

SENATE ENVIRONMENT AND ENERGY COMMITTEE

STATEMENT TO

SENATE, No. 1336

STATE OF NEW JERSEY

DATED: FEBRUARY 16, 2023

The Senate Environment and Energy Committee favorably reports Senate Bill No. 1336.

This bill requires the Department of Agriculture to establish three-year pilot program to create at least three locations in the State that sell exclusively Jersey Fresh products. The bill appropriates \$500,000 for this purpose.

Under the bill, the department would publish a request for proposals for prospective proprietors of the Jersey Fresh venues, which may be freestanding stores, kiosks, counters, or vending machines. The bill directs the department to place the venues at highly trafficked State facilities such as tollway service areas, rail stations, State Parks, airports, museums, and event centers, or at other locations at the discretion of the department. The bill requires that Jersey Fresh venues sell only products that have been approved for participation in the Jersey Fresh Program. This includes “Jersey Fresh” for fruits and vegetables, “Jersey Seafood” for aquacultured and wild-caught fish and shellfish, and “Made with Jersey Fresh” for processed food made with State-sourced agricultural products.