

# MAINE STATE LEGISLATURE

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# 119th MAINE LEGISLATURE

## FIRST REGULAR SESSION-1999

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Legislative Document

No. 478

S.P. 158

In Senate, January 14, 1999

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**An Act to Establish a Maine Agriculture Market and Production  
Development Program.**

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Reference to the Committee on Appropriations and Financial Affairs suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN  
Secretary of the Senate

Presented by Senator KILKELLY of Lincoln.  
Cosponsored by Representative PIEH of Bremen and  
Senators: TREAT of Kennebec, NUTTING of Androscoggin, PINGREE of Knox,  
Representatives: COWGER of Hallowell, WATSON of Farmingdale.

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

4 **Sec. 1. Appropriation.** The following funds are appropriated  
4 from the General Fund to carry out the purposes of this Act.

6		1999-00	2000-01
8	<b>AGRICULTURE, FOOD AND RURAL</b>		
10	<b>RESOURCES, DEPARTMENT OF</b>		
12	<b>Division of Marketing and Product</b>		
12	<b>Development</b>		
14	All Other	\$500,000	\$500,000

16 Appropriates funds for the  
16 implementation of a marketing  
18 campaign for Maine  
18 agribusinesses.  
20 Implementation efforts will  
20 include development of  
22 database and information  
22 technology resources,  
24 research of new market  
24 opportunities, technical  
26 assistance, strategic  
26 planning assistance,  
28 development of media  
28 strategies and development of  
30 new trade opportunities.

32 **SUMMARY**

34 This bill appropriates \$500,000 to the Department of  
36 Agriculture, Food and Rural Resources in each of fiscal years  
36 1999-00 and 2000-01 for the implementation of a marketing  
38 campaign for Maine agribusinesses. Implementation efforts will  
38 include development of database and information technology  
40 resources, research of new market opportunities, technical  
40 assistance, strategic planning assistance, development of media  
42 strategies and development of new trade opportunities.