

CHAPTER 267

AN ACT concerning the promotion of sales of New Jersey farm products and amending P.L.1939, c.136.

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

1. Section 1 of P.L.1939, c.136 (C.4:10-16) is amended to read as follows:

C.4:10-16 “New Jersey Farm Products Publicity Fund.”

1. a. For the purpose of advertising and promoting the sale of New Jersey farm products and the “Jersey Fresh” program, the Secretary of Agriculture is hereby authorized to solicit and receive funds, either as direct contributions, or from the sale of labels or the right to use labels authorized by the Department of Agriculture, or from any other source for advertising and promotional purposes. The monies received pursuant to this subsection shall be deposited in the “New Jersey Farm Products Publicity Fund” established pursuant to subsection b. of this section.

b. There is established in the Department of Agriculture a special nonlapsing fund to be known as the “New Jersey Farm Products Publicity Fund.” The fund shall be administered by the Department of Agriculture, and monies in the fund shall be used exclusively for advertising and promoting the sale of New Jersey farm products and the “Jersey Fresh” program. Any monies deposited into a bank or trust company designated to accept deposits of State money prior to the effective date of P.L.2017, c.267 and pursuant to section 1 of P.L.1939, c.136 (C.4:10-16), for the “New Jersey Farm Products Publicity Fund” shall be transferred to the fund established pursuant to this subsection. Monies deposited in the fund shall be held in interest-bearing accounts in public depositories as defined pursuant to section 1 of P.L.1970, c.236 (C.17:9-41), and may be invested or reinvested in such securities as are approved by the State Treasurer. Interest or other income earned on monies deposited into the fund, and any monies which may be appropriated or otherwise become available for the purposes of the fund, shall be credited to and deposited in the fund for use as set forth in this section.

c. The Secretary of Agriculture may notify interested persons and business entities of the opportunity to contribute funds to be used for the purpose established in subsection a. of this section.

2. This act shall take effect immediately.

Approved January 8, 2018.