

SENATE BILL REPORT

SB 5341

As of January 22, 2023

Title: An act relating to creating a location-based branding and promotion program for Washington food and agricultural products.

Brief Description: Creating a location-based branding and promotion program for Washington food and agricultural products.

Sponsors: Senators Muzzall, Shewmake, Van De Wege, Torres, Warnick, Kuderer, Lias, Stanford and Wilson, C.; by request of Department of Agriculture.

Brief History:

Committee Activity: Agriculture, Water, Natural Resources & Parks: 1/23/23.

Brief Summary of Bill

- Directs the Washington State Department of Agriculture to establish an advisory committee of food production organizations for a voluntary location-based program to brand and promote local food and agricultural products.

SENATE COMMITTEE ON AGRICULTURE, WATER, NATURAL RESOURCES & PARKS

Staff: Delika Steele (786-7486)

Background: The Washington State Department of Agriculture (WSDA) supports the viability and vitality of agriculture while protecting consumers, public health, and the environment. This includes providing fee-based services to the agriculture community, promoting Washington agricultural products, and ensuring regulations are observed.

A From the Heart of Washington Program was begun by WSDA in June 2002 and funded with one-time federal grant moneys. The purpose of the program and campaign was to

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increase demand for Washington agricultural products in state and to present an accurate picture of the value of agriculture as part of the state's economy and its role in sustaining rural communities. After federal funds were exhausted, WSDA was given the ability to establish a private, non-profit corporation under the Washington Nonprofit Corporation Act to continue the program. The program was formally dissolved in 2008.

Summary of Bill: The director of WSDA must establish an advisory committee of representatives from interested agriculture and food production organizations. The purpose of the committee is to identify the appropriate scope and nature of a voluntary location-based program to brand and promote local food and agricultural products. The director is required to submit a report with recommendations for implementing and developing a program to the Legislature during the fiscal year ending June 30, 2024. The director may then adopt rules necessary to implement the program, but must consult with representatives of appropriate boards and commissions before creating criteria related to agricultural products under their jurisdiction.

WSDA and other agencies, boards, commissions, and associations may separately promote food and agricultural products.

Funds received for the program must be deposited into the Agricultural Local Fund. WSDA must actively seek nonstate funding sources to support program operation and may receive gifts, grants, or endowments.

The From the Heart of Washington Program is repealed.

Appropriation: None.

Fiscal Note: Available.

Creates Committee/Commission/Task Force that includes Legislative members: No.

Effective Date: Ninety days after adjournment of session in which bill is passed.