

Senators Proos, Kowall, Green, Emmons, Nofs, Marleau, Walker, Booher, Hansen and Jansen offered the following concurrent resolution:

Senate Concurrent Resolution No. 27.

A concurrent resolution to encourage the Michigan Economic Development Corporation to work through the Pure Michigan campaign and with the Department of Agriculture and Rural Development to promote and brand Pure Michigan-grown foods.

Whereas, The variety and quality of Michigan-grown products is well-known across the country, especially throughout the Midwest. As the state with more types of crops than 49 of the 50 states, Michigan is a leading producer of several crops. This bounty represents a strength that is clear not only in economic data year after year, but also in the role that agriculture plays in our culture and communities; and

Whereas, A growing interest in locally-grown foods, rooted in the recognition of the many benefits of this practice, has triggered an interest in new ways to market Michigan-grown crops. An excellent example of the success of this type of thinking is the recently developed partnership between the highly-effective Pure Michigan campaign and the Michigan Apple Committee. This effort has included the contributions of Michigan State University and has resulted in a marketing initiative that calls attention to the riches of Michigan's orchards; and

Whereas, Given the positive reaction to the Pure Michigan campaign to increase awareness of Michigan apples not only in neighboring states, but here as well, it certainly seems wise to pursue an expansion of this idea to other commodities. Steps to identify Michigan-grown foods and promote them in the marketplace can only help reap even greater harvests for our state; now, therefore, be it

Resolved by the Senate (the House of Representatives concurring), That we encourage the Michigan Economic Development Corporation to work through the Pure Michigan campaign and with the Department of Agriculture and Rural Development to promote and brand Pure Michigan-grown foods; and be it further

Resolved, That copies of this resolution be transmitted to the Michigan Economic Development Corporation and the Department of Agriculture and Rural Development.