

	(Governor's Bill SECOND REGULAR S	
	ONE HUNDRED AND TENTH	H LEGISLATURE
Legislati	ve Document	No. 1885
rence an Presente Cos	00 House of Representation Formed to the Committee on Agricultured d ordered printed. The d by Representative Mahany of Eastor Sponsors: Senator Wood of York, Representator Wood of York, Representator Hichens of York.	EDWIN H. PERT, Clerk
	STATE OF MAINE	Ξ
	IN THE YEAR OF OUP NINETEEN HUNDRED AND	
	AN ACT to Provide Assistance i ing of Maine Agricultural	
Be it er	nacted by the People of the State	e of Maine as follows:
Sec	c. 1. 7 MRSA §402-A is enacted	to read:
<u>§402-A.</u>	Agriculture promotion	
may app departm tural p represent those a	Agriculture Promotion Committe point a promotional committee to ent in its general efforts to roducts. The committee shall in ntatives involved in the produ- gricultural commodities which no r otherwise, an ongoing prom	o advise and assist th promote Maine agricu nclude, at a minimum uction or marketing o naintain, through stat

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1	2. Fund. There is created a nonlapsing Agriculture
2	Promotion Fund. The commissioner is authorized to accept
3	moneys for this fund from any public or private source and
4	to credit to this fund any moneys received from the sale of
5	agricultural promotional materials.
6	3. Duties of the committee. The Agriculture Promotion
7	Committee shall advise the commissioner concerning pro-
8	motional programs for Maine agricultural products. The com-
9	mittee may when authorized by the commissioner, expend
10	moneys from the Agriculture Promotion Fund; provided that
11	the committee shall not be considered an agency of the State
12	when acting in this capacity.
13 14 15 16 17 18 19	4. Rule-making authority. The commissioner may adopt such rules as he considers necessary to achieve the purposes of this chapter including, but not limited to, rules requir- ing registration of persons wishing to identify products as Maine products under a logo or trademark adopted by the department and requiring verification of the origin of those products.
20 21 22	<b>Sec. 2.</b> Appropriation. The following funds are appropriated from the General Fund to carry out the purposes of this Act.
23	1982-83
24 25	AGRICULTURE, FOOD AND RURAL RESOURCES DEPARTMENT OF
26	All Other \$15,000

## STATEMENT OF FACT

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28 The purpose of this bill is to provide authority for 29 the Department of Agriculture, Food and Rural Resources to 30 establish a nonlapsing Agriculture Promotion Fund to receive 31 public and private moneys for a comprehensive, ongoing agri-32 cultural promotional program. The \$15,000 from the General 33 Fund will establish what is essentially a revolving fund 34 which may be used to develop, in conjunction with private industry, promotional materials such as those designed and used for the current "Maine Produces" program. The sale of 35 36 these materials at cost would generate income into the fund 37 38 for further promotional work.

1 Under current law income from such sales would go to 2 the General Fund, and in order for the department to main-3 tain an ongoing program, it would be required to seek peri-4 odic General Fund appropriations.

5 The extraordinary success and high visibility of the 6 "Maine Produces" program throughout the State is evidence of 7 the value of creative promotional materials in an overall 8 agricultural development program. The authority to place 9 income from sales into this fund would not reduce present 10 state revenue.

The fund will be administered through an AgriculturePromotion Committee made up of industry leaders.

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