

APPENDIX

**Memorandum**

**TO: Members of the Assembly Agriculture and Natural Resources Committee**  
**FROM: Eric Orlando**  
**DATE: May 3, 2018**  
**RE: VOTE "YES" on A-3921 (Mazzeo) - Authorizes annual issuance of permit to sell alcoholic beverages at seasonal farm market.**

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On behalf of our client, the Brewers Guild of New Jersey, I wanted to take this opportunity to express the **Guild's support for A-3921**, which would allow the holder of a limited brewery license, restricted brewery license, craft distillery license, plenary winery license, or farm winery license the right to sell their products at a seasonal farm market for "at home" consumption. This legislation is scheduled to be considered during the Assembly Agriculture and Natural Resources Committee on Thursday, May 3<sup>rd</sup>. In expressing its support for this legislation, **the Guild would respectfully request that you VOTE "YES"** on this important legislation to help ensure the continued success and growth of the craft beer industry in our state.

For your information, the Brewers Guild of New Jersey is a trade association comprised of limited licensed breweries ("microbreweries") and restricted licensed breweries ("brewpubs") which produced an estimated 75% of the craft beer brewed in the state. While New Jersey's craft beer industry has grown exponentially in the last decade due to several factors, the state still ranks 42<sup>nd</sup> per capita in the amount of craft breweries operating, with state's like Pennsylvania (7) and New York (4) ranking in the Top 10 per capita nationwide.

In the Guild's continuing efforts to identify opportunities to connect with its consumers, educate the public about craft beer, and better market its New Jersey made products, the Guild is actively-supporting A-3921 which enables New Jersey's homegrown, craft alcoholic beverage producers the ability to sell their beverages directly to consumers at seasonal farmers' markets statewide. Seasonal farmers' markets make sense to breweries to promote their products for several reasons, mostly due to the industry's frequently-overlooked, but meaningful connections to the state's agricultural industry. Breweries in New Jersey source ingredients from local farms often, utilizing grains, hops, fruits, and honey grown in the soil of the Garden State. State breweries donate an estimated 4 million pounds of spent grain to local farmers for animal feed annually. Audience-wise, farmers' market visitors are typically fans of locally-sourced, locally-produced products, making them likely to be attracted to a fresh-NJ hopped IPA or ale made with locally grown blueberries or pumpkins.

In terms of the bill itself, it should be noted that aside from a few small free samples of products to taste before a purchase, no alcohol is allowed to be consumed onsite at a seasonal farmers market. Sampling amount limits would be in line with current state sampling laws specific to each type of New

Jersey craft alcohol producer. Also, it should be noted that other neighboring states like Pennsylvania (2016), Maryland (2014), and New York (2012) have allowed their own in-state licensed breweries to sell beer at farmers' markets. These states issue annual permits for a fee of \$50 to \$100. A-3921 sets the annual permit fee per farmer's market at \$75, and daily fee per farmers' market at \$25 in line with these nearby states.

Thank you for allowing me to express the **Brewers Guild's support for A-3921**. If you have any questions or need further information, please do not hesitate to call me at (609) 530-1234.

Thank you.

- c. The Honorable Vincent Mazzeo  
Martin Sumners, Assembly Majority Office  
Kristen Onto, Assembly Republican Office  
Glen Beebe, Assembly Republican Office



# LEGISLATIVE VIEWPOINT

**New Jersey State League  
of Municipalities**

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May 3, 2018

Re: A-1512

Dear Member of the Assembly Agriculture and Natural Resources Committee:

The League of Municipalities opposes passage of A-1512, which would permit the Alcoholic Beverage Commission to approve applications for the sale of wine in 'dry' municipalities. The voters had previously voted to ban "the retail sale of all kinds of alcoholic beverages for consumption on the licensed premises by the glass or other open receptacle." If this bill becomes law, such sales will be permitted, if the ABC Director "finds no other bar to the operation of the salesroom other than a referendum disapproved by the voters ... ."

Passage of this bill will mean that municipalities would no longer have control over whether or not their town will be home to a wine salesroom. Despite local prerogative, wineries that were once unable to operate a salesroom because of local restrictions would now only need to reapply. As long the Division of Alcohol Beverage Control finds no other bar to opening a wine salesroom, there is not a thing a municipality can do to prevent it from opening.

For 84 years, under Title 33, it has been New Jersey's public policy to foster moderation in consumption, leaving to local control whether or to what extent to issue licenses. We cannot support legislation that would overturn the results of a legal referendum and thwart the expressed will of majority of the voters of a municipality.

We oppose A-1512 and we thank you for your consideration.

