

ALASKA STATE LEGISLATURE



REPRESENTATIVE GERAN TARR

HB 217 - ALASKA GROWN - Sponsor Statement - 3.27.18

HB 217 seeks to create more opportunities for small scale producers, strengthen our local food systems, and grow our local economies.

1. Allows the Division of Natural Resources receipt authority - to be able to charge and collect a fee for promotional merchandise related to the Alaska Grown logo;
2. Encourages what other states are calling "agri-tourism" – to bring people to farms for various activities. Our Alaska version is "farm touring," which is defined in statute and provides protection from civil liability;
3. Encourages the State of Alaska, municipalities and schools to buy more Alaska Grown agricultural and fisheries products, by providing more flexibility in procurement rules.

Background:

More than 95% of Alaska's food is imported, yet farmers in Alaska are ready and motivated to increase production. From 2007 to 2012, direct sales in Alaska grew by 32% - 13 times the national average.

In 2017, the Farm Bureau and Division of Agriculture launched a statewide campaign to encourage every Alaskan to spend just \$5/week on Alaska Grown products, year-round, to generate \$188 million for Alaska's economy.

Retailers include Carrs-Safeway, Walmart, Fred Meyer, and Save-U-More. With expectations of further market growth in 2018, Bell's Nursery plans to increase production of tomatoes and cucumbers by 20 percent and the Alaska Flour Company added products to 23 additional retailers throughout the state.

Alaska's farmers markets are also growing. In 2005 the Division of Agriculture listed 13 markets in Alaska. In 2014 that number grew to 37, and in 2017, there were 41, with more in planning stages. Market sales include:

- Tanana Valley Farmers Market (Fairbanks) - \$1.25 million
- Homer Farmers Market (Homer)- \$500,000
- Kodiak Farmers Market (Kodiak) - \$100,000
- Mountain View Farmers Market (neighborhood market in Anchorage) - \$19,000

Increasing direct sales from farmers to consumers is good for our economy and good for our health. I urge your support for House Bill 217.