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

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

570.851 Fresh From Florida Retail Fresh Market Farm Stand Signage Program.—

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

(2) The Fresh From Florida Retail Fresh Market Farm Stand Signage Program is established within the department to provide directional signage for certified retail fresh market farm stands.

(3)(a) To qualify as a certified retail fresh market farm stand, a stand must:

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

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

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

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

5. Display permanent signage on the premises specifying

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

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

57 (c) To maintain designation as a certified retail fresh  
58 market farm stand, a stand must annually meet the requirements  
59 under paragraphs (a) and (b).

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

63 (e) The commissioner may officially recognize a certified  
64 retail fresh market farm stand as a state tourist attraction.

65 (4) (a) The department, in consultation with the Fresh From  
66 Florida Retail Fresh Market Farm Stand Advisory Council, shall  
67 develop uniform directional signage bearing a uniform Fresh From  
68 Florida retail fresh market farm stand logo and emblem.

69 (b) Upon request of a certified retail fresh market farm  
70 stand, the Department of Transportation shall place directional  
71 signage bearing the uniform Fresh From Florida retail fresh  
72 market farm stand logo and emblem on the rights-of-way of  
73 interstate highways and primary and secondary roads. The owner  
74 or operator of the certified retail fresh market farm stand must  
75 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  
 80 s. 570.86.

81        Section 2. Section 570.8511, Florida Statutes, is created  
 82 to read:

83        570.8511 Fresh From Florida Retail Fresh Market Farm Stand  
 84 Advisory Council.—

85        (1) The Fresh From Florida Retail Fresh Market Farm Stand  
 86 Advisory Council, an advisory council as defined in s. 20.03(7),  
 87 is established within the department. The council shall consist  
 88 of 12 members to be appointed by the commissioner. Initially, 6  
 89 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.  
 94 570.232.

95        (3) The council may annually submit to the commissioner  
 96 recommendations relating to the Fresh From Florida Retail Fresh  
 97 Market Farm Stand Signage Program.

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