

MAINE STATE LEGISLATURE

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120th MAINE LEGISLATURE

FIRST REGULAR SESSION-2001

Legislative Document

No. 779

S.P. 214

In Senate, February 13, 2001

An Act to Enhance the State's Agricultural Marketing.

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 McKEE of Wayne and
Senators: KNEELAND of Aroostook, MARTIN of Aroostook, SHOREY of Washington,
Representatives: DUNLAP of Old Town, GOOLEY of Farmington, SKOGLUND of St.
George.

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

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

	2001-02	2002-03
AGRICULTURE, FOOD AND RURAL RESOURCES, DEPARTMENT OF		
Division of Marketing and Product Development		
All Other	\$250,000	\$250,000

Appropriates additional funds for the implementation of a marketing campaign for Maine agribusinesses. Implementation efforts will include development of database and information technology resources, research of new market opportunities, technical assistance, strategic planning assistance, development of media strategies and development of new trade opportunities.

SUMMARY

This bill appropriates \$250,000 in additional funds to the Department of Agriculture, Food and Rural Resources in each of fiscal years 2001-02 and 2002-03 for the implementation of a marketing campaign for Maine agribusinesses. Implementation efforts will include development of database and information technology resources, research of new market opportunities, technical assistance, strategic planning assistance, development of media strategies and development of new trade opportunities.