26-1547A-07

| 1 | A bill to be entitled |
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| 2 | An act relating to agritourism; directing the |
| 3 | Department of Agriculture and Consumer Services |
| 4 | to assist various organizations with marketing |
| 5 | advice, technical expertise, promotional |
| 6 | support, and product development related to |
| 7 | agritourism; requiring the department to focus |
| 8 | its efforts on fostering agritourism in rural |
| 9 | and urban communities; defining the terms |
| 10 | "agritourism activity," "agritourism |
| 11 | <pre>professional," "farm," and "farm operation";</pre> |
| 12 | providing for the promotion and perpetuation of |
| 13 | agritourism activities on farm or agricultural |
| 14 | lands; providing that a permit, license, |
| 15 | approval, or authorization is not required in |
| 16 | order to engage in agritourism; providing that |
| 17 | the act does not affect the certification |
| 18 | provisions associated with the Florida Farm |
| 19 | Winery Program; providing an effective date. |
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| 21 | Be It Enacted by the Legislature of the State of Florida: |
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| 23 | Section 1. Agritourism |
| 24 | (1) The Department of Agriculture and Consumer |
| 25 | Services shall assist the Florida Commission on Tourism; the |
| 26 | Florida Tourism Industry Marketing Corporation, doing business |
| 27 | as VISIT Florida; convention and visitor bureaus; tourist |
| 28 | development councils; economic development organizations; and |
| 29 | local governments through the provision of marketing advice, |
| 30 | technical expertise, promotional support, and product |
| 31 | development related to agritourism. In carrying out this |

| 1 | responsibility, the department shall focus its efforts on |
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| 2 | fostering agritourism in rural and urban communities and |
| 3 | regions encompassing rural communities. |
| 4 | (2) As used in this section, the term: |
| 5 | (a) "Agritourism activity" means any farm operation or |
| 6 | other activity carried out on a farm or ranch which allows |
| 7 | members of the public, for recreational, entertainment, or |
| 8 | educational purposes, to view or enjoy rural activities, |
| 9 | including farming, ranching, historic activities, cultural |
| 10 | activities, harvest-your-own activities, or natural activities |
| 11 | and attractions. An activity is an agritourism activity |
| 12 | regardless of whether the participant paid to participate in |
| 13 | the activity. |
| 14 | (b) "Agritourism professional" means any person who is |
| 15 | engaged in the business of providing one or more agritourism |
| 16 | activities, whether or not for compensation. |
| 17 | (c) "Farm" means the land, buildings, support |
| 18 | facilities, machinery, and other appurtenances used in the |
| 19 | production of farm or aquaculture products, including land |
| 20 | used to display plants, animals, farm products, or farm |
| 21 | equipment to the public. |
| 22 | (d) "Farm operation" has the same meaning as in s. |
| 23 | 823.14, Florida Statutes. |
| 24 | (3) In order to promote and perpetuate agriculture |
| 25 | throughout the state, farm operators and agritourism |
| 26 | professionals are encouraged to engage in agritourism. The |
| 27 | conduct of agritourism activity on a bona fide farm or on |
| 28 | agricultural lands classified as such under s. 193.461, |
| 29 | Florida Statutes, does not limit, restrict, or divest the land |
| 30 | of that designation. A permit, license, approval, or |
| 31 | authorization is not required in order to engage in |

| 1 | agritourism. This section does not affect the certification |
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| 2 | provisions associated with the Florida Farm Winery Program |
| 3 | created under s. 599.004, Florida Statutes. |
| 4 | Section 2. This act shall take effect upon becoming a |
| 5 | law. |
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| 8 | SENATE SUMMARY |
| 9 | Directs the Department of Agriculture and Consumer Services to assist various organizations with marketing |
| advice, technical expertise, promotional support, and product development related to agritourism. Requires t department to focus its efforts on fostering agritouri | advice, technical expertise, promotional support, and |
| | department to focus its efforts on fostering agritourism in rural and urban communities. Defines "agritourism" |
| 12 | activity," "agritourism professional," "farm," and "farm operation." Provides for the promotion and perpetuation |
| 13 | of agritourism activities on farm or agricultural lands. Provides that a permit, license, approval, or |
| 14 | authorization is not required in order to engage in agritourism. Provides that the act does not affect the |
| 15 | certification provisions associated with the Florida Farm Winery Program. |
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