



NEW JERSEY AGRICULTURE SECRETARY DOUG FISHER JOINS VINELAND CITY OFFICIALS FOR JERSEY FRESH RECOGNITION

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VINELAND, NJ: Vineland city officials, including Mayor Anthony Fanucci and members of City Council, were joined by New Jersey Secretary of Agriculture Doug Fisher, Cumberland County Commissioners, and invited guests for a celebration of the Vineland agricultural community. The group gathered to formally recognize the placement of the iconic Jersey Fresh logo on the city's refurbished and freshly painted water tank located at Oak and Main Road overlooking the Vineland Produce Auction.

“I had the opportunity to lobby Secretary Fisher on a visit to Vineland about a year ago about our idea to put the logo on the water tank,” Mayor Fanucci said. “Not only was it a great marketing tool that ties in perfectly with the city's brand on the other side of the tank, I

and the members of Council, saw it as a way to pay tribute to the farming community in Vineland for all that they have contributed to our way of life and to the local economy for generations. The Secretary was intrigued by the idea, and his staff worked with Municipal Utilities Director John Lillie to make it happen.”

Council President Paul Spinelli agreed, “The family farms across Vineland growing fresh fruits, vegetables, and herbs are exceptional. Their pride in the products that they grow shows in every

package they produce. The success of the Jersey Fresh program is built on the work that they are doing on their farms.”

“Cumberland County has been my home for most of my life, being at ‘the block’ again today is wonderful so this is special for me,” Secretary Fisher said. “The Jersey Fresh campaign is the envy of many other states who keep changing their logos and strategies every few years. Yet, the original Jersey Fresh colors and design are recognized instantly by consumers in states across the country. After 36 years it continues to work, in part, because growers pack and ship under the logo, distributors offer retailers Jersey Fresh sourcing solutions throughout the season, and retailers commit to supporting New Jersey’s produce industry by leveraging the brand at the store level.”

“It has been used in many different applications, but to have it on such a prominent display above the largest farmers cooperative east of the Mississippi was a great opportunity for all involved,” Fisher said. “And now that I see it finished up there on the tank, it really looks great. I want to thank Mayor Fanucci and his team for helping to keep the Jersey Fresh brand top of mind because it truly represents the quality products produced by New Jersey farmers like those here in Vineland. I also want to thank the Jersey Fresh marketing team who do the day-to-day work. They are the collective engine of the program’s success who work so hard promoting the brand on a daily basis.”

As part of the ceremony, Mayor Fanucci presented Secretary Fisher with a Proclamation recognizing the Jersey Fresh Program and his service at the Department of Agriculture. It read in part:

Whereas, the New Jersey Department of Agriculture recognizes the importance of expanding agricultural marketing opportunities that assist and encourage the next generation of farmers; generate farm income to help stimulate business development and job creation; and build community connections through rural and urban linkages; and

Whereas, Douglas H. Fisher has served as Secretary of the New Jersey Department of Agriculture since 2009, and has been a strong and vocal advocate for the Jersey Fresh campaign which has helped generate tens of millions of dollars per year for Vineland family farms, associated food processing businesses, local retailers, and over one billion dollars annually for the state’s economy;

Now, Therefore I, Anthony R. Fanucci, Mayor of the City of Vineland, on behalf of the members of City Council, do hereby recognize and thank Secretary Fisher for his years of dedicated leadership and unwavering support for the agricultural community in the City of Vineland and throughout the State of New Jersey.

Following the presentation to the Secretary, Cumberland County Commissioners George Castellini and Douglas Albrecht; along with Anthony Carter, Legislative aide to Senator Michael Testa, Jr. and Assemblymen Antwan McClellan and Erik K. Simonsen presented certificates to Mayor Fanucci recognizing Jersey Fresh and Vineland’s farming history “Mayor Fanucci and the City Council are working hard promoting Vineland’s assets which includes the farming community,” Commissioner Castellini said. “Agriculture is critical to Cumberland County, so Commissioner Albrecht and I are proud to be here to help support the city’s efforts and the Jersey Fresh brand.”

Mayor Fanucci also took a minute to recognize the many family farms and food processing facilities in Vineland who have really stepped up to the plate during the ongoing Pandemic, “Our Vineland operations have worked with the Health Department and followed CDC guidelines during the COVID-19 crisis to institute best practices in order to keep their employees safe and to ensure the food commodities which the country depends on continue to be available during this unprecedented time.”