

# SENATE BILL REPORT

## HB 1852

---

---

As Reported By Senate Committee On:  
Agriculture & International Trade, March 1, 2002

**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:** Agriculture & International Trade: 3/28/01; 2/27/02, 3/1/02 [DPA].

---

### SENATE COMMITTEE ON AGRICULTURE & INTERNATIONAL TRADE

**Majority Report:** Do pass as amended.

Signed by Senators Rasmussen, Chair; Parlette, Snyder, Spanel and Swecker.

**Staff:** Kim Johnson (786-7486)

**Background:** The Washington State Department of Agriculture (WSDA) 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 WSDA 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.

**Summary of Amended Bill:** The director of the WSDA may enter into contracts with port districts, commodity commissions or appropriate state or regional organizations for promotion of Washington's food and agricultural products. The purposes of the contracts are to: (1) establish foreign trade offices that are designed to promote the export of Washington's food

and agricultural products; or (2) contract with overseas contractors that promote the export of Washington's agricultural products. The WSDA 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 WSDA and the DCTED may co-locate, where feasible, advantageous, and consistent with the departments' goals and objectives, their state trade offices or offices of foreign representative contractors with comparable offices of states or Canadian provinces.

**Amended Bill Compared to Original Bill:** The references to the Pacific Northwest Economic Region are removed and replaced with "appropriate state or regional organizations." The amended bill permits, rather than requires, the colocation of the departments of agriculture or community trade and economic development trade offices with comparable offices of other states or Canadian provinces. Colocation is permitted where feasible, advantageous, and consistent with the department's goals and objectives. Also, the amendment includes the promotion of the export of Washington food in addition to agricultural products as a purpose for which the Department of Agriculture may enter into contracts with port districts, commodity commissions or other appropriate state or regional organizations.

**Appropriation:** None.

**Fiscal Note:** Available.

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

**Testimony For:** We agree that the northwest is truly an economic region. While we applaud the intent of the bill, we have concerns. We feel that the department already has the authority to colocate with other representative and trade organization offices.

**Testimony Against:** None.

**Testified:** Eric Hurlbort, Washington Department of Agriculture (concerns).