

**SUBSTITUTE FOR
HOUSE BILL NO. 6367**

A bill to establish a program to designate, promote, and market certain food and agricultural products grown, processed, and manufactured in this state; to provide for certain powers for certain state departments and agencies; to provide for certain grants to certain persons; and to provide for the promulgation of rules.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 1. This act shall be known and may be cited as the
2 "select Michigan act".

3 Sec. 2. (1) The Michigan department of agriculture shall
4 establish a select Michigan program in an effort to clearly
5 designate food and agricultural products grown, processed, or
6 manufactured in this state.

1 (2) The program established under subsection (1) shall be
2 designed to provide at least the following:

3 (a) The increasing of the marketing opportunities for, and the
4 awareness and purchasing of, Michigan-grown, processed, and
5 manufactured food and agricultural products.

6 (b) The forming of partnerships with other public and private
7 institutions, universities and colleges, commodity groups,
8 manufacturers, retailers, and other entities to implement this act.

9 (c) The establishing of a procedure for application for grants
10 and other forms of funding for the implementation of this act.

11 Sec. 3. As allowed by law, the Michigan department of
12 agriculture may provide for the trademarking or protection of a
13 select Michigan logo and other identifying marking. The department
14 may design marketing materials, develop messages or slogans, or
15 both, and may conduct promotions and educational events and
16 activities to promote the sale of Michigan food and agricultural
17 products.

18 Sec. 4. The Michigan department of agriculture may accept
19 funds from any private or public source for implementation of this
20 act.

21 Sec. 5. The Michigan department of agriculture may promulgate
22 rules under the administrative procedures act of 1969, 1969 PA 306,
23 MCL 24.201 to 24.328, to implement this act.