



HB 901

2022

26 Be It Enacted by the Legislature of the State of Florida:

27

28 Section 1. Section 570.851, Florida Statutes, is created  
29 to read:

30 570.851 Fresh From Florida Roadside Farm Stand Signage  
31 Program.—

32 (1) As used in this section, the term "roadside farm  
33 stand" means any facility located on a farm and used to market  
34 farm products as those terms are defined in s. 823.14(3).

35 (2) The Fresh From Florida Roadside Farm Stand Signage  
36 Program is established within the department to provide  
37 directional signage for certified roadside farm stands.

38 (3)(a) To qualify as a certified roadside farm stand, a  
39 stand must:

40 1. Offer farm products for sale that are produced on the  
41 premises.

42 2. Be open for business at least 4 days a week, 10 months  
43 of the year.

44 3. Have an actual growing area of at least 87,120 square  
45 feet.

46 4. Offer tours of the growing area located on the  
47 premises.

48 5. Display permanent signage on the premises specifying  
49 the times for the tours and hours of operation of the  
50 agricultural facility.

51 (b) To participate in the program, the owner or operator  
52 of a qualified roadside farm stand must apply to the department  
53 to register as a certified roadside farm stand and pay  
54 application and registration fees.

55 (c) To maintain designation as a certified roadside farm  
56 stand, a stand must annually meet the requirements under  
57 paragraphs (a) and (b).

58 (d) An agricultural facility that produces wine or other  
59 agricultural products but does not have a growing area on the  
60 property does not qualify for the program.

61 (e) The commissioner may officially recognize a certified  
62 roadside farm stand as a state tourist attraction.

63 (4)(a) The department, in consultation with the Fresh From  
64 Florida Roadside Farm Stand Advisory Council, shall develop  
65 uniform directional signage bearing a uniform Fresh From Florida  
66 roadside farm stand logo and emblem.

67 (b) Upon request of a certified roadside farm stand, the  
68 Department of Transportation shall place directional signage  
69 bearing the uniform Fresh From Florida roadside farm stand logo  
70 and emblem on the rights-of-way of interstate highways and  
71 primary and secondary roads. The owner or operator of the  
72 certified roadside farm stand must pay a fee for the signage  
73 placement.

74 (5) The department shall adopt rules to implement this  
75 section.

76           (6) This section does not prevent roadside farm stands  
 77 from qualifying as an agritourism activity as defined in s.  
 78 570.86.

79           Section 2. Section 570.8511, Florida Statutes, is created  
 80 to read:

81           570.8511 Fresh From Florida Roadside Farm Stand Advisory  
 82 Council.—

83           (1) The Fresh From Florida Roadside Farm Stand Advisory  
 84 Council, an advisory council as defined in s. 20.03(7), is  
 85 established within the department. The council shall consist of  
 86 12 members to be appointed by the commissioner. Initially, 6  
 87 members shall be appointed by the commissioner for a 1-year term  
 88 and 6 members for a 2-year term. Thereafter, members shall be  
 89 appointed for 2-year terms.

90           (2) The meetings, powers, duties, procedures, and  
 91 recordkeeping of the advisory council shall be pursuant to s.  
 92 570.232.

93           (3) The council may annually submit to the commissioner  
 94 recommendations relating to the Fresh From Florida Roadside Farm  
 95 Stand Signage Program.

96           Section 3. This act shall take effect July 1, 2022.