
HOUSE BILL 1984

State of Washington

57th Legislature

2001 Regular Session

By Representatives Quall, Morris, Barlean, Cooper, Ericksen, Dunshee, Linville, Hatfield, Ruderman, Poulsen, Conway, Lovick and Kagi

Read first time 02/12/2001. Referred to Committee on Agriculture & Ecology.

1 AN ACT Relating to marketing of agricultural products; adding new
2 sections to chapter 15.64 RCW; creating a new section; and providing
3 expiration dates.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** The legislature finds that:

6 (1) Many consumers in this state appreciate and seek out the
7 opportunity to purchase local farm products.

8 (2) Consumers and small-scale farmers would both benefit from
9 increased opportunities to market farm products locally. Direct
10 marketing provides farmers with the opportunity to realize an increased
11 share of consumers' food dollars and provides consumers with a greater
12 opportunity to support local agriculture and understand farm
13 operations, farm culture, and the role farms play in meeting our food
14 needs.

15 (3) The state would greatly benefit from a focused effort to
16 increase the economic viability and profitability of small farms
17 through increasing their ability to market their products directly to
18 consumers.

1 (4) Direct marketing opportunities are often not feasible for
2 farmers to undertake because of market barriers and the difficulty of
3 obtaining information related to marketing.

4 (5) A direct marketing assistance program for small farmers could
5 provide the needed information, technical assistance, and barrier
6 clearing work that is a key to increasing direct marketing of farm
7 products.

8 NEW SECTION. **Sec. 2.** A new section is added to chapter 15.64 RCW
9 to read as follows:

10 (1) The small farm direct marketing assistance program is created.

11 (2) The director shall employ a small farm direct marketing
12 assistant.

13 (3) The small farm direct marketing assistance program shall assist
14 small farms in their direct marketing efforts. In carrying out this
15 duty the program shall:

16 (a) Assist small farms in complying with federal, state, and local
17 rules and regulations as they apply to direct marketing of agricultural
18 products;

19 (b) Assist in developing infrastructure to increase direct
20 marketing opportunities for small farms;

21 (c) Provide information on direct marketing opportunities for small
22 farms;

23 (d) Promote localized food production systems;

24 (e) Increase access to information for farmers wishing to sell farm
25 products directly to consumers;

26 (f) Identify and help reduce market barriers facing small farms in
27 direct marketing;

28 (g) Assist in developing and submitting proposals to grant programs
29 to assist small farm direct marketing efforts; and

30 (h) Perform other functions that will assist small farms in
31 directly marketing their products.

32 (4) This section expires July 1, 2007.

33 NEW SECTION. **Sec. 3.** A new section is added to chapter 15.64 RCW
34 to read as follows:

35 (1) The director shall, by December 1, 2006, issue a report on the
36 accomplishments of the small farm direct marketing assistance program.
37 The report must be submitted to the committees of the senate and the

1 house of representatives that have jurisdiction over agricultural
2 issues. The report must be made available to the public.
3 (2) This section expires July 1, 2007.

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