

The National Agricultural  
Law Center



University of Arkansas School of Law

An Agricultural Law Research Project

## **States' Agritourism Statutes**

### **State of Connecticut**

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UNIVERSITY of ARKANSAS  
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## States' Agritourism Statutes

### STATE OF CONNECTICUT

*Current through the 2008 Supplement to the Connecticut General Statutes, and amendments to, and repeals of, existing classified sections of the Connecticut General Statutes by all Public Acts of the 2008 January Special Session.*

#### **§ 22-38a. Promotion of Connecticut-Grown farm products. Regulations**

The Commissioner of Agriculture shall establish and administer a program to promote the marketing of farm products grown and produced in Connecticut for the purpose of encouraging the development of agriculture in the state. The commissioner may, within available appropriations, provide a grant-in-aid to any person, firm, partnership or corporation engaged in the promotion and marketing of such farm products, provided the words "CONNECTICUT-GROWN" or "CT-Grown" are clearly incorporated in such promotional and marketing activities.

The commissioner shall

- (1) provide for the design, plan and implementation of a multiyear, state-wide marketing and advertising campaign, including, but not limited to, television and radio advertisements, promoting the availability of, and advantages of purchasing, Connecticut-grown farm products,
- (2) establish and continuously update a web site connected with such advertising campaign that includes, but is not limited to, a comprehensive listing of Connecticut farmers' markets, pick-your-own farms, roadside and on-farm markets, farm wineries, garden centers and nurseries selling predominantly Connecticut-grown horticultural products and **agri-tourism** events and attractions, and
- (3) conduct efforts to promote interaction and business relationships between farmers and restaurants, grocery stores, institutional cafeterias and other potential institutional purchasers of Connecticut-grown farm products, including, but not limited to,
  - (A) linking farmers and potential purchasers through a separate feature of the web site established pursuant to this section, and
  - (B) organizing state-wide or regional events promoting Connecticut-grown farm products, where farmers and potential institutional customers are invited to participate. The commissioner shall use his best efforts to solicit cooperation and participation from the farm, corporate, retail, wholesale and grocery communities in such advertising, Internet-related and event planning efforts, including, but not limited to, soliciting private sector matching funds. The commissioner shall use all of the funds provided to the Department of Agriculture pursuant to subparagraph
  - (C) of subdivision (4) of section 4-66aa for the purposes of this section.

The commissioner shall report annually to the joint standing committee of the General Assembly having cognizance of matters relating to the environment on issues with respect to efforts undertaken pursuant to the requirements of this section, including, but not limited to, the amount of private matching funds received and expended by the department. The commissioner may adopt, in accordance with chapter 54, such regulations as he deems necessary to carry out the purposes of this section.