

"SELECT MICHIGAN" PROGRAM

Mitchell Bean, Director
Phone: (517) 373-8080
<http://www.house.mi.gov/hfa>

House Bill 6367

Sponsor: Rep. Kathy Angerer

Committee: Agriculture

Complete to 9-9-08

A SUMMARY OF HOUSE BILL 6367 AS INTRODUCED 8-13-08

The bill would create the "Select Michigan Act" requiring the Department of Agriculture to administer a program to identify and promote farm products grown, processed, or manufactured in Michigan.

Program goals and requirements. At a minimum, the "Select Michigan" program would have to:

- Increase marketing opportunities, public awareness, and sales of Michigan farm products.
- Form partnerships with public and private institutions, universities, colleges, commodity groups, manufacturers, retailers, and other entities to implement the program.
- Establish procedures for applying for grants and other funding sources to implement the program.

"Select Michigan" logo and other promotional materials. As allowed by law, the department could seek trademark or other protection of a "Select Michigan" logo or other identifying marks. The department could design uniform signs, stickers, posters, banners, and display cards to promote the sale of Michigan farm products.

Funding. The department could accept funds from any private or public source for the program.

Rules. The department could promulgate administrative rules to implement the "Select Michigan Act."

BACKGROUND INFORMATION:

The bill appears to be putting into statute a program already being run on at least a limited basis by the Department of Agriculture, using at least two different identifying labels: "Select Michigan Fresh" and "Select Michigan Organic." A description of the current program can be found on the department's website at:

http://www.michigan.gov/mda/0,1607,7-125-1570_23189-60796--,00.html.

FISCAL IMPACT:

A fiscal analysis is in process.

Legislative Analyst: Shannan Kane
Fiscal Analyst: William E. Hamilton

■ This analysis was prepared by nonpartisan House staff for use by House members in their deliberations, and does not constitute an official statement of legislative intent.