

**NEW JERSEY FARM BUREAU SEES WINNING OPPORTUNITY  
FOR STATE'S WINE LOVERS AND WINE GROWERS IN BILLS BEFORE  
LEGISLATURE**

**TRENTON, NJ (June 11, 2010)** -- The New Jersey Farm Bureau wants the public to be aware of and urge their assembly representatives to pass the bill that will allow direct shipment of wine from the state's vineyards directly to consumers via common carrier (A1702; the Senate has already passed the bill, S766). As stated, the bills "permit the direct shipping of wine to New Jersey consumers by a New Jersey plenary winery licensee with retail privileges or a farm winery licensee to directly ship wine to New Jersey residents...."

Currently, New Jersey lags behind 38 other states in the ability of wineries and vineyards to direct ship to consumers. "Passage of these bills will overthrow antiquated laws that permit only wine retailers to ship to direct to consumers, thus prohibiting consumers from being able to enjoy some of the excellent wines being made locally at the state's 34 small wineries, unless they travel there and purchase wine on-site," says Richard Nieuwenhuis, Farm Bureau president. "Our wineries have won national and international acclaim, but many residents aren't even aware of them because of state law restrictions."

Small, boutique wineries across the country survive and thrive because of their ability to ship to consumers from their websites. As the fifth largest wine-consuming state, New Jersey residents should be able to enjoy the boutique wines produced in their own state via the same means. As the law now stands, they cannot. Farm Bureau believes the law needs to be modernized to reflect the changing marketplace and rulings by the federal Supreme Court, which authorize direct shipment of wine by in-state as well as out-of-state producers. The bills now before both the State Senate and Assembly would conform to the Supreme Court's ruling by restoring direct shipping privileges to New Jersey wineries.

" When you provide New Jersey vintners with the ability to ship their products, you enable them to sell more, while providing incentives to invest money in their businesses, grow more grapes, preserve more farmland and likely hire people and pay more taxes," says Nieuwenhuis. "In an economy such as our current one, why wouldn't anyone want to see businesses grow? Passage of these bills will give consumers choice, bolster our wine growers and strengthen the state's economy -- a win-win for everyone."

For further information, contact the New Jersey Farm Bureau, at The Farmhouse, 168 West State Street, Trenton, NJ 08608. Phone 609-393-7163; fax 609-393-7072; email [mail@njfb.org](mailto:mail@njfb.org); website [www.njfb.org](http://www.njfb.org)

The New Jersey Farm Bureau is a non-profit member organization of 13,000+ farmers and farm-related individuals within the Garden State. It is the only organization solely dedicated to representing the grass- roots interests and directives of its members in educating all levels of government and the public on the farm community's policies and positions. The Farm Bureau also takes a lead in seeking out initiatives, activities and ventures to enhance the profitability of producer members and ensure the viability of agriculture in New Jersey -- *the Garden State for Good Reason -- our farms.*

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