

HOUSE BILL REPORT

HB 1852

As Passed House:

March 12, 2001

Title: An act relating to international marketing of Washington's goods and services.

Brief Description: Increasing international marketing of Washington's goods and services.

Sponsors: By Representatives Morris, Schoesler, Anderson, Eickmeyer, Conway, Fromhold, Van Luven, Kenney, Dunn, Santos, Ogden, Jackley, O'Brien, Lovick and Linville.

Brief History:

Committee Activity:

Trade & Economic Development: 2/20/01, 2/22/01 [DP].

Floor Activity:

Passed House: 3/12/01, 98-0.

Brief Summary of Bill

- Authorizes the director of the Department of Agriculture to enter into contracts with members of the Pacific Northwest Economic Region, port districts, or commodity commissions to promote the export of Washington's agricultural products.
- Directs the Department of Agriculture and Department of Community, Trade and Economic Development to co-locate, where feasible, state trade offices or offices of foreign representative contractors with comparable offices of states or Canadian provinces that are members of the Pacific Northwest Economic Region.

HOUSE COMMITTEE ON TRADE & ECONOMIC DEVELOPMENT

Majority Report: Do pass. Signed by 12 members: Representatives Van Luven, Republican Co-Chair; Veloria, Democratic Co-Chair; Dunn, Republican Vice Chair; Eickmeyer, Democratic 1st Vice Chair; Fromhold, Democratic 2nd Vice Chair; Ahern, Gombosky, Jackley, Mulliken, O'Brien, Pflug and Woods.

Staff: Kenny Pittman (786-7392).

Background:

The Washington Department of Agriculture (WDA) is the designated state agency for the administration and implementation of state agricultural marketing development programs and activities. These marketing programs and activities are designed to promote the sale of Washington's agricultural products in domestic and foreign markets.

The WDA is authorized to assist in the promotion of Washington's agricultural products by: (1) acting as an effective intermediary between foreign nations and Washington's traders; (2) encouraging and promoting the movement of foreign and domestic agricultural goods through Washington's ports; (3) conducting an active program by sending representatives to, or engaging representatives in, foreign countries to promote the state's agricultural commodities and products; (4) encouraging the production of those commodities that will have high export potential and appeal; (5) coordinating the trade promotional activities of appropriate federal, state, and local public agencies, as well as civic organizations; and (6) developing a coordinated marketing program with the Department of Community, Trade and Economic Development (DCTED), using existing trade offices and participating in mutual trade missions and activities.

The DCTED is the primary state agency charged with the establishment and operation of foreign offices designed to promote the sale of goods and services produced by Washington's businesses in foreign markets.

Pacific Northwest Economic Region

The Pacific Northwest Economic Region (PNWER) is a membership organization that brings together legislative, government, and private sector leaders to work toward the development of public policies that promote the economies of the Pacific Northwest region and respond to the challenges of the global marketplace. The objective of PNWER is to build the necessary critical mass for the region to become a major player in the new global economy, while reducing barriers to trade.

The PNWER currently consists of the American states of Alaska, Idaho, Montana, Oregon, and Washington plus the Canadian provinces of Alberta, British Columbia, and Yukon Territory, as well as numerous private sector members.

Summary of Bill:

The director of the WDA may enter into contracts with members of the PNWER, port districts, or commodity commissions for promotion of Washington's agricultural products. The purposes of the contracts are to: (1) establish foreign trade offices that are designed to promote the export of Washington's agricultural products; or (2) contract with overseas contractors that will promote the export of Washington's agricultural

products. The WDA must report to the appropriate committees of the Legislature on the results of the contracts entered into for export promotion and make recommendations for program improvements.

The WDA and the DCTED must co-locate, where feasible, their state trade offices or offices of foreign representative contractors with comparable offices of states or Canadian provinces that are members of the PNWER.

Appropriation: None.

Fiscal Note: Available.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Testimony For: None.

Testimony Against: None.

Testified: None.