SAMPLE BILL

AMENDED IN ASSEMBLY JUNE 6, 2009 AMENDED IN SENATE APRIL 11, 2010

SENATE BILL

No. 971

Introduced by Senator Mark Johnsworth

March 3, 2010

An act to add Section 58889.1 to the Food and Agricultural Code, relating to agricultural marketing.

LEGISLATIVE COUNSEL'S OFFICE

SB 971, as amended, Johnsworth. California Marketing Act of 1937.

Existing law permits marketing orders, issued under the California Marketing Act of 1937, to contain provisions for the establishment of prescribed plans for research, advertising, and sales promotion of various agricultural commodities. With specified exceptions, plans to promote the sale of a commodity may not make reference to any private brand or trade name used by a handler of the commodity.

This bill would permit a fruits, nuts or vegetables marketing order sales promotion plan to contain provisions to allocate funds to a handler to promote its private brand brands or trade name names.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 58889.1 is added to the Food and

- 2 Agricultural Code, to read:
- 3 58889.1 Notwithstanding Section 58889, any marketing order

Principal Author. If there are coauthors, their names would follow in alphabetical order.

Date bill last

Bill Number

amended.

Date bill introduced.

Indicates which code section the bill is amending.

Descriptive title of the bill.

Legislative Counsel summary of the bill.

Strikeout indicates words being deleted.

Italicized wording indicates new portions of bill.

Simple majority vote bill, must be heard in fiscal committee.

Enacting clause.

Actual language that will be codified.