

MAR 9 1989

HOUSE FILE 549
BY COMMITTEE ON ECONOMIC
DEVELOPMENT

Place On Calendar
Sen. Small bus. & Dev.
Amend + DO pass per amend
3493- 3-30-89 (p.1090)

(SUCCESSOR TO HSB 289)

Passed House, Date 3-23-89 (p.986) Passed Senate, Date 5-4-89 (p.1917)
Vote: Ayes 93 Nays 1 Vote: Ayes 46 Nays 0
Approved May 24 1989

Repassed by House 5-4-89 (p.2436)
A BILL FOR
Ayes 96 Nays 0

1 An Act relating to the agricultural product advisory council.
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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HF 549

1 Section 1. Section 15.203, Code 1989, is amended to read
2 as follows:

3 15.203 AGRICULTURAL PRODUCTS ADVISORY COUNCIL -- DUTIES.

J-3493 4 1. The department shall establish, in consultation with
5 the department of agriculture and land stewardship, an
6 agricultural products advisory council for the purpose of
7 advising the two departments in relation to the sales,
8 promotion, marketing, export of agricultural commodities, and
9 value-added agricultural products processed in Iowa and for
10 the purpose of assisting in the coordination of the respective
11 agricultural marketing programs of the two departments. The
12 council shall seek to promote the agricultural products of the
13 state by developing a policy and plan which provide for the
14 participation and cooperation of the two departments. The
15 council shall consist of one member from each of the following
16 associations, appointed by the secretary of agriculture: Iowa
17 pork producers association, Iowa beef cattle producers
18 association, Iowa sheep and wool promotion board, Iowa egg
19 council, Iowa dairy industry commission, Iowa turkey marketing
20 council, Iowa soybean promotion board, Iowa corn promotion
21 board, Iowa wood industry association, and state horticulture
22 society and up to an additional ten members, appointed by the
23 director, who are experienced in exporting agricultural
24 products, financing the export of agricultural products, and
25 adding value to and processing of agricultural products.

26 ~~The agricultural products advisory council shall submit~~
27 ~~recommendations to the departments of economic development and~~
28 ~~agriculture and land stewardship, the governor, and the~~
29 ~~general assembly.~~

J-3493 30 2. The agricultural products advisory council shall
31 develop a comprehensive five-year agricultural products
32 promotion policy for the state not later than January 1, 1991,
33 which shall be submitted to the governor and the general
34 assembly for its review and consideration, and develop a
35 comprehensive agricultural products promotion plan by January

1 1, 1991, to be submitted to the governor and the general
2 assembly, and update the policy and plan annually. The policy
3 and plan shall include, but are not limited to, the following:

4 a. A review of the promotional or marketing programs of
5 the department of agriculture and land stewardship, the
6 implementation of the programs, and recommendations to improve
7 the programs and their implementation.

8 b. A review of the promotional or marketing programs of
9 the department of economic development, the implementation of
10 the programs, and recommendations to improve the programs and
11 their implementation.

12 c. A review of the promotional programs which the two
13 departments can jointly administer and recommendations on the
14 implementation of the programs.

15 d. A review of the current division of areas of
16 agricultural products, including but not limited to processed
17 or value-added products and agricultural raw commodities.

18 e. A review of the products or commodities promoted by the
19 two departments individually or jointly and any
20 recommendations for new programs for promotions of the
21 products or commodities.

22 3. The agricultural products advisory council shall seek
23 to maximize the resources of the programs of the two
24 departments, eliminate the unnecessary duplication of efforts,
25 and successfully promote the state's agricultural products.

26 4. The agricultural products advisory council shall
27 evaluate the current role of the private sector in promoting
28 and marketing agricultural products and make recommendations
29 for the utilization of the private sector programs in the
30 state agricultural products promotion plan.

31 5. The agricultural products advisory council shall employ
32 or contract with a consultant or specialist to assist in
33 developing and implementing the policy and plan of the council
34 within the period of time set forth in subsection 2.

