



## State of New Jersey

DEPARTMENT OF AGRICULTURE  
HEALTH / AGRICULTURE BUILDING  
PO Box 330  
TRENTON NJ 08625-0330

PHILIP D. MURPHY  
*Governor*  
SHEILA Y. OLIVER  
*Lt. Governor*

DOUGLAS H. FISHER  
*Secretary*

April 9, 2020

Dear New Jersey Produce Buyer,

While the impacts of the COVID-19 outbreak continue bringing fundamental changes to New Jersey, one thing that has not altered is New Jersey farmers' commitment to operating their farms in a hopeful and optimistic way as they plant and prepare for this season.

These recent events have dramatically underscored the absolute need to value and support domestic food production capacity in our commercial farms, and to meet the demands of consumers for hyper-local sources of food. By enhancing the sales of *Jersey Fresh* produce to consumers at this critical time, you will both serve consumers' repeated demands for fresh local produce and dramatically bolster our farmers' ability to continue bringing those products to them.

Our fruit and vegetable farmers are counting on YOU, New Jersey's food retailers, to genuinely and enthusiastically support all New Jersey-grown produce by increasing your throughput in this 2020 season.

New Jersey farms have been impacted by the loss of regular business, especially in the restaurant trades, during this pandemic. We are at a critical juncture, where the effects of this pandemic will push many of our farms to the brink. Preserving our state's essential farm economy depends greatly upon support from retailers like yourselves.

The New Jersey Department of Agriculture is prepared to provide New Jersey retailers with assistance in accessing, procuring and increasing the amount of *Jersey Fresh* fruits and vegetables in your stores this season.

Sincerely,

A handwritten signature in black ink, appearing to read "D. H. Fisher".

Douglas H. Fisher