

**ASSEMBLY, No. 2016**

**STATE OF NEW JERSEY**  
**213th LEGISLATURE**

INTRODUCED JANUARY 28, 2008

**Sponsored by:**

**Assemblywoman ALISON LITTELL MCHOSE**

**District 24 (Sussex, Hunterdon and Morris)**

**Assemblyman RONALD S. DANCER**

**District 30 (Burlington, Mercer, Monmouth and Ocean)**

**SYNOPSIS**

Encourages purchase of “Jersey Fresh” and other NJ agricultural products by State agencies, departments and facilities.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT concerning the purchase of “Jersey Fresh” and other New  
2 Jersey agricultural products, and amending P.L.1999, c.32.

3

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

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7 1. Section 1 of P.L.1999, c.32 (C.52:32-1.6) is amended to read  
8 as follows:

9 1. a. The Director of the Division of Purchase and Property in  
10 the Department of the Treasury shall, upon consultation with the  
11 Department of Agriculture, review and modify all bid and product  
12 specifications relating to the purchase of agricultural and  
13 horticultural products and commodities, so that the specifications  
14 do not discriminate against, but encourage, the maximum purchase  
15 of "Jersey Fresh," "Jersey Grown," and other agricultural food  
16 products and commodities grown or raised in New Jersey. In  
17 purchasing any agricultural or horticultural products or  
18 commodities for use by the various agencies and departments of the  
19 State government, for the entities defined in section 1 of P.L.1959,  
20 c.40 (C.52:27B-56.1), or for any county, municipality or school  
21 district pursuant to P.L.1969, c.104 (C.52:25-16.1 et al.), the  
22 Director of the Division of Purchase and Property, to the maximum  
23 extent possible, shall make contracts available for "Jersey Fresh,"  
24 "Jersey Grown," and other agricultural food products and  
25 commodities grown or raised in New Jersey, unless the director  
26 determines it to be inconsistent with the public interest or the cost  
27 to be unreasonable. The Department of Agriculture shall provide  
28 information regarding the location and time of year "Jersey Fresh,"  
29 Jersey Grown," and other agricultural food products and  
30 commodities grown or raised in New Jersey are available to the  
31 Division of Purchase and Property.

32 b. To the extent any agency or department of State government  
33 purchases agricultural or horticultural products or commodities  
34 other than through or by the Division of Purchase and Property, the  
35 agency or department shall follow guidelines therefor to be  
36 developed and issued by the Division of Purchase and Property in  
37 consultation with the Department of Agriculture. These guidelines  
38 shall encourage and promote to the maximum extent practicable the  
39 purchase of "Jersey Fresh," Jersey Grown," and other agricultural  
40 food products and commodities grown or raised in New Jersey.

41 c. In implementing subsections a. and b. of this section for any  
42 agency or department of State government, when entering into or  
43 renewing a contract for the purchase of goods or related services,  
44 preference shall whenever possible be given to “Jersey Fresh,”  
45 “Jersey Grown,” and other agricultural food products and  
46 commodities grown or raised in New Jersey.

**EXPLANATION** – Matter enclosed in bold-faced brackets [thus] in the above  
bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1       In preparing the specifications for any contract for the purchase  
2 of goods and services, the Director of the Division of Purchase and  
3 Property in the Department of the Treasury or any State agency  
4 having authority to contract for the purchase of goods or services  
5 shall include in the invitation to bid, where relevant, a statement  
6 that any response to the invitation that proposes or calls for the use  
7 of “Jersey Fresh,” “Jersey Grown,” and other agricultural food  
8 products and commodities grown or raised in New Jersey shall  
9 receive preference whenever possible.

10       d. The Department of the Treasury, in consultation with the  
11 Department of Agriculture, shall adopt, pursuant to the  
12 “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et  
13 seq.), any rules and regulations necessary for the implementation of  
14 this section.

15 (cf: P.L.2004, c.4, s.1)

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17       2. This act shall take effect immediately.

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#### STATEMENT

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22       This bill would amend current law to direct the Director of the  
23 Division of Purchase and Property to, whenever possible, give  
24 preference to “Jersey Fresh,” “Jersey Grown,” and other  
25 agricultural food products and commodities grown or raised in New  
26 Jersey when entering into or renewing a contract for the purchase of  
27 such goods for use by various State agencies, departments and  
28 facilities.

29       “Jersey Fresh” is an advertising and promotional program  
30 developed by the New Jersey Department of Agriculture in 1983 to  
31 draw consumer attention to the availability of New Jersey farm  
32 products. Growers who register with the department’s quality  
33 grading program are allowed to use the “Jersey Fresh” logo on their  
34 packages. The logo indicates that the contents have been inspected  
35 and meet standards equal to, or better than, U.S. No. 1 or U.S.  
36 Grade A. One component of the “Jersey Fresh” program is the  
37 “Jersey Grown” logo, which has been developed for nursery plants.