SLS 14RS-2070

Regular Session, 2014

SENATE CONCURRENT RESOLUTION NO. 71

BY SENATOR THOMPSON

ECONOMIC DEVELOP DEPT. Requests the Louisiana Department of Economic Development to study the feasibility of creating an official "Made in Louisiana" certification, brand, or label.

1	A CONCURRENT RESOLUTION
2	To urge and request the Louisiana Department of Economic Development to study the
3	feasibility and advisability of creating an official "Made in Louisiana" certification,
4	brand, or label and to report its findings on or before February 1, 2015, to the House
5	of Representatives Committee on Agriculture, Forestry, Aquaculture, and Rural
6	Development, the Senate Committee on Agriculture, Forestry, Aquaculture, and
7	Rural Development, the House of Representatives Committee on Commerce, and the
8	Senate Committee on Commerce, Consumer Protection and International Affairs.
9	WHEREAS, the state of Louisiana possesses a highly distinct and internationally
10	recognized culture, forged by diverse contributions over hundreds of years; and
11	WHEREAS, the state of Louisiana produces an extraordinary array of unique
12	products for export; and
13	WHEREAS, Louisiana businesses have already implemented a variety of branding
14	initiatives for individual products, including seafood and agricultural goods; and
15	WHEREAS, many other states and countries, including Florida, Georgia, Kentucky,
16	Tennessee, France, Germany, and Spain, have successfully utilized geographic designations
17	of origin to market goods for export; and
18	WHEREAS, a "Made in Louisiana" certification would allow the state of Louisiana

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 WHEREAS, a statewide certification initiative could be expanded beyond food 6 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. BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the 17 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.