

**CHAPTER 1193**  
**AGRICULTURAL DIVERSIFICATION**  
*S.F. 2097*

**AN ACT** relating to agricultural economic diversification.

*Be It Enacted by the General Assembly of the State of Iowa:*

Section 1. It is the intent of the General Assembly that the position of farmers market manager, who would work on organizing, developing, and operating a full-time metropolitan farmers market in Iowa, and the position of farmers market specialist, who would provide assistance in areas around the state which desire to upgrade or develop a local farmers market, be established, and that support staff be provided for a farmers market development program within the horticulture division of the department of agriculture. Any funds available to the program may also be utilized to obtain matching federal grants.

It is the intent of the General Assembly that two agricultural economic development specialist positions, who would work within the community structure in developing and coordinating the overall local centralized facilities plan, assist in pulling together financing mechanisms for the capital investments necessary for centralized facility development, and work with localized grower groups to establish and expand their markets, be established, and that support staff be provided for a centralized facilities development program within the horticulture division of the department of agriculture. Any funds available to the program may be utilized to obtain matching federal grants.

It is the intent of the General Assembly that the position of horticultural market specialist be retained and the electronic marketing program in the horticulture division of the department of agriculture be continued and expanded to develop working relationships with contacts at regional terminal markets, to integrate in-state market trading prices, to develop hookups at centralized marketing facilities within Iowa, and to update and expand the existing data base on buyers, growers, and market prices. Any funds available to the program may be utilized to obtain matching federal grants.

It is the intent of the General Assembly that the position of agricultural diversification administrator and the alternative agricultural products market evaluation program be maintained in the horticulture division of the department of agriculture and that the administrator work with other departments of agriculture, other state departments, universities, and individual entrepreneurs in order to identify market outlets, market demand, and potential areas for future economic growth, and to identify constraints that need to be overcome in order for Iowa producers to participate in the market. Any funds available to the program may be utilized to obtain matching federal grants.

It is the intent of the General Assembly that the horticulture division of the department of agriculture undertake a marketing promotions program to work with other state departments and with businesses and producers on promotional and consumer awareness activities, encouraging the purchase of Iowa grown products encompassed in the agricultural diversification program. Any funds available to the program may be utilized to obtain matching federal grants.

Approved May 20, 1986