

## CHAPTER 40

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

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

C.27:23-48 New Jersey Turnpike Authority, sale of “Jersey Fresh” products at certain service areas.

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

- (1) the selection of appropriate service areas;
- (2) the designation of locations for such sales at selected service areas;
- (3) procedures for growers and sellers of agricultural or horticultural products to use these designated sales locations; and
- (4) compliance with the rules and regulations adopted by the State Board of Agriculture pursuant to section 3 of P.L.2008, c.40 (C.4:1-11.2).

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

C.27:25A-43 South Jersey Transportation Authority, sale of “Jersey Fresh” products at service areas along Atlantic City Expressway.

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

- (1) the selection of appropriate service areas;
- (2) the designation of locations for such sales at selected service areas;
- (3) procedures for growers and sellers of agricultural or horticultural products to use these designated sales locations; and
- (4) compliance with the rules and regulations adopted by the State Board of Agriculture pursuant to section 3 of P.L.2008, c.40 (C.4:1-11.2).

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

C.4:1-11.2 Rules, regulations.

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

4. This act shall take effect immediately.

Approved July 15, 2008.