

# MAINE STATE LEGISLATURE

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# 117th MAINE LEGISLATURE

## SECOND REGULAR SESSION-1996

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Legislative Document

No. 1776

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H.P. 1294

House of Representatives, February 13, 1996

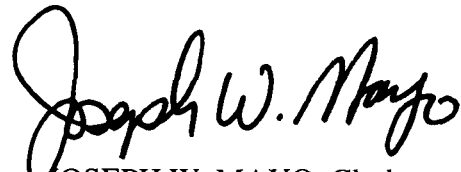
**Resolve, to Require Additional Promotion of the Maine Quality Seal.**

(EMERGENCY)

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Reported by Representative SPEAR for the Commission to Study Options for Preserving the Dairy Industry in the State pursuant to Resolve 1995, chapter 35, section 6.

Reference to the Joint Standing Committee on Agriculture, Conservation and Forestry suggested and printing ordered under Joint Rule 20.

  
JOSEPH W. MAYO, Clerk

2           **Emergency preamble.** Whereas, Acts and resolves of the  
Legislature do not become effective until 90 days after  
adjournment unless enacted as emergencies; and

4

6           **Whereas,** the future of Maine's dairy farms is threatened by  
possible changes in the Federal Milk Marketing Order program,  
increasing competition from other regions of the country and  
8 increasing prices for fertilizer and feed; and

10           **Whereas,** it is believed that the Maine Certification  
Trademark, referred to in this resolve as the "Maine Quality  
12 Seal," connotes the important benefits of freshness and high  
quality of home-produced dairy products; and

14

16           **Whereas,** it is believed that there has recently been  
inadequate promotion of the Maine Quality Seal; and

18           **Whereas,** in the judgment of the Legislature, these facts  
create an emergency within the meaning of the Constitution of  
20 Maine and require the following legislation as immediately  
necessary for the preservation of the public peace, health and  
22 safety; now, therefore, be it

24           **Sec. 1. Additional promotion. Resolved:** That the Maine Dairy  
Promotion Board, referred to in this resolve as the "board,"  
26 shall increase the promotion of the Maine Quality Seal in  
relation to Maine dairy products; and be it further

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30           **Sec. 2. Seal color. Resolved:** That the Commissioner of  
Agriculture, Food and Rural Resources shall determine whether the  
color guidelines regarding the seal can be relaxed or eliminated;  
32 and be it further

34           **Sec. 3. Promotion goals. Resolved:** That the board shall set  
specific goals for this promotion in keeping with the overall  
36 objectives of increasing consumer awareness of the seal to result  
in greater use of the seal by milk processors. One goal must be  
38 the desired objective regardless of funding and one goal must be  
the objective obtainable with existing funding. The board shall  
40 conduct activities that are necessary to set these goals and  
measure the program against those goals; and be it further

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44           **Sec. 4. Review. Resolved:** That the board shall give the  
Commissioner of Agriculture, Food and Rural Resources the  
opportunity to review and comment on all activities required by  
46 this resolve. If the board becomes a nongovernmental agency, the  
commissioner shall work with the board to complete the activities  
48 of this resolve; and be it further

