

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2009

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HOUSE BILL 1709*

Short Title: Promote North Carolina Seafood Marketing. (Public)

Sponsors: Representatives Wainwright, Spear, Underhill (Primary Sponsors); Dockham, Harrison, Hill, Hughes, Pierce, and Rapp.

Referred to: Marine Resources and Aquaculture, if favorable, Appropriations.

May 17, 2010

A BILL TO BE ENTITLED
AN ACT TO ESTABLISH THE NORTH CAROLINA SEAFOOD MARKETING GRANT PROGRAM, AS RECOMMENDED BY THE JOINT LEGISLATIVE COMMISSION ON SEAFOOD AND AQUACULTURE.

Whereas, the State of North Carolina has one of the most diverse fisheries in the United States; and

Whereas, the General Assembly recognizes that there is strong consumer demand for the North Carolina seafood made available by these diverse fisheries; and

Whereas, the General Assembly recognizes that commercial fishermen perform an essential function by harvesting North Carolina seafood for the citizens of the State and visitors to the State; and

Whereas, the General Assembly recognizes the importance of providing plentiful, high-quality North Carolina seafood to maintain and enhance tourism as a major contributor to the economy of the State; and

Whereas, the General Assembly finds that consumers of seafood have a right to know the country of origin of the seafood that they consume; Now, therefore, The General Assembly of North Carolina enacts:

SECTION 1. Establish North Carolina Seafood Marketing Grant Program. – There is established in the Department of Agriculture and Consumer Services the North Carolina Seafood Marketing Grant Program. The purpose of the Program is to provide funding to local marketing programs that promote the increased purchase and consumption of North Carolina seafood.

SECTION 2. Eligibility Criteria. – The Department shall develop criteria for determining eligibility for funds from the Program. The Department may consult with local marketing programs to develop the criteria. The criteria shall, at a minimum, provide:

- (1) The grant applicant is a local marketing program that promotes the increased purchase and consumption of North Carolina seafood.
- (2) Standards for the amount of North Carolina seafood that must be purchased in order to participate in a local marketing program. The local seafood marketing program must require each program participant to purchase North Carolina seafood for at least ten percent (10%) of its seafood needs. The local seafood marketing program may provide higher levels of recognition for a participant that purchases North Carolina seafood for more than ten percent (10%) of its seafood needs.
- (3) For verification and enforcement of the local marketing program standards.



- 1 (4) That each participant in the local marketing program provide information to
- 2 its customers as to the countries of origin of its seafood products.
- 3 **SECTION 3.** Uses of Grants. – The Department shall develop a list of approved
- 4 uses of grant funds that promote the increased purchase and consumption of North Carolina
- 5 seafood.
- 6 **SECTION 4.** Appropriation. – There is appropriated from the General Fund to the
- 7 Department of Agriculture and Consumer Services the sum of five hundred thousand dollars
- 8 (\$500,000) for the 2010-2011 fiscal year to implement the North Carolina seafood marketing
- 9 grant program.
- 10 **SECTION 5.** This act becomes effective July 1, 2010.