

MAINE STATE LEGISLATURE

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1 (Governor's Bill)
2 SECOND REGULAR SESSION
3

4 ONE HUNDRED AND TENTH LEGISLATURE
5

6 **Legislative Document**

No. 1885

7
8 H. P. 1900 House of Representatives, January 27, 1982
Referred to the Committee on Agriculture. Sent up for concur-
rence and ordered printed.

EDWIN H. PERT, Clerk

9 Presented by Representative Mahany of Easton.

Cosponsors: Senator Wood of York, Representative L. Higgins of
Scarborough and Senator Hichens of York.

10
11 STATE OF MAINE
12

13 IN THE YEAR OF OUR LORD
14 NINETEEN HUNDRED AND EIGHTY-TWO
15

16 AN ACT to Provide Assistance in the Market-
17 ing of Maine Agricultural Products.
18

19 Be it enacted by the People of the State of Maine as follows:

20 Sec. 1. 7 MRSA §402-A is enacted to read:

21 §402-A. Agriculture promotion

22 1. Agriculture Promotion Committee. The commissioner
23 may appoint a promotional committee to advise and assist the
24 department in its general efforts to promote Maine agricul-
25 tural products. The committee shall include, at a minimum,
26 representatives involved in the production or marketing of
27 those agricultural commodities which maintain, through state
28 taxes or otherwise, an ongoing promotion and advertising
29 program.

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.

11 The fund will be administered through an Agriculture
12 Promotion Committee made up of industry leaders.

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