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EXPLANATION

1 This bill provides for the agricultural products advisory
2 council to develop a comprehensive five-year agricultural
3 products promotion policy. The policy is required to be
4 submitted to the general assembly for approval no later than
5 January 1, 1991. The bill also requires the council to
6 develop an agricultural products promotion plan by January 1,
7 1991, to be submitted to the governor and the general assembly
8 and to update the policy and plan annually.

9 The policy and plan shall include a review of each
10 department's promotion or marketing programs and any recom-
11 mendations to improve the programs. The plan shall review the
12 current division of areas of agricultural products and
13 agricultural raw commodities, review the programs of the two
14 departments as they pertain to the two areas, make any
15 recommendations to place the promotion and marketing with the
16 proper department to avoid unnecessary duplication, and
17 evaluate the private sector's role in agricultural products
18 promotion. The council shall employ or contract with a
19 consultant or specialist to implement the policy and plan of
20 the council.

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HOUSE FILE 549

S-3493

- 1 Amend House File 549, as passed by the House, as
2 follows:
- 3 1. Page 1, line 7, by striking the word "sales,"
4 and inserting the following: "sales".
- 5 2. Page 1, line 8, by striking the word
6 "marketing," and inserting the following: "marketing,
7 and".
- 8 3. Page 1, line 8, by striking the word
9 "commodities," and inserting the following:
10 "commodities".
- 11 4. Page 1, line 12, by inserting after the word
12 "agricultural" the following: "commodities and".
- 13 5. Page 1, by striking line 13 and inserting the
14 following: "state by providing advice in the
15 development of and by monitoring the implementation of
16 a program and plan which provide for the".
- 17 6. Page 1, by striking lines 15 through 22 and
18 inserting the following: "council shall consist of
19 ~~one-member-from-each-of-the-following-associations;~~
20 five members appointed by the secretary of
21 ~~agriculture--iowa-pork-producers-association--iowa~~
22 ~~beef-cattle-producers-association--iowa-sheep-and-wool~~
23 ~~promotion-board--iowa-egg-council--iowa-dairy-industry~~
24 ~~commission--iowa-turkey-marketing-council--iowa~~
25 ~~soybean-promotion-board--iowa-corn-promotion-board;~~
26 ~~iowa-wood-industry-association--and-state-horticulture~~
27 ~~society-and-up-to-an-additional-ten-members, and five~~
28 ~~members~~ appointed by the".
- 29 7. Page 1, line 23, by inserting after the word
30 "in" the following: "marketing or".
- 31 8. Page 1, line 23, by inserting after the word
32 "agricultural" the following: "commodities or".
- 33 9. Page 1, line 24, by inserting after the word
34 "agricultural" the following: "commodities or".
- 35 10. Page 1, line 24, by striking the word "and"
36 and inserting the following: "and or".
- 37 11. Page 1, by striking line 30 and inserting the
38 following:
39 "2. The department and the department of agri-
40 culture and land stewardship shall jointly".
- 41 12. Page 1, line 31, by inserting after the word
42 "agricultural" the following: "commodities and".
- 43 13. Page 1, line 32, by striking the word
44 "policy" and inserting the following: "program".
- 45 14. Page 1, line 32, by striking the figures "1,
46 1991" and inserting the following: "15, 1990".
- 47 15. Page 1, line 33, by striking the words
48 "governor and the general" and inserting the follow-
49 ing: "council".
- 50 16. Page 1, by striking line 34 and inserting the

S-3493

Page 2

- 1 following: "for its review, consideration, and
2 approval, and shall develop a".
3 17. By striking page 1, line 35, through page 2,
4 line 2, and inserting the following: "comprehensive
5 agricultural commodities and products promotion plan
6 by April 1, 1990, and update the program and plan
7 annually. The program and any accompanying
8 recommendations of the council and the departments
9 shall be submitted to the governor and the general
10 assembly. The program".
11 18. Page 2, line 17, by striking the word "raw".
12 19. Page 2, line 18, by striking the word "or"
13 and inserting the following: "and".
14 20. Page 2, line 25, by inserting after the word
15 "agricultural" the following: "commodities and".
16 21. Page 2, line 28, by inserting after the word
17 "agricultural" the following: "commodities and".
18 22. Page 2, line 31, by striking the word "shall"
19 and inserting the following: "may".
20 23. Page 2, by striking lines 33 and 34 and in-
21 sserting the following: "developing and implementing
22 the program and plan of the departments and the
23 council. In the event a promotion program and plan as
24 set forth in subsection 2 are not adopted by the
25 council by April 1, 1990, the council shall employ or
26 contract with a consultant or specialist to assist in
27 the development of a promotion program and plan."

