

SENATE CONCURRENT RESOLUTION NO. 71

BY SENATOR THOMPSON AND REPRESENTATIVES ADAMS, ANDERS, ARMES, ARNOLD, BADON, BARROW, BILLIOT, BROWN, HENRY BURNS, TIM BURNS, BURRELL, CARMODY, CARTER, CHANEY, COX, DOVE, GAROFALO, GISCLAIR, GREENE, GUINN, HARRIS, HARRISON, HILL, HOFFMANN, HOWARD, HUNTER, KATRINA JACKSON, KLECKLEY, NANCY LANDRY, LEOPOLD, MONToucET, MORENO, NORTON, RICHARD, RITCHIE, SMITH, ST. GERMAIN, THIERRY AND WOODRUFF

A CONCURRENT RESOLUTION

To urge and request the Louisiana Department of Economic Development to study the feasibility and advisability of creating an official "Made in Louisiana" certification, brand, or label and to report its findings on or before February 1, 2015, to the House of Representatives Committee on Agriculture, Forestry, Aquaculture, and Rural Development, the Senate Committee on Agriculture, Forestry, Aquaculture, and Rural Development, the House of Representatives Committee on Commerce, and the Senate Committee on Commerce, Consumer Protection and International Affairs.

WHEREAS, the state of Louisiana possesses a highly distinct and internationally recognized culture, forged by diverse contributions over hundreds of years; and

WHEREAS, the state of Louisiana produces an extraordinary array of unique products for export; and

WHEREAS, Louisiana businesses have already implemented a variety of branding initiatives for individual products, including seafood and agricultural goods; and

WHEREAS, many other states and countries, including Florida, Georgia, Kentucky, Tennessee, France, Germany, and Spain, have successfully utilized geographic designations of origin to market goods for export; and

WHEREAS, a "Made in Louisiana" certification would allow the state of Louisiana to develop a unified global brand, synonymous with high quality goods and services, producer integrity, and authentic local culture; and

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

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

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby urge and request the Department 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 of Representatives Committee on Agriculture, Forestry, Aquaculture, and Rural Development, the Senate Committee on Agriculture, Forestry, Aquaculture, and Rural Development, the House of Representatives Committee on Commerce, and the Senate Committee on Commerce, Consumer Protection and International Affairs on or before February 1, 2015.

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

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PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES