1 A bill to be entitled 2 An act relating to roadside farm stand signage; 3 creating s. 570.851, F.S.; defining the term "roadside 4 farm stand"; establishing the Fresh From Florida 5 Roadside Farm Stand Signage Program within the 6 Department of Agriculture and Consumer Services to 7 provide directional signage for certified roadside 8 farm stands; providing qualification and certification 9 requirements; providing an exception; authorizing the Commissioner of Agriculture to designate certified 10 11 roadside farm stands as state tourist attractions; 12 requiring the department, in consultation with the 13 Fresh From Florida Roadside Farm Stand Advisory 14 Council, to develop uniform directional signage; 15 requiring the Department of Transportation, upon 16 request, to place signage at specified locations; 17 requiring owners and operators of certified roadside 18 farm stands to pay specified fees; requiring the 19 department to adopt rules; providing construction; creating s. 570.8511, F.S.; establishing the Fresh 20 21 From Florida Roadside Farm Stand Advisory Council 22 within the department; providing for council 23 membership, meetings, powers, duties, and procedures; 24 providing an effective date. 25

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26	Be It Enacted by the Legislature of the State of Florida:
27	
28	Section 1. Section 570.851, Florida Statutes, is created
29	to read:
30	570.851 Fresh From Florida Roadside Farm Stand Signage
31	Program.—
32	(1) As used in this section, the term "roadside farm
33	stand" means any facility located on a farm and used to market
34	farm products as those terms are defined in s. 823.14(3).
35	(2) The Fresh From Florida Roadside Farm Stand Signage
36	Program is established within the department to provide
37	directional signage for certified roadside farm stands.
38	(3)(a) To qualify as a certified roadside farm stand, a
39	stand must:
40	1. Offer farm products for sale that are produced on the
41	premises.
42	2. Be open for business at least 4 days a week, 10 months
43	of the year.
44	3. Have an actual growing area of at least 87,120 square
45	feet.
46	4. Offer tours of the growing area located on the
47	premises.
48	5. Display permanent signage on the premises specifying
49	the times for the tours and hours of operation of the
50	agricultural facility.

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51	(b) To participate in the program, the owner or operator
52	of a qualified roadside farm stand must apply to the department
53	to register as a certified roadside farm stand and pay
54	application and registration fees.
55	(c) To maintain designation as a certified roadside farm
56	stand, a stand must annually meet the requirements under
57	paragraphs (a) and (b).
58	(d) An agricultural facility that produces wine or other
59	agricultural products but does not have a growing area on the
60	property does not qualify for the program.
61	(e) The commissioner may officially recognize a certified
62	roadside farm stand as a state tourist attraction.
63	(4)(a) The department, in consultation with the Fresh From
64	Florida Roadside Farm Stand Advisory Council, shall develop
65	uniform directional signage bearing a uniform Fresh From Florida
66	roadside farm stand logo and emblem.
67	(b) Upon request of a certified roadside farm stand, the
68	Department of Transportation shall place directional signage
69	bearing the uniform Fresh From Florida roadside farm stand logo
70	and emblem on the rights-of-way of interstate highways and
71	primary and secondary roads. The owner or operator of the
72	certified roadside farm stand must pay a fee for the signage
73	placement.
74	(5) The department shall adopt rules to implement this
75	section. The rules must include the following fees:
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76	(a) An annual application and permit fee, not to exceed
77	<u>\$50.</u>
78	(b) A signage placement fee, not to exceed \$250.
79	(c) A signage removal fee, not to exceed \$100.
80	(6) This section does not prevent roadside farm stands
81	from qualifying as an agritourism activity as defined in s.
82	<u>570.86.</u>
83	Section 2. Section 570.8511, Florida Statutes, is created
84	to read:
85	570.8511 Fresh From Florida Roadside Farm Stand Advisory
86	Council
87	(1) The Fresh From Florida Roadside Farm Stand Advisory
88	Council, an advisory council as defined in s. 20.03(7), is
89	established within the department. The council shall consist of
90	12 members to be appointed by the commissioner. Initially, 6
91	members shall be appointed by the commissioner for a 1-year term
92	and 6 members for a 2-year term. Thereafter, members shall be
93	appointed for 2-year terms.
94	(2) The meetings, powers, duties, procedures, and
95	recordkeeping of the advisory council shall be pursuant to s.
96	<u>570.232.</u>
97	(3) The council may annually submit to the commissioner
98	recommendations relating to the Fresh From Florida Roadside Farm
99	Stand Signage Program.
100	Section 3. This act shall take effect July 1, 2022.
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