By COMMITTEE ON SMALL BUSINESS
AND ECONOMIC DEVELOPMENT
LEONARD BOSWELL, Chairperson

S-3493 FILED MARCH 30, 1989

adopted 5-4-89 (p1917)

SENATE AMENDMENT TO HOUSE FILE 549

H-4425

- 1 Amend House File 549, as passed by the House, as
2 follows:
- 3 1. Page 1, line 7, by striking the word "sales,"
4 and inserting the following: "~~sales~~".
- 5 2. Page 1, line 8, by striking the word
6 "marketing," and inserting the following: "marketing
7 and".
- 8 3. Page 1, line 8, by striking the word
9 "commodities," and inserting the following:
10 "~~commodities~~".
- 11 4. Page 1, line 12, by inserting after the word
12 "agricultural" the following: "commodities and".
- 13 5. Page 1, by striking line 13 and inserting the
14 following: "state by providing advice in the
15 development of and by monitoring the implementation of
16 a program and plan which provide for the".
- 17 6. Page 1, by striking lines 15 through 22 and
18 inserting the following: "council shall consist of
19 ~~one-member-from-each-of-the-following-associations;~~
20 ~~five members appointed by the secretary of~~
21 ~~agriculture--Iowa-pork-producers-association,-Iowa~~
22 ~~beef-cattle-producers-association,-Iowa-sheep-and-wool~~
23 ~~promotion-board,-Iowa-egg-council,-Iowa-dairy-industry~~
24 ~~commission,-Iowa-turkey-marketing-council,-Iowa~~
25 ~~soybean-promotion-board,-Iowa-corn-promotion-board,~~
26 ~~Iowa-wood-industry-association,-and-state-horticulture~~
27 ~~society-and-up-to-an-additional-ten-members, and five~~
28 ~~members appointed by the~~".
- 29 7. Page 1, line 23, by inserting after the word
30 "in" the following: "marketing or".
- 31 8. Page 1, line 23, by inserting after the word
32 "agricultural" the following: "commodities or".
- 33 9. Page 1, line 24, by inserting after the word
34 "agricultural" the following: "commodities or".
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40 culture and land stewardship shall jointly".
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44 "policy" and inserting the following: "program".
- 45 14. Page 1, line 32, by striking the figures "1,
46 1991" and inserting the following: "15, 1990".
- 47 15. Page 1, line 33, by striking the words
48 "governor and the general" and inserting the follow-
49 ing: "council".
- 50 16. Page 1, by striking line 34 and inserting the

H-4425

Page 2

1 following: "for its review, consideration, and
2 approval, and shall develop a".

3 17. By striking page 1, line 35, through page 2,
4 line 2, and inserting the following: "comprehensive
5 agricultural commodities and products promotion plan
6 by April 1, 1990, and update the program and plan
7 annually. The program and any accompanying
8 recommendations of the council and the departments
9 shall be submitted to the governor and the general
10 assembly. The program".

11 18. Page 2, line 17, by striking the word "raw".

12 19. Page 2, line 18, by striking the word "or"
13 and inserting the following: "and".

14 20. Page 2, line 25, by inserting after the word
15 "agricultural" the following: "commodities and".

16 21. Page 2, line 28, by inserting after the word
17 "agricultural" the following: "commodities and".

18 22. Page 2, line 31, by striking the word "shall"
19 and inserting the following: "may".

20 23. Page 2, by striking lines 33 and 34 and in-
21 sserting the following: "developing and implementing
22 the program and plan of the departments and the
23 council. In the event a promotion program and plan as
24 set forth in subsection 2 are not adopted by the
25 council by April 1, 1990, the council shall employ or
26 contract with a consultant or specialist to assist in
27 the development of a promotion program and plan."

