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A bill to be entitled An act relating to retail fresh market farm stand signage; creating s. 570.851, F.S.; defining the term "retail fresh market farm stand"; establishing the Fresh From Florida Retail Fresh Market Farm Stand Signage Program within the Department of Agriculture and Consumer Services to provide directional signage for certified retail fresh market farm stands; providing qualification and certification requirements; providing an exception; authorizing the Commissioner of Agriculture to designate certified retail fresh market farm stands as state tourist attractions; requiring the department, in consultation with the Fresh From Florida Retail Fresh Market Farm Stand Advisory Council, to develop uniform directional signage; requiring the Department of Transportation, upon request, to place signage at specified locations; requiring owners and operators of certified retail fresh market farm stands to pay specified fees; requiring the department to adopt rules; providing construction; creating s. 570.8511, F.S.; establishing the Fresh From Florida Retail Fresh Market Farm Stand Advisory Council within the department; providing for council membership, meetings, powers, duties, and procedures; providing an effective date.

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CODING: Words stricken are deletions; words underlined are additions.

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27	Be It Enacted by the Legislature of the State of Florida:
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29	Section 1. Section 570.851, Florida Statutes, is created
30	to read:
31	570.851 Fresh From Florida Retail Fresh Market Farm Stand
32	Signage Program.—
33	(1) As used in this section, the term "retail fresh market
3 4	farm stand" means any facility located on a farm and used to
35	<pre>market farm products as those terms are defined in s. 823.14(3).</pre>
36	(2) The Fresh From Florida Retail Fresh Market Farm Stand
37	Signage Program is established within the department to provide
38	directional signage for certified retail fresh market farm
39	stands.
40	(3)(a) To qualify as a certified retail fresh market farm
11	stand, a stand must:
12	1. Offer farm products for sale that are produced on the
13	premises.
4 4	2. Be open for business at least 4 days a week, 10 months
15	of the year.
16	3. Have an actual growing area of at least 87,120 square
17	<pre>feet.</pre>
18	4. Offer tours of the growing area located on the
19	premises.
50	5. Display permanent signage on the premises specifying

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CODING: Words $\frac{\text{stricken}}{\text{stricken}}$ are deletions; words $\frac{\text{underlined}}{\text{ore additions}}$.

the times for the tours and hours of operation of the agricultural facility.

- (b) To participate in the program, the owner or operator of a qualified retail fresh market farm stand must apply to the department to register as a certified retail fresh market farm stand and pay application and registration fees.
- (c) To maintain designation as a certified retail fresh market farm stand, a stand must annually meet the requirements under paragraphs (a) and (b).
- (d) An agricultural facility that produces wine or other agricultural products but does not have a growing area on the property does not qualify for the program.
- (e) The commissioner may officially recognize a certified retail fresh market farm stand as a state tourist attraction.
- (4)(a) The department, in consultation with the Fresh From Florida Retail Fresh Market Farm Stand Advisory Council, shall develop uniform directional signage bearing a uniform Fresh From Florida retail fresh market farm stand logo and emblem.
- (b) Upon request of a certified retail fresh market farm stand, the Department of Transportation shall place directional signage bearing the uniform Fresh From Florida retail fresh market farm stand logo and emblem on the rights-of-way of interstate highways and primary and secondary roads. The owner or operator of the certified retail fresh market farm stand must pay a fee for the signage placement.

76	(5) The department shall adopt rules to implement this
77	section.
78	(6) This section does not prevent retail fresh market farm
79	stands from qualifying as an agritourism activity as defined in
30	s. 570.86.
31	Section 2. Section 570.8511, Florida Statutes, is created
32	to read:
33	570.8511 Fresh From Florida Retail Fresh Market Farm Stand
3 4	Advisory Council
35	(1) The Fresh From Florida Retail Fresh Market Farm Stand
36	Advisory Council, an advisory council as defined in s. 20.03(7),
37	is established within the department. The council shall consist
8 8	of 12 members to be appointed by the commissioner. Initially, 6
3 9	members shall be appointed by the commissioner for a 1-year term
90	and 6 members for a 2-year term. Thereafter, members shall be
91	appointed for 2-year terms.
92	(2) The meetings, powers, duties, procedures, and
93	recordkeeping of the advisory council shall be pursuant to s.
94	<u>570.232.</u>
95	(3) The council may annually submit to the commissioner
96	recommendations relating to the Fresh From Florida Retail Fresh

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Section 3. This act shall take effect July 1, 2023.

Market Farm Stand Signage Program.

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