

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.

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 3rd. 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 42nd 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