

49

So. Pass 2/18/86 (p. 352)

Sen Appropriations 2/19

So. Pass 3/6 (p. 200)

FILED FEB 3 1986

House Appropriations

Amend (5840) + So. Pass 4/16 (p. 1536)

SENATE FILE **2097**

BY RIORDAN, PRIEBE, BOSWELL,
HANNON, HORN, FRAISE,
MILLER of Cerro Gordo,
COLTON, MANN, GRONSTAL,
HUTCHINS, GETTINGS, WELLS,
PALMER, TAYLOR, SOORHOLTZ,
MURPHY, HUSAK, DIELEMAN,
TIEDEN, CARR, BRUNER,
SCHWENGELS, COLEMAN, HESTER,
HALL, CORNING, NYSTROM,
JENSEN, GRATIAS, DRAKE,
RIFE, and WELSH

Passed Senate, Date 3-12-86 (p. 678) Passed House, Date 4-21-86 (p. 1542)

Vote: Ayes 44 Nays 2 Vote: Ayes 96 Nays 0

Approved May 30 1986

Approved Senate 4-24-86 (p. 1374)
36-4

A BILL FOR

- 1 An Act relating to agricultural economic diversification by
- 2 making an appropriation.
- 3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:
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S.F. 2097

1 Section 1. Notwithstanding the provisions of 1985 Iowa
2 Acts, chapter 33, section 301, subsections 5 and 7, three
3 hundred forty thousand nine hundred sixty-six (340,966)
4 dollars of the moneys remaining on June 30, 1986 in the jobs
5 now capitals account, which were appropriated to the executive
6 council for the purpose of an Iowa world trade center, are
7 appropriated to the division of horticulture of the department
8 of agriculture for the fiscal year beginning July 1, 1986 and
9 ending June 30, 1987, to be used for the purposes designated:

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1986-1987
Fiscal Year

1. FARMERS MARKET DEVELOPMENT PROGRAM

For salaries, support, maintenance, and miscellaneous purposes \$ 95,490

It is the intent of this appropriation 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 the program. These funds may be utilized to obtain matching federal grants.

2. CENTRALIZED FACILITIES DEVELOPMENT PROGRAM

For salaries, support, maintenance, and miscellaneous purposes \$ 99,995

It is the intent of this appropriation 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

1 establish and expand their markets, be established, and that
2 support staff be provided for the program. These funds may be
3 utilized to obtain matching federal grants.

4 3. ELECTRONIC MARKETING PROGRAM

5 For salaries, support, maintenance,
6 and miscellaneous purposes \$ 44,872

7 It is the intent of this appropriation that the position of
8 horticultural market specialist be retained and the program
9 continued and expanded to develop working relationships with
10 contacts at regional terminal markets, to integrate in-state
11 market trading prices, to develop hook-ups at centralized
12 marketing facilities within Iowa, and to update and expand the
13 existing data base on buyers, growers, and market prices.
14 These funds may be utilized to obtain matching federal grants.

15 4. ALTERNATIVE AGRICULTURAL
16 PRODUCTS MARKET EVALUATION PROGRAM

17 For salaries, support, maintenance,
18 and miscellaneous purposes \$ 50,606

19 It is the intent of this appropriation that the position of
20 agricultural diversification administrator be maintained and
21 that the administrator shall work with other departments of
22 agriculture, other state departments, universities, and indi-
23 vidual entrepreneurs in order to identify market outlets,
24 market demand, and potential areas for future economic growth,
25 and to identify constraints that need to be overcome in order
26 for Iowa producers to participate in the market. These funds
27 may be utilized to obtain matching federal grants.

28 5. MARKETING PROMOTIONS PROGRAM

29 For salaries, support, maintenance,
30 and miscellaneous purposes \$ 50,003

31 It is the intent of this appropriation that the division
32 work with other state departments, and with businesses and
33 producers on promotional and consumer awareness activities,
34 encouraging the purchase of Iowa grown products encompassed in
35 the agricultural diversification program. These funds may be

1 utilized to obtain matching federal grants.

2 EXPLANATION

3 This bill provides funding for a number of agricultural
4 economic diversification programs within the horticulture
5 division of the department of agriculture. An appropriation
6 of \$95,490 is made for the farmers market development program,
7 \$99,995 for the centralized facilities development program,
8 \$44,872 for the electronic marketing program, \$50,606 for an
9 alternative agricultural products market evaluation program,
10 and \$50,003 for the marketing promotions program. The bill
11 specifies that all the funds appropriated may be utilized in
12 obtaining matching federal grants.

