

# JERSEY FRESH PROGRAM



The Jersey Fresh Program began in 1984 as a way for farmers to inform consumers about the availability and variety of fruits and vegetables grown in New Jersey. The program focused on sharing this information through advertising, promotion, and quality grading. Growers must be licensed to use the Jersey Fresh logo on the packages which indicates that the contents meet the quality standards equal to or better than the program standards. It initially began as a radio advertisement and quickly grew to include billboards, television, print ads, colorful PDFs, and more.



**Learn more about the Jersey Fresh Program**