

ASSEMBLY BILL

No. 914

Introduced by Assembly Member Atkins

February 17, 2011

An act to add Section 77965 to the Food and Agricultural Code, relating to cut flowers.

LEGISLATIVE COUNSEL'S DIGEST

AB 914, as introduced, Atkins. Cut Flower Commission: market information.

Existing law creates the California Cut Flower Commission, composed of 13 members, with specified powers and duties, including, but not limited to, conducting, and contracting with others to conduct, production research, including the study, analysis, accumulation, and dissemination of information obtained from that research.

This bill would require the commission to annually specify the types and varieties of cut flowers for which it is collecting, from participating producers, market price information based on sales, and would require dissemination of that information to all interested persons. The bill would require that the identity of each producer reporting the information and the information reported be kept confidential and not be made public under any circumstances. The commission would be authorized to disclose information that gives industry totals, averages, and other similar data.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 77965 is added to the Food and
- 2 Agricultural Code, to read:
- 3 77965. (a) To prevent unfair trade practices which are
- 4 detrimental to California’s cut flower industry, including, but not
- 5 limited to, deception and misinformation, the commission shall
- 6 annually specify the types and varieties of cut flowers for which
- 7 it shall collect from producers who participate, and disseminate to
- 8 all interested persons, market price information based on sales
- 9 which have occurred.
- 10 (b) The identity of each producer reporting the information and
- 11 the information reported pursuant to this section and Section 6254
- 12 of the Government Code shall be kept confidential and not made
- 13 public under any circumstances. Information that gives industry
- 14 totals, averages, and other similar data may be disclosed by the
- 15 commission.
- 16 (c) The procedure for the collection and dissemination of the
- 17 information specified in this section shall be adopted by the
- 18 commission and approved by the secretary.