

An Act

SENATE BILL 21-203

BY SENATOR(S) Bridges and Simpson, Buckner, Cooke, Coram, Danielson, Donovan, Fenberg, Ginal, Gonzales, Jaquez Lewis, Kirkmeyer, Kolker, Lee, Liston, Moreno, Pettersen, Priola, Rankin, Scott, Sonnenberg, Story, Winter, Garcia;

also REPRESENTATIVE(S) Valdez D. and Pelton, Bacon, Bennett, Bird, Bockenfeld, Boesenecker, Catlin, Cutter, Esgar, Exum, Gonzales-Gutierrez, Gray, Herod, Holtorf, Hooton, Jackson, Lontine, McCluskie, McCormick, McKean, McLachlan, Michaelson Jenet, Mullica, Ricks, Roberts, Soper, Titone, Valdez A., Woodrow, Young, Garnett.

CONCERNING AN APPROPRIATION TO THE DEPARTMENT OF AGRICULTURE
FOR THE COLORADO PROUD PROGRAM.

Be it enacted by the General Assembly of the State of Colorado:

SECTION 1. Legislative declaration. (1) The general assembly hereby finds and declares that:

(a) Increasing market opportunities for food and agricultural producers is vital to accelerating the economic recovery of our agricultural and rural communities;

Capital letters or bold & italic numbers indicate new material added to existing law; dashes through words or numbers indicate deletions from existing law and such material is not part of the act.

(b) Providing Colorado's food and agricultural producers with support and assistance is essential in order for the producers to build on current sales channels and create new market opportunities;

(c) The department of agriculture's Colorado proud program, which promotes food and agricultural products that are grown, raised, or processed in Colorado, is ideally positioned to assist food and agricultural producers through a broad portfolio of business development, state branding, and export promotional activities;


(d) Expanding the Colorado proud program will provide new opportunities for Colorado's food and agricultural producers to increase sales globally, help support the growth and resiliency of Colorado food systems, and build greater awareness among buyers and consumers of the wide array of high-quality Colorado food and agricultural products; and

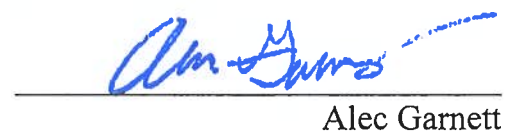
(e) Supporting Colorado's food and agricultural businesses as they develop and expand markets is vital to stabilizing and expanding Colorado's food and agricultural industry, which generates an estimated \$47 billion of economic activity annually and supports nearly 195,000 jobs.

SECTION 2. Appropriation. For the 2020-21 state fiscal year, \$2,500,000 is appropriated to the department of agriculture for use by the agricultural markets division. This appropriation is from the general fund. To implement this act, the division may use this appropriation for program costs. Any money appropriated in this section not expended prior to July 1, 2021, is further appropriated to the department for the 2021-22 state fiscal year for the same purpose.


SECTION 3. Safety clause. The general assembly hereby finds,

determines, and declares that this act is necessary for the immediate preservation of the public peace, health, or safety.

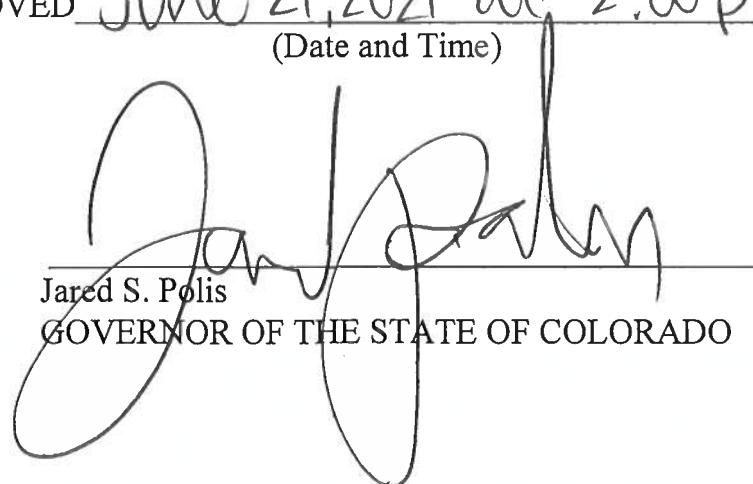

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THE SENATE


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Cindi L. Markwell
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THE SENATE


Robin Jones
CHIEF CLERK OF THE HOUSE
OF REPRESENTATIVES

APPROVED June 21, 2021 at 2:00 pm
(Date and Time)


Jared S. Polis
GOVERNOR OF THE STATE OF COLORADO