

# ASSEMBLY, No. 4396

## STATE OF NEW JERSEY 218th LEGISLATURE

INTRODUCED SEPTEMBER 13, 2018

**Sponsored by:**

**Assemblyman JAMEL C. HOLLEY**

**District 20 (Union)**

**Assemblywoman ANGELA V. MCKNIGHT**

**District 31 (Hudson)**

**Assemblyman JOHN ARMATO**

**District 2 (Atlantic)**

**Co-Sponsored by:**

**Assemblyman Mazzeo**

**SYNOPSIS**

Requires Dept. of Agriculture to increase participation in school meal programs through marketing campaign.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 9/14/2018)**

1 AN ACT concerning school meal programs and supplementing  
2 chapter 33 of Title 18A of the New Jersey Statutes.

3  
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
5 *of New Jersey:*

6  
7 1. The Department of Agriculture, in consultation with the  
8 Department of Education shall:

9 (1) undertake a targeted marketing campaign highlighting the  
10 importance of providing children the nutrition they need to succeed  
11 in school;

12 (2) Encourage parents and children to enroll eligible children  
13 into the federal School Lunch Program or the federal School  
14 Breakfast Program; and

15 (3) Use marketing material which is appealing to children,  
16 which may include, but need not be limited to, the use of  
17 superheroes in marketing material.

18  
19 2. The Department of Agriculture, in consultation with the  
20 Department of Education, shall adopt, pursuant to the  
21 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et  
22 seq.), such rules and regulations as may be necessary to effectuate  
23 the purposes of this act.

24  
25 3. This act shall take effect one year after the date of  
26 enactment.

27

28

29

STATEMENT

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

This bill would require the Department of Agriculture, in consultation with the Department of Education to create a marketing campaign to highlight the importance of providing children the nutrition they need to succeed in school. In addition, the campaign would require the Department of Agriculture, in consultation with the Department of Education, to encourage parents and children to enroll eligible children into the federal School Lunch Program or the federal School Breakfast Program and use marketing material which is appealing to children, which may include the use of superheroes in marketing material.

Numerous studies document that childhood hunger impedes learning and can cause lifelong health problems. In New Jersey, tens of thousands of children suffer from hunger each year, with nearly 540,000 students living in families eligible to receive free or low-cost school meals.

New Jersey should implement measures to increase participation in school breakfast and lunch programs by targeting parents and children through a marketing campaign. By doing so, it would help remove a major barrier to learning by providing children the nutrition they need to succeed in school.