

**GENERAL ASSEMBLY OF NORTH CAROLINA**  
**SESSION 2009**

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**HOUSE BILL 1709\***  
**PROPOSED COMMITTEE SUBSTITUTE H1709-PCS80618-SB-83**

Short Title: Promote North Carolina Seafood Marketing.

(Public)

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Sponsors:

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Referred to:

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May 17, 2010

A BILL TO BE ENTITLED

1 AN ACT TO ESTABLISH THE NORTH CAROLINA SEAFOOD MARKETING GRANT  
2 PROGRAM, AS RECOMMENDED BY THE JOINT LEGISLATIVE COMMISSION ON  
3 SEAFOOD AND AQUACULTURE.  
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5 Whereas, the State of North Carolina has one of the most diverse fisheries in the  
6 United States; and

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

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

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

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

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

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

- 26 (1) The grant applicant is a local marketing program that promotes the increased  
27 purchase and consumption of North Carolina seafood.
- 28 (2) Standards for the amount of North Carolina seafood that must be purchased  
29 in order to participate in a local marketing program. The local seafood  
30 marketing program must require each program participant to purchase North  
31 Carolina seafood for at least ten percent (10%) of its seafood needs. The  
32 local seafood marketing program may provide higher levels of recognition  
33 for a participant that purchases North Carolina seafood for more than ten  
34 percent (10%) of its seafood needs.



- 1                   (3)     For verification and enforcement of the local marketing program standards.  
2                   (4)     That each participant in the local marketing program provide information to  
3                   its customers as to the countries of origin of its seafood products.

4                   **SECTION 3.** Uses of Grants. – The Department shall develop a list of approved  
5 uses of grant funds that promote the increased purchase and consumption of North Carolina  
6 seafood.

7                   **SECTION 4.** Appropriation. – There is appropriated from the General Fund to the  
8 Department of Agriculture and Consumer Services the sum of five hundred thousand dollars  
9 (\$500,000) for the 2010-2011 fiscal year to implement the North Carolina Seafood Marketing  
10 Grant Program.

11                   **SECTION 5.** This act becomes effective July 1, 2010.