



## **117th MAINE LEGISLATURE**

## **SECOND REGULAR SESSION-1996**

Legislative Document

No. 1776

H.P. 1294

House of Representatives, February 13, 1996

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

(EMERGENCY)

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.

OSEPH W. MAYO, Clerk

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

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 increasing prices for fertilizer and feed; and

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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

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

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; 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 objectives of increasing consumer awareness of the seal to result in greater use of the seal by milk processors. One goal must be the desired objective regardless of funding and one goal must be the objective obtainable with existing funding. The board shall conduct activities that are necessary to set these goals and measure the program against those goals; and be it further

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 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

Sec. 5. Deadline. Resolved: That the board shall begin additional promotion of the Maine Quality Seal no later than 180 2 days after the effective date of this resolve; and be it further 4 Sec. 6. Transfer of funds. Resolved: That the Department of Agriculture, Food and Rural Resources shall transfer \$50,000 from 6 the Maine Dairy Farm Stabilization Fund to the Maine Dairy Promotion Board to be used toward the expenses incurred for 8 promotion of the Maine Quality Seal; and be it further 10 Sec. 7. Allocation. Resolved: That the following funds are allocated from Other Special Revenue funds to carry out the 12 purposes of this resolve. 14 1996-97 16 AGRICULTURE, FOOD AND RURAL 18 **RESOURCES, DEPARTMENT OF** 20 **Maine Dairy Promotion Board** \$50,000 All Other 22 24 Provides funds transferred from the Maine Diary Farm Stabilization Fund to the Maine Dairy Promotion Board to increase promotion 26 of the Maine Quality Seal for the Maine 28 dairy industry. Emergency clause. In view of the emergency cited in the 30 preamble, this resolve takes effect when approved. 32 STATEMENT OF FACT 34 This resolve is one of 6 bills submitted by the Commission 36 to Study Options for Preserving the Dairy Industry in the State. 38 This resolve requires the Maine Dairy Promotion Board to 40 increase promotion of the Maine Quality Seal for dairy products. It requires the setting of specific goals for the promotion and an evaluation of the promotion against these goals. 42 Fifty thousand dollars is transferred from the Maine Dairy Farm Stabilization Fund to be used toward the expenses for this 44 promotion. 46

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