RECEIVED FROM THE SENATE

H-4425 FILED MAY 4, 1989

CONCURRED

54-89(p.2936)

HSB 289
(replaced draft copy)

HOUSE FILE _____
BY (PROPOSED COMMITTEE ON
ECONOMIC DEVELOPMENT BILL)

Passed House, Date _____ Passed Senate, Date _____
Vote: Ayes _____ Nays _____ Vote: Ayes _____ Nays _____
Approved _____

A BILL FOR

1 An Act relating to the agricultural product advisory council.
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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S.F. _____ H.F. _____

1 Section 1. Section 15.203, Code 1989, is amended to read
2 as follows:

3 15.203 AGRICULTURAL PRODUCTS ADVISORY COUNCIL -- DUTIES.

4 1. The department shall establish, in consultation with
5 the department of agriculture and land stewardship, an
6 agricultural products advisory council for the purpose of
7 advising the two departments in relation to the sales,
8 promotion, marketing, export of agricultural commodities, and
9 value-added agricultural products processed in Iowa and for
10 the purpose of assisting in the coordination of the respective
11 agricultural marketing programs of the two departments. The
12 council shall seek to promote the agricultural products of the
13 state by implementing a policy and plan which provide for the
14 participation and cooperation of the two departments. The
15 council shall consist of one member from each of the following
16 associations, appointed by the secretary of agriculture: Iowa
17 pork producers association, Iowa beef cattle producers
18 association, Iowa sheep and wool promotion board, Iowa egg
19 council, Iowa dairy industry commission, Iowa turkey marketing
20 council, Iowa soybean promotion board, Iowa corn promotion
21 board, Iowa wood industry association, and state horticulture
22 society and up to an additional ten members, appointed by the
23 director, who are experienced in exporting agricultural
24 products, financing the export of agricultural products, and
25 adding value to and processing of agricultural products.

26 ~~The agricultural products advisory council shall submit~~
27 ~~recommendations to the departments of economic development and~~
28 ~~agriculture and land stewardship, the governor, and the~~
29 ~~general assembly.~~

30 2. The agricultural products advisory council shall
31 develop a comprehensive five-year agricultural products
32 promotion policy for the state not later than January 1, 1991,
33 which shall be submitted to the general assembly for its
34 approval, and develop a comprehensive agricultural products
35 promotion plan by January 1, 1991, to be submitted to the

1 governor and the general assembly, and update the policy and
2 plan annually. The policy and plan shall include, but are not
3 limited to, the following:

4 a. A review of the promotional or marketing programs of
5 the department of agriculture and land stewardship, the
6 implementation of the programs, and recommendations to improve
7 the programs and their implementation.

8 b. A review of the promotional or marketing programs of
9 the department of economic development, the implementation of
10 the programs, and recommendations to improve the programs and
11 their implementation.

12 c. A review of the promotional programs which the two
13 departments can jointly administer and recommendations on the
14 implementation of the programs.

15 d. A review of the current division of areas of
16 agricultural products and agricultural raw commodities.

17 e. A review of the products or commodities promoted by the
18 two departments individually or jointly and any
19 recommendations for new programs for promotions of the
20 products or commodities.

21 3. The agricultural products advisory council shall seek
22 to maximize the resources of the programs of the two
23 departments, eliminate the unnecessary duplication of efforts,
24 and successfully promote the state's agricultural products.

25 4. The agricultural products advisory council shall employ
26 a consultant or specialist to assist in developing and
27 implementing the policy and plan of the council within the
28 period of time set forth in subsection 2.

29 EXPLANATION

30 This bill provides for the agricultural products advisory
31 council to develop a comprehensive five-year agricultural
32 products promotion policy. The policy is required to be
33 submitted to the general assembly for approval no later than
34 January 1, 1991. The bill also requires the council to
35 develop an agricultural products promotion plan by January 1,

1 1991, to be submitted to the governor and the general assembly
2 and to update the policy and plan annually.

