

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  
4

As Engrossed: S3/28/05

# A Bill

SENATE BILL 437

5 By: Senators Wooldridge, J. Bookout, J. Jeffress, G. Jeffress, Wilkinson  
6 By: Representatives Maloch, *Fite, Harris, Mahony, M. Martin, Willis, Thomason, Adams, Davenport,*  
7 *George, Harrelson, Walters*  
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## For An Act To Be Entitled

11 AN ACT TO CREATE A DIVISION OF AGRICULTURAL  
12 PROMOTION AND MARKETING WITHIN THE STATE PLANT  
13 BOARD; AND FOR OTHER PURPOSES.  
14

### Subtitle

16 AN ACT TO CREATE A DIVISION OF  
17 AGRICULTURAL PROMOTION AND MARKETING  
18 WITHIN THE STATE PLANT BOARD.  
19  
20

21 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:  
22

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

25 2-1-301. Division of Agricultural Promotion and Marketing.

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

28 (b) The division shall:

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

33 (2) Pursue and develop value-added opportunities for Arkansas-  
34 grown commodities, including, but not limited to, further processing and  
35 biotechnologies in order to increase the return on the significant investment  
36 made by Arkansas' agricultural producers;



1           (3) Serve as the liaison with international embassies and  
2 agricultural agencies for the purpose of expanding foreign trade involving  
3 Arkansas products;

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

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

12           (6) Where appropriate, shall apply for and serve as a conduit  
13 for federal funds to enhance agricultural marketing and promotions; and

14           (7) Actively seek the cooperation of the following in promoting  
15 and marketing all aspects of Arkansas agriculture:

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

19                   (i) Abandoned Pesticide Advisory Board;

20                   (ii) Arkansas Fire Ant Advisory Board;

21                   (iii) Arkansas Forestry Commission;

22                   (iv) Arkansas Livestock and Poultry Commission;

23                   (v) Arkansas Rural Development Commission;

24                   (vi) Arkansas Soil and Water Conservation

25 Commission;

26                   (vii) Department of Rural Services;

27                   (viii) Department of Health;

28                   (ix) Arkansas Department of Economic Development;

29 and

30                   (x) Department of Education;

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

33                   (i) The University of Arkansas System;

34                   (ii) Arkansas State University; and

35                   (iii) The University of Arkansas Cooperative  
36 Extension Service; and

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

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

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

11                   (1) Arkansas Beef Council;

12                   (2) Arkansas Catfish Promotion Board;

13                   (3) Arkansas Corn and Grain Sorghum Promotion Board;

14                   (4) Arkansas Rice Research and Promotion Board;

15                   (5) Arkansas Soybean Promotion Board; and

16                   (6) Arkansas Wheat Promotion Board.

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

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

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26   */s/ Wooldridge*  
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