

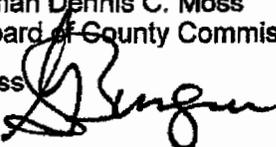
February 2, 2010

Memorandum



Date: OCT 19 2009

To: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

From: George M. Burgess
County Manager 

Subject: Manager's Report responding to directive under R-962-09 adopted on July 21, 2009

On July 21, 2009 the Board of County Commissioners (BCC) adopted Resolution R-962-09 (see attached), directing the Mayor or his designee to study the feasibility of creating a voluntary program to identify goods grown or produced in Miami-Dade County and to report the findings to the BCC.

This report analyzes potential for a successful program implementation, the types of products to be included in the program, eligibility requirements, implementation, enforcement, incentives and potential funding sources. It is important that a program of this nature take into consideration the size limitations for certain products, and that it enhances and compliments the manufacturers' brand marketing scheme. Components that need to be developed to create a successful program include licensing rules and agreements, a source of funding, a marketing campaign and incentives.

While the creation of a program could be complex and require the identification of new funding sources, I believe the potential benefits justify creating a task force of local stakeholders to explore the idea more fully.

Products for inclusion

Several products are grown, manufactured, assembled or finished in Miami-Dade County, including clothing, jewelry, construction material, watercraft, pharmaceuticals, furniture and agricultural products. The varied products, the origin of the raw material utilized in the processes and percentage of foreign components may present an issue for determining the products and service that the BCC will choose to include in the program. A program of this nature should be as inclusive as possible while continuing to maintain adequate safeguards to ensure the products origin. Industry experts should provide a recommendation for the products and services to be included.

The "Made in the USA" program, which is enforced by the Federal Trade Commission (FTC), requires that a product advertised as "Made in the USA" be "all or virtually all" made in the U.S. "All or virtually all" means that all significant parts and processing that go into the product must be of U.S. origin. That is, the product should contain no — or negligible — foreign content. The policy applies to all products advertised or sold in the U.S., except for those specifically subject to country-of-origin labeling by other laws. This is a standard that we can view as a starting point to enumerate the products for inclusion.

Agricultural products

Agricultural products are required by federal law to provide country of origin labeling, and local producers list the origin of their product on their boxes. Labels that can be affixed to individual

vegetables and fruits are severely limited by size; the packaging and point of purchase material can provide a location for such an identifier. Nursery products, one of the largest segments of our industry, often include care tags with each plant that can provide a space for local product identification.

At my direction, Charles LaPradd, Miami-Dade County's Agricultural Manager, has been developing and implementing such a brand for agricultural products produced in Miami-Dade County. A series of focus groups comprised of more than 30 farmers, packers, industry organizations and marketing professionals conceived a local branding initiative known as the *Redland Raised* brand, named for the southernmost farming region in the continental United States, our backyard. This local brand was created with the assistance of the Florida Department of Agriculture and Consumer Services to unite with their successful *Fresh from Florida* marketing campaign. The partnership was a request of the local growers, as the majority is already members of the State's program, and it offers well established licensing regulations, funding and brand identity.

The *Redland Raised* program is now being marketed to local retail outlets for inclusion in their marketing programs. Publix Supermarkets is unveiling the program on October 29 in 240 stores in Miami-Dade, Broward, Palm Beach and Monroe Counties. This local branding program will increase movement of the locally produced product already at local retail outlets. The *Redland Raised* program can incorporate a "Made in Miami-Dade" or similar tag line in the point of purchase material and other marketing matter utilized in the promotion of local agricultural goods.

Eligibility

The program must provide rules for determining local origin and also needs to be accessible to all businesses that produce a good in Miami-Dade County and meet the requirements established for the program.

Implementation and Enforcement

To formalize the program for implementation and enforcement, regulations need to be created and approved by the BCC and accepted by the users of the label. This can come in the form of a use or licensing agreement outlining the rules and regulations of the program and may also go as far as adoption of an ordinance that codifies the rules and penalties of the program.

As an example, the statutes of the State of Florida outline the rules, eligibility requirements and penalties of the *Fresh from Florida* program. The penalties as outlined include the revocation of the licensing agreement, fines and misdemeanor charges for more serious offenders.

The program according to statute authorizes the Florida Department of Agriculture and Consumer Services to:

"...design, determine, and adopt seals of quality for use in publicizing, advertising, and promoting agricultural products; prescribe minimum standards of quality and grade of agricultural products with which a seal of quality may be used; name and define market packages of agricultural products; fix a reasonable and equitable advertising and promotion fee for such market package of agricultural products; and otherwise adopt rules pursuant to ss. 120.536(1) and 120.54 to implement the provisions of this part."

The State also authorized the creation of an advisory council consisting of industry representatives to oversee and advise on the program. The advisory boards' duties include advising and consulting with the Commissioner of Agriculture and the division directors of the department of Agriculture and Consumer Services regarding the promulgation, administration, and enforcement of all laws and rules relating to the marketing program.

Incentives

Programs that promote brand usage and identification generally provide for the advertising and marketing of that label. These incentives include cost shares for the retooling of dies for boxes, cartons and labels, as well as the inclusion of the brand in the manufacturers', distributors' or retailers' advertisements and point of purchase material. Other incentives include web-based promotions and sites that provide a listing of the products available.

