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**Trade & Economic Development  
Committee**

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**HB 2441**

**Brief Description:** Creating a "Washington Made" logo.

**Sponsors:** Representatives Chase, Wallace, Conway, Simpson, D., Condotta, Moeller, Morrell, Anderson, Upthegrove and Hudgins.

**Brief Summary of Bill**

- Directs the Department of Community, Trade and Economic Development (DCTED) to create a "Washington Made" logo for the voluntary labeling of consumer goods made in this state and to carry out an advertising campaign promoting the label.

**Hearing Date:** 1/23/04

**Staff:** Tracey Taylor (786-7196).

**Background:**

The "From the Heart of Washington" campaign was created by the state Department of Agriculture to promote Washington grown agricultural products. Growers can order stickers to place on boxes, bags and other materials as well as arranging to have the logo printed directly on to the packaging. The purpose of the program is to raise consumer awareness regarding the role and importance of the state's agricultural industry and to promote the sale of Washington state products within the state.

**Summary of Bill:**

The Department of Community, Trade and Economic Development (DCTED) is directed to create a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington. The DCTED is also charged with creating and executing an advertising campaign to promote the new "Washington Made" logo.

**Appropriation:** None.

**Fiscal Note:** Available.

**Effective Date:** The bill takes effect 90 days after adjournment of session in which bill is passed.