



Senate Fiscal Agency  
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House Bill 6367 (Substitute H-1 as passed by the House)  
Sponsor: Representative Kathy Angerer  
House Committee: Agriculture  
Senate Committee: Agriculture

Date Completed: 10-7-08

### **CONTENT**

**The bill would create the "Select Michigan Act" to require the Michigan Department of Agriculture (MDA) to establish a Select Michigan program in an effort to designate clearly food and agricultural products grown, processed, or manufactured in the State.**

The program would have to be designed to provide at least the following:

- The increasing of marketing opportunities for, and awareness and purchasing of, food and agricultural products grown, processed, and manufactured in Michigan.
- The formation of partnerships with other public and private institutions, universities and colleges, commodity groups, manufacturers, retailers, and other entities to implement the proposed Act.
- The establishment of a procedure for application for grants and other forms of funding for the implementation of the Act.

As allowed by law, the MDA could provide for the trademarking or protection of a Select Michigan logo and other identifying marking. The Department could design marketing materials, develop messages or slogans, or both, as well as conduct promotions and educational events and activities to promote the sale of Michigan food and agricultural products.

The MDA could accept funds from any private or public source for implementation of the proposed Act, and could promulgate rules under the Administrative Procedures Act to implement it.

Legislative Analyst: Curtis Walker

### **FISCAL IMPACT**

The bill would have no fiscal impact on the State. The Select Michigan program currently exists in the Department of Agriculture. In FY 2006-07, 1.0 full-time equated position was dedicated to this program and approximately \$273,000 was spent for the Select Michigan program. Most of the funding was from industry contributions for specific promotional activities. Revenue from Federal funding and State restricted money from the State Services Fee Fund are also included in the total expenditures to pay for single staff position.

Fiscal Analyst: Jessica Runnels

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This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.