

SECOND REGULAR SESSION

HOUSE BILL NO. 1793

96TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE JOHNSON.

5892L.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 262, RSMo, by adding thereto one new section relating to the Missouri international agriculture exchange website.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 262, RSMo, is amended by adding thereto one new section, to be
2 known as section 262.975, to read as follows:

262.975. 1. The department of agriculture shall contract with an internet website
2 development company to build and maintain the "Missouri International Agricultural
3 Exchange" website. Such website shall contain content licensed by the department to
4 promote Missouri agricultural products to international agricultural buyers.

5 2. The exchange shall allow Missouri-based agricultural sellers to post their
6 products produced in this state on the website at no charge to assist in marketing such
7 products to international buyers. All sellers shall be required to register through the
8 website and provide a Missouri address. Only agricultural products produced in this state
9 shall be allowed on the exchange website.

10 3. The state of Missouri retains ownership of all content on the exchange. The
11 website developer is authorized to:

12 (1) Use all informational content provided by the department of agriculture, add
13 to such content, and apply search engine optimization to the website content to achieve a
14 high search engine ranking; and

15 (2) Sell advertising on the exchange website to any entity that will benefit from
16 marketing to international agriculture producers and buyers. The website developer shall
17 be solely responsible for all costs associated with the development, marketing, and

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in bold-face type in the above bill is proposed language.

18 maintenance of the exchange website, with the website developer retaining all advertising
19 revenues obtained from such exchange website to provide the financing for such exchange
20 website.

21 **4. The website developer shall:**

22 **(1) Have proven experience and expertise in search engine optimization, as**
23 **determined by the department or the department of economic development;**

24 **(2) Provide at least three prior website development projects provided by the**
25 **website developer which increased search engine rankings for the client.**

26 **5. The department of agriculture, in consultation with the department of economic**
27 **development, shall review all applications and award one annual contract for the**
28 **development, design, marketing, and maintenance of the exchange website, with annual**
29 **renewals for continuing upgrades, marketing, and maintenance of the website. The**
30 **department shall have the authority to terminate any contract under this section at the**
31 **department's discretion. Any website developer under contract with the department may**
32 **have a contract terminated for failure to operate under the department's guidelines for the**
33 **exchange website. If a contract is terminated, the department shall award a new contract**
34 **in accordance with the procedures for awarding the initial contract under this section.**

35 **6. The department of agriculture may promulgate rules necessary to implement the**
36 **provisions of this section. Any rule or portion of a rule, as that term is defined in section**
37 **536.010, that is created under the authority delegated in this section shall become effective**
38 **only if it complies with and is subject to all of the provisions of chapter 536 and, if**
39 **applicable, section 536.028. This section and chapter 536 are nonseverable and if any of**
40 **the powers vested with the general assembly pursuant to chapter 536 to review, to delay**
41 **the effective date, or to disapprove and annul a rule are subsequently held**
42 **unconstitutional, then the grant of rulemaking authority and any rule proposed or adopted**
43 **after August 28, 2012, shall be invalid and void.**

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