

MAINE STATE LEGISLATURE

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L.D. 985

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STATE OF MAINE
SENATE
127TH LEGISLATURE
FIRST REGULAR SESSION

SENATE AMENDMENT "A" to COMMITTEE AMENDMENT "A" to H.P. 680, L.D. 985, Bill, "An Act To Align Maine's School Marketing Law with Current Federal Food Standards"

Amend the amendment in section 3 in subsection 4 by striking out all of the 7th to 17th lines (page 1, lines 24 to 34 in amendment) and inserting the following:

The rules must prohibit a program that provides students with free or discounted food or beverage items as a reward, such as for reaching specified academic goals.

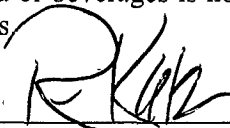
The rules may not prohibit a program that provides funding to schools or school administrative units in exchange for purchases of food or beverage items as long as that program is not marketed on school grounds.

For the purposes of this subsection, "marketing" means any oral, written or graphic statement or representation, including a company logo or trademark, that is made for the purpose of promoting the use or sale of a food or beverage item by the producer, manufacturer, distributor or seller of a food or beverage item or by any other entity with a commercial interest in the food or beverage item.'

SUMMARY

This amendment clarifies the intent of Committee Amendment "A" by specifying that a program that provides a student with free or discounted food or beverages as a reward is prohibited but a program that provides funding to a school or school administrative unit in exchange for purchases of food or beverages is not prohibited, as long as that program is not marketed on school grounds.

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(Senator KATZ)

COUNTY: Kennebec