



## ***News from Albano & Milam 1st Legislative District***



**Assemblyman Nelson T. Albano**

P: (609) 465-0700  
E-Mail: [AsmAlbano@njleg.org](mailto:AsmAlbano@njleg.org)

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**Assemblyman Matthew W. Milam**

P: (609) 465-0700  
E-Mail: [AsmMilam@njleg.org](mailto:AsmMilam@njleg.org)

### **ALBANO/MILAM BILL TO PROMOTE AGRICULTURAL TOURISM ADVANCES**

(TRENTON) – Legislation Assemblymen Nelson Albano and Matt Milam sponsored to promote agricultural tourism in New Jersey was advanced today by an Assembly committee.

The bill (A-879) would establish a statewide motorist sign system that would be easily identifiable and promote agricultural tourism attractions.

“Tourists represent a largely untapped market for agricultural establishments,” Milam said. “The very nature of farming establishments means they’re often not on heavily traveled routes, so we should do anything we can to help tourists and others from out-of-state, as well as New Jersey residents, find these gems.”

Agricultural tourism can include, among other activities, hayrides, corn mazes, pick-your-own operations, farm stands, agricultural fairs, farm festivals, winery tours, horseback riding and historical attractions where visitors can learn about New Jersey agriculture .

“You may not have to live on a farm to enjoy New Jersey’s agriculture, but you surely need to know how to find these places,” Albano said. “These agricultural establishments are an important sector of New Jersey’s economy, but they are under economic pressures caused by ever-increasing development. They need more than local residents as their primary customer base.”

Milam and Albano (both D-Atlantic, Cape May, Cumberland) said promoting agricultural tourism would also help encourage farmland preservation.

Under the bill, the Secretary of Agriculture would establish eligibility standards for participating in the program and reasonable fees to be charged to participating establishments to pay for the signs. County agricultural board would be able to help pay.

(MORE)

The bill was released 5-0 by the Assembly Agriculture and Natural Resources Committee. It has been scheduled for a floor vote during the Assembly session on Monday, Nov. 17.

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