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HOUSE BILL NO. 598

Offered January 10, 2018

Prefiled January 8, 2018

A *BILL to amend the Code of Virginia by adding in Chapter 43 of Title 3.2 an article numbered 4, consisting of a section numbered 3.2-4328, relating to Virginia Grown Label.*

Patron—Gooditis

Referred to Committee on Agriculture, Chesapeake and Natural Resources

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding in Chapter 43 of Title 3.2 an article numbered 4, consisting of a section numbered 3.2-4328, as follows:

Article 4.

Virginia Grown Label.

§ 3.2-4328. Virginia Grown Label; regulations.

A. The Department shall create a Virginia Grown Label program to support Virginia agriculture and promote fresh, local products to consumers. The Department may design one or more labels or logos displaying or comprising the Virginia Grown Label and may register the trademark for each with the United States Patent and Trademark Office.

B. The Board may adopt appropriate regulations for the administration of the Virginia Grown Label program. The regulations may allow any business or individual doing business in the Commonwealth to use the Virginia Grown Label on (i) any agricultural product that is grown and harvested in Virginia or (ii) any aquaculture or fish product that is raised in Virginia. The regulations may require any such product to meet all applicable quality standards of the Department and may prohibit the deceptive use of the Virginia Grown Label. The regulations may include licensing terms and may provide that any use of the Virginia Grown Label on a product shall constitute conclusive evidence of the acceptance by the user of the licensing terms.

INTRODUCED

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