

SENATE RESOLUTION NO. 188

BY SENATOR MIZELL

A RESOLUTION

To urge and request the Department of Agriculture and Forestry to develop and adopt an official logo for watermelons produced in Washington Parish.

WHEREAS, Washington Parish watermelons are well known throughout the state of Louisiana for their superior quality, flavor, and sweetness; and

WHEREAS, Washington Parish watermelons provide a wide range of economic benefits to the Southeast Louisiana region and are an integral part of the agricultural history of Washington Parish; and

WHEREAS, counterfeit watermelons are being sold in many areas of the state and are fraudulently misrepresented as Washington Parish watermelons; and

WHEREAS, the sale of fraudulent watermelons has negatively impacted Washington Parish watermelon farmers by increasing the market supply and reducing the price of their watermelons; and

WHEREAS, the sale of fraudulent watermelons also makes it harder for Washington Parish watermelon farmers to market their product and promotes unfair competition between genuine and fraudulent products; and

WHEREAS, Louisiana consumers expect and deserve a superior product when purchasing a Washington Parish watermelon; and

WHEREAS, the sale of fraudulent watermelons unfairly misrepresents the quality and integrity of Washington Parish watermelons; and

WHEREAS, deceptive or misleading labeling of agricultural products falls under the jurisdiction of the Department of Agriculture and Forestry; and

WHEREAS, R.S. 3:4721 authorizes the Department of Agriculture and Forestry to adopt official logos for Louisiana products which may be trademarked and protected from misuse or infringement; and

WHEREAS, R.S. 3:4721 further authorizes the Department of Agriculture and Forestry to license the use of a logo and adopt rules for determining which products and producers will be allowed to use the logo; and

WHEREAS, adopting an official logo for Washington Parish watermelons will benefit Louisiana consumers and Washington Parish farmers by ensuring a genuine product and verifying the authenticity of the watermelons; and

WHEREAS, it is appropriate for the Department of Agriculture and Forestry to develop and adopt an official logo for watermelons produced in Washington Parish in order to protect the economic interests of Washington Parish watermelon farmers and preserve the integrity of their superior product.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby urge and request the Department of Agriculture and Forestry to develop and adopt an official logo for watermelons produced in Washington Parish.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the commissioner of agriculture and forestry.

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PRESIDENT OF THE SENATE