

ENGROSSED HOUSE
BILL NO. 1324

BY: WIDENER, FERGUSON,
COMBS, COTNER, DAVIS,
HEFNER, HILLIARD, MONKS,
RICE, SADLER, STANLEY
and SULLIVAN

AN ACT RELATING TO AGRICULTURE; CREATING THE "MADE IN
OKLAHOMA" AND "GROWN IN OKLAHOMA" PROGRAM;
PROVIDING SPECIFICATION; PROVIDING FOR POWERS AND
DUTIES OF THE OKLAHOMA STATE DEPARTMENT OF
AGRICULTURE; PROVIDING FOR ACCEPTANCE OF CERTAIN
FUNDING SOURCES; PROVIDING FOR CODIFICATION; AND
PROVIDING AN EFFECTIVE DATE.

BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

SECTION 1. NEW LAW A new section of law to be codified
in the Oklahoma Statutes as Section 2-11a of Title 2, unless there
is created a duplication in numbering, reads as follows:

A. The Oklahoma State Department of Agriculture shall initiate
and operate a "Made in Oklahoma" and a "Grown in Oklahoma" program
for the purpose of promoting foods, products and services produced
within Oklahoma.

B. The programs shall be designed to:

1. increase consumer awareness by identifying foods, products
or services with a "Made in Oklahoma" or a "Grown in Oklahoma" logo;
2. increase purchase of Oklahoma foods and products and
services by Oklahomans and by out-of-state persons;

3. expand and develop new markets instate, national, or international for Oklahoma-made foods, products and services;

4. attract manufacturers to supply Oklahoma processors with needed materials; and

5. educate national, international and Oklahoma consumers about Oklahoma foods, products and services through an extensive and informative public relations campaign.

SECTION 2. NEW LAW A new section of law to be codified in the Oklahoma Statutes as Section 2-11b of Title 2, unless there is created a duplication in numbering, reads as follows:

A. To implement the Made in Oklahoma Program and the Grown in Oklahoma Program, the Oklahoma State Department of Agriculture shall:

1. design a "Made in Oklahoma" logo and a "Grown in Oklahoma" logo for use by Oklahoma processors, providers or growers;

2. establish standards and requirements for use in such logos;

3. establish fees for use of such logos; provided any Oklahoma processor, provider or grower may acquire use of such logos on their foods, products or services free of charge for the first year after authorization for use;

4. establish a task force to assist in ascertaining strengths and weaknesses of the program;

5. cooperate with other state agencies and other organizations as needed in development of the program;

6. foster conferences, institutes and exhibits on Oklahoma-made products and services or Oklahoma-grown foods;

7. publish reports, surveys, news bulletins or other materials pertaining to its findings, recommendations and work; and

8. report to the Governor, the Speaker of the House of Representatives and the President Pro Tempore of the Senate areas needing legislative or procedural changes to promoting purchase and use of Oklahoma-made products and services and Oklahoma-grown foods

or to attract manufacturers to supply processors with needed materials.

B. The Department may apply for, accept, and use any gift, grant or bequest from any source for the purpose of discharging its duties.

SECTION 3. This act shall become effective September 1, 1991.

Passed the House of Representatives the 13th day of February, 1991.

Speaker of the House of
Representatives

Passed the Senate the ____ day of _____, 1991.

President of the Senate