

2 **HB 1984** - S COMM AMD

3 By Committee on Agriculture & International Trade

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5 Strike everything after the enacting clause and insert the
6 following:

7 NEW SECTION. **Sec. 1.** The legislature finds that:

8 (1) Many consumers in this state appreciate and seek out the
9 opportunity to purchase local farm products.

10 (2) Consumers and small-scale farmers would both benefit from
11 increased opportunities to market farm products locally. Direct
12 marketing provides farmers with the opportunity to realize an increased
13 share of consumers' food dollars and provides consumers with a greater
14 opportunity to support local agriculture and understand farm
15 operations, farm culture, and the role farms play in meeting our food
16 needs.

17 (3) The state would greatly benefit from a focused effort to
18 increase the economic viability and profitability of small farms
19 through increasing their ability to market their products directly to
20 consumers.

21 (4) Direct marketing opportunities are often not feasible for
22 farmers to undertake because of market barriers and the difficulty of
23 obtaining information related to marketing.

24 (5) A direct marketing assistance program for small farmers could
25 provide the needed information, technical assistance, and barrier
26 clearing work that is a key to increasing direct marketing of farm
27 products.

28 NEW SECTION. **Sec. 2.** A new section is added to chapter 15.64 RCW
29 to read as follows:

30 (1) The small farm direct marketing assistance program is created.

31 (2) The director shall employ a small farm direct marketing
32 assistant.

33 (3) The small farm direct marketing assistance program shall assist
34 small farms in their direct marketing efforts. In carrying out this
35 duty the program shall:

1 (a) Assist small farms in complying with federal, state, and local
2 rules and regulations as they apply to direct marketing of agricultural
3 products;

4 (b) Assist in developing infrastructure to increase direct
5 marketing opportunities for small farms;

6 (c) Provide information on direct marketing opportunities for small
7 farms;

8 (d) Promote localized food production systems;

9 (e) Increase access to information for farmers wishing to sell farm
10 products directly to consumers;

11 (f) Identify and help reduce market barriers facing small farms in
12 direct marketing;

13 (g) Assist in developing and submitting proposals to grant programs
14 to assist small farm direct marketing efforts; and

15 (h) Perform other functions that will assist small farms in
16 directly marketing their products.

17 (4) This section expires July 1, 2007.

18 NEW SECTION. **Sec. 3.** A new section is added to chapter 15.64 RCW
19 to read as follows:

20 (1) The director shall, by December 1, 2006, issue a report on the
21 accomplishments of the small farm direct marketing assistance program.
22 The report must be submitted to the committees of the senate and the
23 house of representatives that have jurisdiction over agricultural
24 issues. The report must be made available to the public.

25 (2) This section expires July 1, 2007.

26 NEW SECTION. **Sec. 4.** A new section is added to chapter 43.23 RCW
27 to read as follows:

28 (1) The legislature finds that the development of an overall
29 strategy to provide improved markets for the richly diversified
30 agricultural commodities produced in our state is needed to stabilize
31 and enhance the rural and agricultural economies in Washington. One
32 important component of this strategy is to focus on increasing the
33 visibility and market share of agricultural products with in-state
34 consumers. The legislature finds that state-produced commodities are
35 of the highest quality, transported the least distance, and are the
36 freshest. Further, increased competition and well-funded advertising
37 campaigns from competing regions are eroding in-state market share for

1 commodities produced within this state. The legislature further finds
2 many consumers prefer to buy locally produced commodities and prefer to
3 support our state's economy. These consumers would buy Washington
4 produce if they were able to identify the products as "grown in
5 Washington."

6 (2) There is hereby created within the department of agriculture a
7 "grown in Washington" program. The purpose of the program is to allow
8 the department of agriculture to provide matching funds to commodity
9 boards, commodity commissions, and other qualifying entities to
10 implement programs that increase sales and market share for state-
11 produced agricultural commodities in our state domestic market."

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15 On page 1, line 1 of the title, after "products;" strike the
16 remainder of the title and insert "adding new sections to chapter 15.64
17 RCW; adding a new section to chapter 43.23 RCW; creating a new section;
18 and providing expiration dates."

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