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**SENATE BILL 6078**

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**State of Washington**

**56th Legislature**

**1999 Regular Session**

**By** Senators Rasmussen, Honeyford, T. Sheldon, Prentice, Morton, Gardner, Stevens, Swecker, Roach and Oke

Read first time 03/04/1999. Referred to Committee on Agriculture & Rural Economic Development.

1 AN ACT Relating to developing a program for promotion of  
2 agricultural products produced in Washington state; creating new  
3 sections; making an appropriation; and providing an expiration date.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** The legislature finds that retaining and  
6 enhancing the economic viability of farms is vital to improving the  
7 prosperity of our rural economies. The legislature finds that farm  
8 land will not be retained unless farming operations are profitable. In  
9 order to improve the profitability of farms, market demand for the  
10 agricultural products needs to be enhanced.

11 The purpose of this act is to direct the department of agriculture  
12 to explore ways to improve the market demand for fresh fruits and  
13 vegetables for growers of Washington state, including a "Grown in  
14 Washington" promotional program.

15 NEW SECTION. **Sec. 2.** (1) The department of agriculture shall  
16 develop a proposed program for promoting fresh fruits and vegetables  
17 that are grown in Washington. In developing the proposed program, the  
18 department shall conduct an inquiry into the following areas:

1 (a) Developing a chart as to the seasonal availability of various  
2 fresh fruits and vegetables grown in the state and list sources for the  
3 various products;

4 (b) Developing concepts for various marketing techniques that could  
5 be employed including a "Grown in Washington" promotional campaign and  
6 "Grown in Washington" stickers for fresh fruits and vegetables;

7 (c) Developing concepts for disseminating information and marketing  
8 strategies that could be used to promote fresh fruit and vegetables to  
9 buyers; and

10 (d) Working with growers involved in the fresh fruit and vegetable  
11 industry to develop the program and make recommendations on how the  
12 program would be funded including authorizing the formation of a  
13 commodity commission for funding and administering the program.

14 (2) The department of agriculture shall form an advisory committee  
15 to provide input on the development of the proposed program.

16 (3) The department of agriculture shall report its written findings  
17 and recommendations to the appropriate committees of the senate and the  
18 house of representatives by December 15, 1999.

19 (4) This section expires December 31, 1999.

20 NEW SECTION. **Sec. 3.** The sum of seventy thousand dollars, or as  
21 much thereof as may be necessary, is appropriated for the fiscal year  
22 ending June 30, 2000, from the general fund to the department of  
23 agriculture for the purpose of this act.

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