

Legislative Analysis



HIGHWAY AND TOURIST DIRECTIONAL SIGNS TO IDENTIFY MICHIGAN FARM MARKETS

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House Bill 4835

Sponsor: Rep. Ben Glardon

House Bill 4836

Sponsor: Rep. Deb Shaughnessy

Committee: Transportation

Complete to 2-7-12

A SUMMARY OF HOUSE BILLS 4835 AND 4836 AS INTRODUCED 6-30-11

House Bill 4835 would amend Public Act 205 of 1941 (MCL 252.51 et al.) to require the Department of Transportation allow the category of "Michigan Farm Markets" in the logo signage program authorized under the act.

House Bill 4836 would amend Public Act 299 of 1996 to require the Department of Transportation allow the categories of Farm Markets and Farmers Markets in the Tourist-Oriented Directional Sign program. The bill would also amend the definition of tourist-oriented activity to include the following: "*tourist-oriented activity includes a farm market and a farmers market as that term is defined in the act.*"

The department would establish qualification criteria for facilities, activities, and locations designated as farm markets or farmers markets.

Under the bills, these terms would be defined as follows:

Agriculture Product: Agricultural commodity or product, whether raw or process, including any commodity or product derived from livestock that is marketed for human or livestock use or consumption.

Crop: A plant or part of a plant marketed or intended to be marketed as an agricultural product or fed or intended to be fed to livestock.

Farm Market: A location, whether or not enclosed in a temporary or permanent structure, where agricultural products are sold to consumers. The following would apply to a farm market: it is part of a farm operation; 50 percent of the products offered for sale are produced on and by the affiliated farm; it may sell agricultural products in their natural state or in a value-added form for direct customer sales; it may operate seasonally or year round; it may include marketing activities and services to attract and entertain customers, unless otherwise prohibited by law.

Value-added: the enhancement or improvement of the overall value of an agricultural commodity or an animal or plant product into a product of higher value. The enhancement or improvement could include (but would not be limited to) marketing, agricultural process, transforming, or packaging.

House Bill 4835 provides that any revenue received by the MDOT would be deposited into the State Trunk Line Fund.

BACKGROUND INFORMATION:

According to the website of the Michigan Department of Transportation:

Businesses serving travelers and tourists can have signs erected along Michigan highways and state roads under two programs offered by the Michigan Department of Transportation.

The Tourist Oriented Directional Signs (TODS) program provides directional signs for eligible tourist attractions located off the state rural roadway system.

The Specific Services Signing program (also known as Logo Signing) permits eligible businesses to place their logos on Specific Service Sign panels that identify key services along designated freeways.

The programs differ in the businesses they serve and the roads they apply to. Both programs are administered for MDOT by a private firm, Michigan Logos, Inc.

FISCAL IMPACT:

A fiscal analysis is in process.

Legislative Analyst: E. Best
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.