

SENATE BILL 1103

By Stewart

AN ACT to amend Tennessee Code Annotated, Title 4,  
Chapter 3, Part 2, relative to the Pride in  
Tennessee program.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 2, is amended by adding a new section thereto, as follows:

Section 4-3-206. The commissioner of agriculture is directed to develop a "Pride in Tennessee" program to maximize the growing interest in the "buy local" movement as a resource for buyers interested in purchasing products grown, manufactured or developed in Tennessee. The Pride in Tennessee program shall promote and support Tennessee's agricultural and manufacturing industries by raising consumer awareness of food, agricultural products, and manufactured goods that are grown, produced, and processed in the state of Tennessee. The commissioner of agriculture shall develop a sticker and posters with a logo that clearly identifies that the product was grown, produced or processed in Tennessee. Such stickers and posters shall be provided to persons and entities at cost by the department, including costs of designing, manufacturing, and distributing such stickers and posters.

(b) The commissioner of agriculture shall encourage the following to participate in the Pride of Tennessee program:

- (1) Foodservice and retail outlets;
- (2) Restaurants that utilize Tennessee products in their dishes;
- (3) Tennessee growers;
- (4) Tennessee wineries;
- (5) Tennessee crafts persons;

(6) Tennessee food processors; and

(7) Tennessee manufacturers.

(c) The department of agriculture is encouraged to develop and maintain, upon its web page on the world wide web of the Internet, information pertaining to the Pride of Tennessee program. The web site shall include information on the purpose of the program and how persons and entities can participate, on the logo used in the program, and where persons can find Tennessee Pride-recognized products.

SECTION 2. This act shall take effect upon becoming a law, the public welfare requiring it.