

Stricken language would be deleted from and underlined language would be added to the law as it existed prior to this session of the General Assembly.

1 State of Arkansas
2 85th General Assembly
3 Regular Session, 2005

A Bill

SENATE BILL 437

4
5 By: Senators Wooldridge, J. Bookout, J. Jeffress, G. Jeffress, Wilkinson
6 By: Representative Maloch

For An Act To Be Entitled

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10 AN ACT TO CREATE A DIVISION OF AGRICULTURAL
11 PROMOTION AND MARKETING WITHIN THE STATE PLANT
12 BOARD; AND FOR OTHER PURPOSES.

Subtitle

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15 AN ACT TO CREATE A DIVISION OF
16 AGRICULTURAL PROMOTION AND MARKETING
17 WITHIN THE STATE PLANT BOARD.

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20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

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22 SECTION 1. Arkansas Code Title 2, Chapter 1 is amended to add an
23 additional subchapter to read as follows:

24 2-1-301. Division of Agricultural Promotion and Marketing.

25 (a) There is created a Division of Agricultural Promotion and
26 Marketing within the State Plant Board.

27 (b) The division shall:

28 (1) Be responsible for the creation and expansion of markets for
29 Arkansas agricultural products and for developing marketing strategies and
30 activities that enhance the demand for Arkansas products nationally and
31 internationally;

32 (2) Be charged with the facilitation of technology and knowledge
33 transfer throughout all areas of Arkansas agriculture, further enhancing the
34 ability of Arkansas' largest industry to meet the demand of the global
35 marketplace;

36 (3) Pursue and develop value-added opportunities for Arkansas-



1 grown commodities, including, but not limited to, further processing and
 2 biotechnologies in order to increase the return on the significant investment
 3 made by Arkansas' agricultural producers;

4 (4) Serve as the liaison with international embassies and
 5 agricultural agencies for the purpose of expanding foreign trade involving
 6 Arkansas products;

7 (5) Closely monitor niche commodities, offering the marketing
 8 power and expertise for these crops or commodities to compete in the national
 9 and international marketplace, further diversifying the agricultural
 10 opportunities available within the state;

11 (6) Represent the state in national and international promotion
 12 marketing forums including trade shows and industry events that raise the
 13 profile of Arkansas agriculture and create a broader demand for agricultural
 14 products produced in our state;

15 (7) Where appropriate, shall apply for and serve as a conduit
 16 for federal funds to enhance agricultural marketing and promotions; and

17 (8) Actively seek the cooperation of the following in promoting
 18 and marketing all aspects of Arkansas agriculture:

19 (A) The various boards and commissions of the state that
 20 are concerned with any aspect of agriculture, including, but not limited to:

- 21 (i) Abandoned Pesticide Advisory Board;
- 22 (ii) Arkansas Fire Ant Advisory Board;
- 23 (iii) Arkansas Forestry Commission;
- 24 (iv) Arkansas Livestock and Poultry Commission;
- 25 (v) Arkansas Rural Development Commission;
- 26 (vi) Arkansas Soil and Water Conservation

27 Commission; and

- 28 (vii) Department of Rural Services;

29 (B) All educational agencies of the state that are
 30 concerned with any aspect of agriculture, including, but not limited to:

- 31 (i) The University of Arkansas System;
- 32 (ii) Arkansas State University; and
- 33 (iii) The University of Arkansas Cooperative

34 Extension Service; and

35 (C) Other persons and entities, public and private, that
 36 are concerned with promotion and marketing of Arkansas agricultural products.

1 (c) All the functions, records, personnel, property, unexpended
2 balances of appropriations, allocations, or other funds related to the
3 promotion and marketing of agriculture of the State Plant Board are
4 transferred to the Division of Agricultural Promotion and Marketing of the
5 State Plant Board.

6 (d) The establishment of the Division of Agricultural Promotion and
7 Marketing of the State Plant Board shall in no way affect the duties, powers,
8 or operations of the following boards and councils:

- 9 (1) Arkansas Beef Council;
- 10 (2) Arkansas Catfish Promotion Board;
- 11 (3) Arkansas Corn and Grain Sorghum Promotion Board;
- 12 (4) Arkansas Rice Research and Promotion Board;
- 13 (5) Arkansas Soybean Promotion Board; and
- 14 (6) Arkansas Wheat Promotion Board.

15 (e) The Division of Agricultural Promotion and Marketing of the State
16 Plant Board shall report annually to the Chair of the House Interim Committee
17 on Agriculture, Forestry, and Economic Development and the Chair of the
18 Senate Interim Committee on Agriculture, Forestry, and Economic Development
19 on all the operations of the division.

20 (f) The Director of the Arkansas State Plant Board is designated as
21 Arkansas' representative to the National Association of State Departments of
22 Agriculture and other similar organizations and associations.

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