

By: Oliveira

H.B. No. 3204

A BILL TO BE ENTITLED

AN ACT

relating to the Texas Shrimp Marketing Assistance Program.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Section 47.051, Agriculture Code, is amended to read as follows:

Sec. 47.051. DEFINITIONS. In this subchapter:

(1) "Advisory committee" means the shrimp advisory committee.

(2) "Coastal waters" means all the salt water in the state, including portions of the Gulf of Mexico that is within the jurisdiction of the state.

(3) "Program" means the Texas shrimp marketing assistance program.

(4) "Shrimp marketing account" means the account in the general revenue fund established under Section 77.002(b), Parks and Wildlife Code.

(5) "Texas-produced shrimp" means shrimp harvested from coastal waters and produced within the borders of the state.

(6) "State and local shrimp producers association" means any group that is comprised primarily of shrimp boat operators, but may include shrimp processors, brokers, or marketers, which was in existence on or before September 1, 2004 and that does not preclude members based on race, ethnicity, nationality, or religious affiliation.

SECTION 2. Section 47.055, Agriculture Code, is amended to read as follows:

Sec. 47.055. PROMOTION, MARKETING, AND EDUCATION. (a) The program shall promote and advertise the Texas shrimp industry by:

(1) developing and maintaining a database of Texas shrimp wholesalers that sell Texas produced shrimp;

(2) operating a toll-free telephone number to:

(A) receive inquiries from persons who wish to purchase a particular type of Texas-produced shrimp; and

(B) make information about the Texas shrimp industry available to the public;

(3) developing a shrimp industry marketing plan to increase the consumption of Texas-produced shrimp;

(4) educating the public about Texas-produced shrimp by providing publicity about the information in the program's database to the public and making the information available to the public through the department's toll-free telephone number and electronically through the Internet;

(5) promoting the Texas shrimp industry; and

(6) promoting and marketing, and educating consumers about, Texas-produced shrimp using any other method the commissioner determines appropriate.

(b) The department may contract with a state or local shrimp producers association to conduct the activities authorized by this section.

SECTION 3. This Act takes effect immediately if it receives a vote of two-thirds of all the members elected to each house, as

H.B. No. 3204

1 provided by Section 39, Article III, Texas Constitution. If this
2 Act does not receive the vote necessary for immediate effect, this
3 Act takes effect September 1, 2005.