

# JERSEY FRESH

## Point-of-Purchase Materials

**Thank you for your interest in and support of the Jersey Fresh program.** Enclosed are your Point-of-Purchase (POP) materials for use at your operation.

When using these materials, please keep in mind that they are intended for the purpose of promoting the great farm products grown in the Garden State.

In January 2012, legislation was passed regarding labeling and packaging of farm products. First, it is a violation to use Jersey Fresh on packages containing farm products without a license. Second, it is a violation to advertise or in any way imply in advertising, or on any packaging, that produce, seafood, dairy or any other agricultural product was produced in New Jersey if it was not.

The New Jersey Department of Agriculture (NJDA) developed this informational piece as an easy way to help you promote New Jersey farm products in compliance with Department laws, rules and regulations.



## Use of Jersey Fresh POP Materials

The New Jersey Department of Agriculture encourages the use of Jersey Fresh materials to promote items produced in New Jersey. Banners, signs, price cards, etc. should be used exclusively to promote farm products from New Jersey. Do not use these materials on any product from out of state.

- **Jersey Fresh Banners and Pennants** should be hung either, in an area directly above only New Jersey products, or in a general area not directly near any products (i.e. outside your retail establishment or on a wall above non-display areas.)
- **Jersey Fresh Price Cards** (large or small) are to be used exclusively for New Jersey farm products. They should never be used, under any circumstances, for out of state farm products. Cards can be used for all New Jersey farm products even if they are not produced on your farm.
- **Jersey Fresh Stickers** (large and small) may only be used on farm products that are from a farm registered in the Jersey Fresh Quality Grading Program.

## Use of Jersey Fresh Logo

The Jersey Fresh logo is a registered trademark of the New Jersey Department of Agriculture. We are pleased to grant permission to use the logo for appropriate promotion of New Jersey's produce. In fact, we encourage you to use the logo on your ads, website, and social media platforms. The NJDA requires that the logo be affiliated only with New Jersey farm products.

## Contact Information

Questions on proper usage of the Jersey Fresh logo or Jersey Fresh POP materials:

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