

CHAPTER 75

USE OF NEW JERSEY MAP SYMBOL

Authority

Unless otherwise expressly noted, all provisions of this Chapter 75 were adopted pursuant to authority delegated at N.J.S.A. 4:10-5 and 4:10-19.

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SUBCHAPTER 1. USE OF NEW JERSEY MAP SYMBOL ON MILK CONTAINERS AND IN ADVERTISING

2:75-1.1 The map symbol

The New Jersey Department of Agriculture has created the New Jersey Map Symbol under the provisions of Title 4, Chapter 10, Section 5 of the Revised Statutes as an official emblem for identifying New Jersey milk under official supervision as herein provided.

2:75-1.2 Use of the map symbol

(a) Only persons, firms, partnerships, corporations or associations licensed to use the map symbol shall be permitted to attach the map symbol to the container or have it imprinted on a panel of the container (glass, paper or other material).

(b) The company name or emblem shall also be on the container in addition to other required information.

(c) Designs for all containers to be used for map symbol milk shall be submitted to and approved by the Division of Regulatory Services of the New Jersey Department of Agriculture before use.

2:75-1.3 Application to use the map symbol on containers or in advertising

(a) Any person, firm, partnership, corporation or association that intends to package, market, and/or advertise New Jersey milk, using thereon the outline of the State of New

Jersey may make application to the New Jersey Department of Agriculture for a license to do so.

(b) The application shall be made in writing, on a form provided by the Department for this purpose, which shall reveal the information as is deemed necessary to be adequately informed as to the purpose and extent of supervision required in conducting the Map Symbol Milk Program.

(c) Any information given in the application will be held confidential.

2:75-1.4 License

(a) Any person, firm, partnership, corporation or association whose application is approved shall be granted a license for one year commencing July 1, upon payment of \$20.00 annually to cover costs of administration.

(b) Licenses are renewable annually upon a payment of the same fee.

(c) A deposit of \$10.00 will be required when the initial application is made for a license. This deposit will be credited to the applicant's account if the license is subsequently issued, but it shall be an unreturnable fee in the event the application is denied for any reason.

(d) Issuance and continuation of the license is predicated on compliance with the requirements as set forth in Sections 1.5 through 1.9 of this Chapter.

2:75-1.5 Produced in New Jersey

(a) At least 85 per cent of the annual supply of whole fluid milk, as processed in any plant participating in the map symbol program, must be produced within the State of New Jersey.

(b) Records of total milk receipts and fluid sales must be available for inspection by a New Jersey Department of Agriculture representative.

2:75-1.6 Health of cows

(a) All persons, firms, partnerships, corporations or associations receiving or processing map symbol milk shall have on file at the receiving or processing plant current tuberculosis reports, brucellosis reports, and abnormal milk screening tests, acceptable to the Department of Health.

(b) These reports are to be available for inspection by a New Jersey Department of Agriculture representative.

2:75-1.7 Sanitary inspections

(a) All persons, firms, partnerships, corporations or associations receiving or processing such map symbol milk shall have on file at the receiving or processing plant quality

control records, pertaining to farms, plants and bacteriological tests acceptable to the State Department of Health.

(b) The reports are to be available for inspection by a New Jersey Department of Agriculture representative.

2:75-1.8 Distribution by others than processors

Processors who have made application for and have been granted a license to use the map symbol as a means of identifying milk, may distribute through other persons, firms, partnerships, corporations or associations commonly known as sub-dealers.

2:75-1.9 Discontinuing the use of the map symbol

When a licensee discontinues the Map Symbol Milk Program, he shall be prohibited from using the map symbol in any manner such as attached to or imprinted on any containers or on billboards or other signs, or on truck or car panels, or on billheads or other stationery supplies, and shall be prohibited from using any promotional material using the map symbol.