Bill No.: SB-1000
Title: AN ACT CONCERNING APPLE ASSESSMENTS.
Vote Date: 3/18/2019
Vote Action: Joint Favorable
PH Date: 3/11/2019
File No.: 567

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SPONSORS OF BILL:
Environment Committee

REASONS FOR BILL:

In an effort to enhance and improve the marketing of Connecticut-produced apples, the General Assembly passed Public Act 91-77, section 22-54s of the Connecticut General Statutes, creating the Connecticut Apple Marketing Board (CAMB). CAMB markets and provides outreach to promote all apple producers within the state. Although every apple producer in the state benefits from CAMB’s marketing campaign, due to the funding mechanism set forth in section 22-54r of the general statutes, only about 30% of Connecticut’s apple producers fund all of the marketing and outreach program of CAMB. The bill would require all apple producers of the state to pay at least $100 to the Connecticut Department of Agriculture for CAMB.

RESPONSE FROM ADMINISTRATION/AGENCY:

Melody Currey, Acting Commissioner, Connecticut Department of Agriculture:
Supports the bill. The Connecticut Apple marketing Board (CAMB) promotes Connecticut-produced apples through their website, apps, social media, and events promoting Connecticut Grown apples, and Connecticut’s apple orchards. Although CAMB’s promotional efforts support all apple producers of the state, only about 30% of Connecticut’s apple producers fund all of the outreach and promotional. The state has approximately 70 orchards; a $100 minimum assessment would more equitably distribute the cost of CAMB’s industry-wide promotional efforts.
NATURE AND SOURCES OF SUPPORT:

**Keith Bishop, Bishop’s Orchards Farm Market & Winery:** The collective marketing efforts made by the Connecticut Department of Agriculture Apple Marketing Board results in the exposure and economic benefit to all growers. At the June 19, 2018 meeting of the board, the board unanimously recommended the legislative change stated in the bill.

**Brian Kelliher, Chairman, Connecticut Apple Marketing Board (CAMB):** The apple industry and market has changed from being dominated by wholesale buyers to including retail. As a result, the CAMB promotes retail market on social media, and “this approach to promotion creates an even distribution of the Orders funds for all of the apple producers in Connecticut.” By keeping the current exemptions and increasing the minimum fee to $100, this approach will be fairer and appropriately deals with the how the market has changed.

NATURE AND SOURCES OF OPPOSITION:

None Expressed.

**Reported by:** Spencer Kinyon / Ussawin R. Bumpen  **Date:** 4/8/2019