3 The policy and plan shall include a review of each
4 department's promotion or marketing programs and any recom-
5 mendations to improve the programs. The plan shall review the
6 current division of areas of agricultural products and
7 agricultural raw commodities, review the programs of the two
8 departments as they pertain to the two areas and make any
9 recommendations to place the promotion and marketing with the
10 proper department to avoid unnecessary duplication. The
11 council shall employ a consultant or specialist to implement
12 the policy and plan of the council.

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HOUSE FILE 549

AN ACT

RELATING TO THE AGRICULTURAL PRODUCT ADVISORY COUNCIL.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

Section 1. Section 15.203, Code 1989, is amended to read as follows:

15.203 AGRICULTURAL PRODUCTS ADVISORY COUNCIL -- DUTIES.

1. The department shall establish, in consultation with the department of agriculture and land stewardship, an agricultural products advisory council for the purpose of advising the two departments in relation to the sales,

promotion, marketing, and export of agricultural commodities and value-added agricultural products processed in Iowa and for the purpose of assisting in the coordination of the respective agricultural marketing programs of the two departments. The council shall seek to promote the agricultural commodities and products of the state by providing advice in the development of and by monitoring the implementation of a program and plan which provide for the participation and cooperation of the two departments. The council shall consist of ~~one member from each of the following associations; five members~~ appointed by the secretary of agriculture: ~~---Iowa-pork-producers-association;---Iowa-beef cattle-producers-association;---Iowa-sheep-and-wool-promotion board;---Iowa-egg-council;---Iowa-dairy-industry-commission;---Iowa turkey-marketing-council;---Iowa-soybean-promotion-board;---Iowa corn-promotion-board;---Iowa-wood-industry-association;---and state-horticulture-society---and up to an additional ten members,~~ and five members appointed by the director, who are experienced in marketing or exporting agricultural commodities or products, financing the export of agricultural commodities or products, and or adding value to and processing of agricultural products.

~~The agricultural products advisory council shall submit recommendations to the departments of economic development and agriculture and land stewardship, the governor, and the general assembly.~~

2. The department and the department of agriculture and land stewardship shall jointly develop a comprehensive five-year agricultural commodities and products promotion program for the state not later than January 15, 1990, which shall be submitted to the council for its review, consideration, and approval, and shall develop a comprehensive agricultural commodities and products promotion plan by April 1, 1990, and update the program and plan annually. The program and any accompanying recommendations of the council and the

departments shall be submitted to the governor and the general assembly. The program and plan shall include, but are not limited to, the following:

a. A review of the promotional or marketing programs of the department of agriculture and land stewardship, the implementation of the programs, and recommendations to improve the programs and their implementation.

b. A review of the promotional or marketing programs of the department of economic development, the implementation of the programs, and recommendations to improve the programs and their implementation.

c. A review of the promotional programs which the two departments can jointly administer and recommendations on the implementation of the programs.

d. A review of the current division of areas of agricultural products, including but not limited to processed or value-added products and agricultural commodities.

e. A review of the products and commodities promoted by the two departments individually or jointly and any recommendations for new programs for promotions of the products or commodities.

3. The agricultural products advisory council shall seek to maximize the resources of the programs of the two departments, eliminate the unnecessary duplication of efforts, and successfully promote the state's agricultural commodities and products.

4. The agricultural products advisory council shall evaluate the current role of the private sector in promoting and marketing agricultural commodities and products and make recommendations for the utilization of the private sector programs in the state agricultural products promotion plan.

5. The agricultural products advisory council may employ or contract with a consultant or specialist to assist in developing and implementing the program and plan of the departments and the council. In the event a promotion program

and plan as set forth in subsection 2 are not adopted by the council by April 1, 1990, the council shall employ or contract with a consultant or specialist to assist in the development of a promotion program and plan.

DONALD D. AVENSON
Speaker of the House

JO ANN ZIMMERMAN
President of the Senate

I hereby certify that this bill originated in the House and is known as House File 549, Seventy-third General Assembly.

JOSEPH O'HERN
Chief Clerk of the House

Approved May 24, 1989

TERRY E. BRANSTAD
Governor