, and would incorporate any
9 necessary provisions in the contracts of the vendors to allow for the
10 promotion and sale of these products at service areas along the
11 Garden State Parkway, the New Jersey Turnpike, and the Atlantic
12 City Expressway.

13 "Jersey Fresh" is a Department of Agriculture advertising and
14 promotional program developed in 1983 to draw consumer attention
15 to the availability of New Jersey farm products. Growers who
16 register with the department's quality grading program may use the
17 "Jersey Fresh" logo on their products. The program covers products
18 raised on Garden State farms, including fruits, berries, vegetables,
19 herbs, dairy products, eggs, and greenhouse products.