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SENATE FILE 2097

H-5840

1 Amend Senate File 2097 as passed by the Senate as
2 follows:

3 1. By striking everything after the enacting
4 clause and inserting the following:

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

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

31 It is the intent of the General Assembly that the
32 position of horticultural market specialist be
33 retained and the electronic marketing program in the
34 horticulture division of the department of agriculture
35 be continued and expanded to develop working
36 relationships with contacts at regional terminal
37 markets, to integrate in-state market trading prices,
38 to develop hook-ups at centralized marketing fa-
39 cilities within Iowa, and to update and expand the
40 existing data base on buyers, growers, and market
41 prices. Any funds available to the program may be
42 utilized to obtain matching federal grants.

43 It is the intent of the General Assembly that the
44 position of agricultural diversification administrator
45 and the alternative agricultural products market
46 evaluation program be maintained in the horticulture
47 division of the department of agriculture and that the
48 administrator work with other departments of
49 agriculture, other state departments, universities,
50 and individual entrepreneurs in order to identify

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1 market outlets, market demand, and potential areas for
2 future economic growth, and to identify constraints
3 that need to be overcome in order for Iowa producers
4 to participate in the market. Any funds available to
5 the program may be utilized to obtain matching federal
6 grants.

7 It is the intent of the General Assembly that the
8 horticulture division of the department of agriculture
9 undertake a marketing promotions program to work with
10 other state departments and with businesses and
11 producers on promotional and consumer awareness
12 activities, encouraging the purchase of Iowa grown
13 products encompassed in the agricultural diversifi-
14 cation program. Any funds available to the program
15 may be utilized to obtain matching federal grants."

16 2. Title page, lines 1 and 2, by striking the
17 words "by making an appropriation".

H-5840 FILED APRIL 16, 1986 BY COMMITTEE ON APPROPRIATIONS

Adopted 4/21/86 (p. 159.2)

HOUSE AMENDMENT TO
SENATE FILE 2097

S-5728

1 Amend Senate File 2097 as passed by the Senate as
2 follows:

3 1. By striking everything after the enacting
4 clause and inserting the following:

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

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

31 It is the intent of the General Assembly that the
32 position of horticultural market specialist be
33 retained and the electronic marketing program in the
34 horticulture division of the department of agriculture
35 be continued and expanded to develop working
36 relationships with contacts at regional terminal
37 markets, to integrate in-state market trading prices,
38 to develop hook-ups at centralized marketing fa-
39 cilities within Iowa, and to update and expand the
40 existing data base on buyers, growers, and market
41 prices. Any funds available to the program may be
42 utilized to obtain matching federal grants.

43 It is the intent of the General Assembly that the
44 position of agricultural diversification administrator
45 and the alternative agricultural products market
46 evaluation program be maintained in the horticulture
47 division of the department of agriculture and that the
48 administrator work with other departments of
49 agriculture, other state departments, universities,
50 and individual entrepreneurs in order to identify

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1 market outlets, market demand, and potential areas for
2 future economic growth, and to identify constraints
3 that need to be overcome in order for Iowa producers
4 to participate in the market. Any funds available to
5 the program may be utilized to obtain matching federal
6 grants.

7 It is the intent of the General Assembly that the
8 horticulture division of the department of agriculture
9 undertake a marketing promotions program to work with
10 other state departments and with businesses and
11 producers on promotional and consumer awareness
12 activities, encouraging the purchase of Iowa grown
13 products encompassed in the agricultural diversifi-
14 cation program. Any funds available to the program
15 may be utilized to obtain matching federal grants."

16 2. Title page, lines 1 and 2, by striking the
17 words "by making an appropriation".

S-5728 Filed April 23, 1986 REC'D FROM THE HOUSE

Senate approved 4/24 (p. 1274)

SENATE FILE 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.

ROBERT T. ANDERSON
President of the Senate

DONALD D. AVENSON
Speaker of the House

I hereby certify that this bill originated in the Senate and is known as Senate File 2097, Seventy-first General Assembly.

K. MARIE THAYER
Secretary of the Senate

Approved May 20, 1986

TERRY E. BRANSTAD
Governor