Very truly yours,

Michael F. Cerra  
Assistant Executive Director

MFC/sc

**vote non on a1046**

jeanpublic1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:39 AM**To:** OLSaideAAN

general taxpayers should not be a bank for winery financing. its time that industry pay its own way. it shoudl not be using taxpayers gouging as a bank to support itself. there is no reason for gouging taxpayers to pay for this benefit for wineries. wineries can go to a bank just like gneral taxpayers have to do when they want to borrow money. this is special interest legislation for ag profiteers. we aleready ar gouged for hundreds of special programs for ag profiteers. we dont need to fund the wine industry tool vote no on this bill. it stinks. its nothing but special interst gouging of general taxpayers.

4x

**vote no on a1055 in assy ag**

jeanpublic1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:45 AM

**To:** OLSaideAAN

this committee wants general taxpayers to fund loans for wineries when the wineries don't even have to use grapes grown in nj, so that their businesses can be foreign based and the nj taxpayers are on the hook to give them benefits. what kind of out of control special interest is this anyway. there is no reason for this bill. we cannot continue to have this outrageous special interest legislation going on for friends of legislators that hurt the 9 million taxpayers in this state. let the wineries exist on their own. vote no on this horrible special interest bill.

**amend a1205 at assy ag mtg**

jeanpubilc1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:49 AM

**To:** OLSaideAAN

a1205 allows wineries to be exempted from having their 3 acres of growing grapes within 5 miles rather than right next to the sales point. however there is nothing in this bill to require that this be checked every year by a certification from the winery that they are still leasing that same land or owning that same land in the next year. if we dont put more qualification in this bill, we will have swindlers having the land for one year and then forgetting about it and the law will be meaningless. the swindling that takes place in all laws in nj is massive. we need to make sure that this grantin gof htis exemption requires folow up. there is no follow up in so many laws in nj so that much swindling and cheating goes on. amend the bil to require yearrly certification that the same property is still owned within 5 miles.

**vote no on a1512 assy ag mtg**

jeanpubilc1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:51 AM

**To:** OLSaideAAN

this woudl override local control on sales of alchol. it is not necessary in nj. there are already plenty of places to buy alcohol and alcohol drinks. we do not need this further giveaway to the winery industry. they alrady have enough venues to sell. this is overkill and should be defeated. it is a bad bill, vote no on thsi special linterest bill.

7x



**voe no on a3121 assy ag mtg**

jeanpublic1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:55 AM

**To:** OLSaideAAN

vote no on a3121 which permits a 21 year old to monitor an 18 year old in a class. we have all seen what happens with young people in the case of the young man at the pennsylvania fraternity who was with his friends and drnk too much. young people should not be allowed to be taking advantage of alchohol like this bill proposes. it can lead to death far too quickly, this bill imperils young people. we have many many instances of young people not being able to monitor their drinking and then dying from alcohol sickness. this bill should get a no vote. adults dont allow kids to be waylaid.

8x

**vote no on a3344 assy ag mtg**

jeanpublic1@gmail.com

**Sent:** Tuesday, May 1, 2018 9:58 AM

**To:** OLSaideAAN

there is no reason for endless exemptions for the winery industry if there is litter, they should not be exempt in any way shape or form. we want businesses to clean up after themselves, just like we want people and individuals to clean up after themselves. there is no reason for any exemption from this law requiring businesses to clean up, no matter what they sell. look at the pacific island as big as texas full of plastic. its clear that our trash issue is huge, catastrophic, killing the ocean and marine life and ourselves eventually. i am not in favor of letting businesses off the hook when it comes to clean up. that should be required no matter how much a business sells. no exemptions. vote no on this bill.

97

**vote no on a3643 assy ag mtg**

jeanpublic1@gmail.com

Sent: Tuesday, May 1, 2018 10:01 AM

To: OLSaideAAN

a3643 would make this creation of a trail the responsibility fo the state government, so that alll general taxpayers can pay for the profiteering of a business. why are general taxpaeysrs to be beholden to pay for signs for a local business. why cant the business pay its own way. why this attempt on the part of legislators to increase the taxes of nj taxpayers, who already pay the highest taxes in this nation so that this industry can coast and not pay for advertising. i see absolutely no reason for general taxpayers in this state to pay for signs for one particular industry this is special interst law and it increases taxes which are already the highest in this nation. what are you thinking in this committee anyway? increasing taxes on top of taxes.

10x

**vote no on s3921 assy ag mtg**

jeanpublic1@gmail.com

**Sent:** Tuesday, May 1, 2018 10:07 AM

**To:** OLSaideAAN

i do not believe we should allow the selling of alcohol everywhere people go in nj. what is the impetus that people need to drink alcohol every place in new jersey. there is no need to allow this sale. actually the selling of wine should be in a place where it can be watched so that kids and children dont buy it. you need qualified people to handle this and the bureau of alcohol a federal agency finds that violations are far too frequent. i think this is a bad bill. we dont need alcohol at farm markets. there is plenty of alcohol at the local sales sites which have paid huge sums to run a bar or restaurant. stop all the pushing of alcohol. vote no on this bill. apple juice is better for you, especially when wine has been linked to breast cancer. vote no.

1/x