

HOUSE CONCURRENT RESOLUTION NO. 34 am

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-FOURTH LEGISLATURE - SECOND SESSION

**BY THE HOUSE RULES COMMITTEE BY REQUEST OF THE HOUSE SPECIAL COMMITTEE ON
ECONOMIC DEVELOPMENT, TRADE, AND TOURISM**

Amended: 4/6/06

Introduced: 3/1/06

A RESOLUTION

1 **Relating to promoting Alaska grown produce and food products to the visitor industry**
2 **through the Fresher By Far program.**

3 **BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **WHEREAS** the state's growers and food manufacturers are proud to provide a rich
5 and diverse array of quality products, including locally grown produce, berries, herbs,
6 mushrooms, syrups, jellies, grains, honey, dairy products, eggs, seafood, and meats; and

7 **WHEREAS** the state had more than 1,700,000 visitor arrivals in 2005; and

8 **WHEREAS** the Alaska Grown program has successfully been promoting and
9 supporting the sale of agricultural products since its inception in 1986; and

10 **WHEREAS** the state has seen the tremendous success of the Alaska Seafood
11 Marketing Institute's wild Alaska seafood campaign;

12 **BE IT RESOLVED** that the Alaska State Legislature encourages the Alaska visitor
13 industry and the Department of Natural Resources, division of agriculture, to work together to
14 establish the Fresher By Far program to promote Alaska's agricultural bounty and food
15 products, and to educate the state's many visitors as to Alaska's agricultural excellence; and be
16 it

1 **FURTHER RESOLVED** that the Alaska State Legislature supports establishment of
2 the Fresher By Far program to bring together the division of agriculture, farmers and related
3 farm associations, processors, seafood processors, distributors, the visitor industry, and
4 restaurants and related culinary and culinary support associations to provide visitors to the
5 state with wholesome, quality Alaska produce and products.