Funding

Programs such as *Fresh from Florida* require that members pay annual dues to be part of the program. Funding is also provided through the sale of agricultural license plates for motor vehicles. Grants can be utilized to augment the program's funding, but the needed promotion would require a dedicated funding source and a nominal annual membership fee.

Staff is continually reviewing grant opportunities to find funds that may be applicable for the creation, implementation and marketing of this program.

Summary

In these difficult economic times, initiatives that increase the use and consumption of locally produced products are valuable sources of economic development. The utilization of local products provides many benefits, such as keeping a larger portion of money spent in the community, increased local job creation and reduced transportation costs resulting in lower carbon emissions. I believe that the idea of a local brand for all products made in Miami-Dade has merit and many manufacturers may be receptive to such a program if it was voluntary, did not present a financial hardship, was not onerous and provided for the marketing and advertising of the label.

To that end, I recommend assembling a task force/advisory committee of the County's economic development partners, including the Beacon Council, local chambers of commerce and industry representatives. This task force will provide recommendation for the framework for the program, including the eligibility requirements, and advise the BCC of the label to be used to identify goods produced in Miami-Dade County.

There will be a budgetary impact for the administration and enforcement of the program, as well as for any unfunded incentives and marketing. In light of the County's current budgetary constraints, it is important that we seek out non-general fund dollars to implement the program.

Attachment

c: Honorable Carlos Alvarez, Mayor
Denis Morales, Chief of Staff, Office of the Mayor
Alex Muñoz, Assistant County Manager

OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA



MEMORANDUM

Agenda Item No. 11(A)(1)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: July 21, 2009

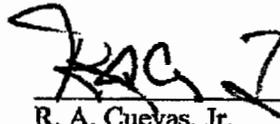
FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution directing the Mayor
to conduct a feasibility study on the
creation of a voluntary program to
identify goods grown or produced in
Miami-Dade County

Resolution No. R-962-09

This resolution was amended by the Government Operations Committee to correct a scrivener's error by inserting the word "Miami-" where the phrase "Made in Dade" appears, so that it reads "Made in Miami-Dade."

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Joe A. Martinez, and Co-Sponsors Commissioner Dorrin D. Rolle and Senator Javier D. Souto.



R. A. Cuevas, Jr.
County Attorney

RAC/cp



MEMORANDUM
(Revised)

TO: Honorable Chairman Dennis C. Moss **DATE:** July 21, 2009
and Members, Board of County Commissioners

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(1)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Mayor's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(1)
7-21-09

RESOLUTION NO. R-962-09

RESOLUTION DIRECTING THE MAYOR OR HIS
DESIGNEE TO CONDUCT A FEASIBILITY STUDY
ON THE CREATION OF A VOLUNTARY PROGRAM
TO IDENTIFY GOODS GROWN OR PRODUCED IN
MIAMI-DADE COUNTY

WHEREAS, a number of fruits and vegetables are grown in Miami-Dade
County; and

WHEREAS, other agricultural products are also produced in Miami-Dade
County; and

WHEREAS, some consumer goods, such as clothing, may also be made in
Miami-Dade County; and

WHEREAS, consumers in Miami-Dade County may prefer locally grown or
produced goods; and

WHEREAS, a voluntary program that would allow businesses to show that their
goods are grown or made in Miami-Dade County, such as a "Made in >>Miami-<<¹
Dade" sticker on packaging, could stimulate the local economy and better inform local
consumers,

¹ Committee amendments are indicated as follows: Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Mayor or his designee is directed to conduct a feasibility study and report the findings within 90 days to the Board of County Commissioners on the creation of such a voluntary program, including, but not limited to: (i) what kinds of products could be included in such a program, and whether the program should be limited to certain types of products; (ii) how eligibility could be determined and by whom, particularly with respect to goods only partially produced in Miami-Dade County; (iii) how such a program could be implemented and enforced, if necessary; (iv) potential funding sources for such a program; and (v) how eligible products could be identified, such as through a "Made in >>Miami-<<Dade" sticker or on a list maintained on the Miami-Dade County website.

The Prime Sponsor of the foregoing resolution is Commissioner Joe A. Martinez, and the Co-Sponsors are Commissioner Dorrin D. Rolle and Senator Javier D. Souto. It was offered by Commissioner Joe A. Martinez, who moved its adoption. The motion was seconded by Commissioner Rebeca Sosa and upon being put to a vote, the vote was as follows:

	Dennis C. Moss, Chairman	aye		
	Jose "Pepe" Diaz, Vice-Chairman	aye		
Bruno A. Barreiro	aye	Audrey M. Edmonson	aye	
Carlos A. Gimenez	aye	Sally A. Heyman	aye	
Barbara J. Jordan	aye	Joe A. Martinez	aye	
Dorrin D. Rolle	aye	Natacha Seijas	aye	
Katy Sorenson	aye	Rebeca Sosa	aye	
Sen. Javier D. Souto	aye			

The Chairperson thereupon declared the resolution duly passed and adopted this 21st day of July, 2009. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "ANS", is written over a circular stamp.

Abbie N. Schwaderer