

House Bill 3531

Sponsored by Representatives CLEM, GILLIAM; Representative READ

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Requires State Department of Agriculture to develop and establish program to create marketing plan for value-added Oregon agricultural products.

A BILL FOR AN ACT

1
2 Relating to the marketing of Oregon products.

3 Whereas Oregon has some of the most diverse types of crops grown in the United States and
4 supports all forms of farm production; and

5 Whereas Oregon has the clean water, air and land to produce high-quality crops that can sup-
6 port a value-added food industry; and

7 Whereas the agricultural industry in Oregon provides thousands of jobs to Oregonians in both
8 urban and rural areas; and

9 Whereas Oregon is an exporter of high-quality raw and value-added agricultural products and
10 relies on the ability to access foreign and domestic markets to sell those products; and

11 Whereas Oregon should use its resources and relationships to promote raw and value-added
12 Oregon agricultural products and connect its food industry with potential customers in foreign and
13 domestic markets; now, therefore,

14 **Be It Enacted by the People of the State of Oregon:**

15 **SECTION 1.** The State Department of Agriculture shall work with Oregon agricultural
16 industry interests, agricultural associations and other interested parties to develop and es-
17 tablish a program to create a marketing plan, design consumer and trade targeting efforts
18 and undertake other actions to empower members of the raw and value-added agricultural
19 industries to promote sales of raw and value-added Oregon agricultural products, including
20 but not limited to sales in foreign markets.

21 **SECTION 2.** In addition to and not in lieu of any other appropriation, there is appropri-
22 ated to the State Department of Agriculture, for the biennium beginning July 1, 2015, out
23 of the General Fund, the amount of \$_____, which may be expended for carrying out the
24 development, establishment and operation of the program described in section 1 of this 2015
25 Act.

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NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted.
New sections are in **boldfaced** type.