

By: Representative Holland

To: Agriculture;
Appropriations

HOUSE BILL NO. 1165

1 AN ACT TO AMEND SECTION 69-1-203, MISSISSIPPI CODE OF 1972,
2 TO AUTHORIZE THE MARKETING, AGRICULTURAL DEVELOPMENT AND FINANCE
3 OFFICE IN THE DEPARTMENT OF AGRICULTURE AND COMMERCE TO ESTABLISH
4 AND COORDINATE THE MISSISSIPPI AGRICULTURAL PROMOTIONS PROGRAM FOR
5 THE PURPOSE OF EXPANDING THE MARKET FOR MISSISSIPPI'S AGRICULTURAL
6 PRODUCTS; TO CREATE A SPECIAL FUND IN THE STATE TREASURY TO BE
7 DESIGNATED AS THE "MISSISSIPPI AGRICULTURAL PROMOTIONS FUND"; TO
8 AMEND SECTION 69-1-32, MISSISSIPPI CODE OF 1972, TO PROVIDE THAT
9 THE JIM BUCK ROSS MISSISSIPPI AGRICULTURE AND FORESTRY MUSEUM
10 SHALL BE KNOWN OFFICIALLY AS THE MISSISSIPPI AGRICULTURAL HERITAGE
11 MUSEUM FOR MARKETING AND PROMOTIONAL PURPOSES; AND FOR RELATED
12 PURPOSES.

13 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

14 SECTION 1. Section 69-1-203, Mississippi Code of 1972, is
15 amended as follows:

16 69-1-203. (1) The Department of Agriculture and Commerce
17 shall promote the development of agriculture and aquaculture for
18 both native and nonnative species. The department shall be
19 organized into the Administration Office, the Regulatory Office,
20 and the Marketing, Agricultural Development and Finance Office.
21 Each office shall have the duties hereinafter specified in
22 addition to any other duties assigned to it by the commissioner.

23 (2) The Administration Office shall consist of such
24 employees as may be assigned to it by the commissioner and shall
25 have exclusive responsibility for the following functions of the
26 department:

- 27 (a) Accounting;
28 (b) Payroll;
29 (c) Purchasing;
30 (d) Data processing;
31 (e) Personnel;

32 (f) Motor pool and vehicles;

33 (g) Maintenance; and

34 (h) Printing and records.

35 (3) The Regulatory Office shall administer those laws
36 relating to the regulation of the labels of syrup containers; the
37 regulation of the sale of planting seed; the regulation of the
38 sale of livestock by weight; the protection of the health of
39 swine; the inspection of grain crops; the testing of the accuracy
40 of petroleum pumps; the inspection of milk manufacturing plants
41 and producers; the establishment of standards for frozen desserts
42 sold in Mississippi; the licensing of exotic bird dealers; the
43 regulation of the disposition of animal and poultry inedible
44 waste; the regulation of the labeling of catfish; the adoption of
45 systems of weights and measures for all commercial purposes in
46 Mississippi; the inspection of meat and poultry and the licensing
47 of facilities used for the processing thereof; and the regulation
48 of the measurement and receiving of pulpwood.

49 (4) (a) The Marketing, Agricultural Development and Finance
50 Office shall develop direct contact with potential buyers
51 worldwide for the Mississippi agricultural community to expand
52 domestic and international markets; develop and regulate
53 aquaculture production as provided in the Mississippi Aquaculture
54 Act of 1988; and operate and administer the Mississippi Market
55 Bulletin, the Market News Service, the Mississippi Agricultural
56 Heritage Museum and the Centennial Farm Family Program. This
57 office shall also be responsible for the collection, analysis and
58 dissemination of statistical data concerning the production,
59 supply, price and other aspects of the state's agricultural
60 economy.

61 (b) The department, in its discretion, may establish a
62 program of grants, loans and subsidies to be matched by
63 agricultural entities in the state to finance and promote
64 agricultural economic development.

65 (c) The Marketing, Agricultural Development and Finance
66 Office may establish and coordinate a program known as the
67 "Mississippi Agricultural Promotions Program." The duties of this
68 office include, but are not limited to:

69 (i) Developing a logo and authorizing the use of
70 that logo.

71 (ii) Developing a program for loans, grants and
72 subsidies.

73 (iii) Registering participants.

74 (iv) Requesting and collecting reimbursements from
75 program participants.

76 (v) Promoting and advertising Mississippi and its
77 agricultural products through the purchase of promotional items.

78 (vi) Developing in-kind advertising programs and
79 promotional materials.

80 (vii) Contracting with media representatives for
81 the purpose of dispersing promotional materials.

82 The commissioner shall promulgate rules necessary to
83 implement the provisions of this section.

84 (d) Any person who participates in the Mississippi
85 Agricultural Promotions Program shall register annually with the
86 department in a form and manner as required by the department.
87 Each person shall renew his registration by July 1 of each year.

88 (e) There is created a special fund to be designated as
89 the "Mississippi Agricultural Promotions Fund" within the State
90 Treasury to receive all monies related to the Mississippi
91 Agricultural Promotions Program. Monies deposited in the fund
92 shall be expended, upon legislative appropriations, and upon
93 requisition therefor by the Commissioner of Agriculture, for the
94 sole purpose of implementing the Mississippi Agricultural
95 Promotions Program. Unexpended amounts remaining in the fund at
96 the end of the fiscal year shall not lapse into the State General
97 Fund, and any interest earned on amounts in the fund shall be

98 deposited to the credit of the fund.

99 (f) It is unlawful for any person to use, reproduce or
100 distribute the logo of the Mississippi Agricultural Promotions
101 Program without being registered with the department or to
102 otherwise violate the provisions of this subsection or any rules
103 adopted under this subsection. Any person who violates any of the
104 provisions of this subsection or any rule promulgated under this
105 subsection revokes his rights for logo use or any funding
106 hereunder. For purposes of this paragraph, the term "reproduce"
107 means to stencil, emboss, print, engrave, impress, imprint,
108 lithograph or duplicate in any manner or to cause any such acts to
109 be done.

110 (g) For purposes of this subsection, the term
111 "agricultural product" means any product that is at least
112 fifty-one percent (51%) grown, processed or manufactured in
113 Mississippi.

114 SECTION 2. Section 69-1-32, Mississippi Code of 1972, is
115 amended as follows:

116 69-1-32. The * * * Jim Buck Ross Mississippi Agriculture and
117 Forestry Museum * * * shall be known officially as the Mississippi
118 Agricultural Heritage Museum for marketing and promotional
119 purposes. Whenever the term "Jim Buck Ross Mississippi
120 Agriculture and Forestry Museum" or "Mississippi Agriculture and
121 Forestry Museum" appears in Sections 65-1-161 et seq. or Sections
122 69-1-1 et seq., such term means the Mississippi Agricultural
123 Heritage Museum.

124 SECTION 3. This act shall take effect and be in force from
125 and after July 1, 1999.