

1 to develop a unified global brand, synonymous with high quality goods and services,
2 producer integrity, and authentic local culture; and

3 WHEREAS, the certification, brand, or label would help promote the state of
4 Louisiana not only as a tourist destination, but also as a world-class location for business;
5 and

6 WHEREAS, a statewide certification initiative could be expanded beyond food
7 products to a variety of other Louisiana goods and services, including software development,
8 aerospace, engineering, and advanced manufacturing.

9 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
10 urge and request the Department of Economic Development to study the feasibility and
11 advisability of developing an official "Made in Louisiana" certification, brand, or label and
12 report its findings to the House of Representatives Committee on Agriculture, Forestry,
13 Aquaculture, and Rural Development, the Senate Committee on Agriculture, Forestry,
14 Aquaculture, and Rural Development, the House of Representatives Committee on
15 Commerce, and the Senate Committee on Commerce, Consumer Protection and International
16 Affairs on or before February 1, 2015.

17 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
18 Lieutenant Governor, the Commissioner of Agriculture; and the secretary of the Department
19 of Economic Development.

The original instrument and the following digest, which constitutes no part
of the legislative instrument, were prepared by Michelle Ducharme.

DIGEST

Thompson

SCR No. 71

Requests Dept. of Economic Development to study the feasibility and advisability of developing an official "Made in Louisiana" certification, brand, or label and report its findings to the House and Senate committees on agriculture and the House and Senate committees on commerce on or before February 1, 2015.