

HB 1793 -- Missouri International Agricultural Exchange Website

Sponsor: Johnson

This bill establishes the Missouri International Agricultural Exchange website. In its main provisions, the bill:

- (1) Requires the Department of Agriculture to contract with an Internet website development company to build and maintain the Missouri International Agricultural Exchange website. The website will contain content licensed by the department to promote Missouri agricultural products to international agricultural buyers;
- (2) Allows Missouri-based agricultural sellers to post their products produced in Missouri on the website at no charge to assist in marketing to international buyers. All sellers must register through the website and provide a Missouri address;
- (3) Specifies that the state will own all the content on the website, but the website developer may use the website's content, add to its content, and apply search engine optimization to the website's content to achieve a high search engine ranking;
- (4) Allows the website developer to sell advertising on the website to any entity that will benefit from marketing to international agricultural producers or buyers. The developer will be responsible for all costs associated with the development, marketing, and maintenance of the website and will retain all advertising revenues obtained from the website;
- (5) Requires the website developer to have a proven experience and expertise in search engine optimization as determined by the Department of Agriculture or the Department of Economic Development and to provide at least three examples of increased search engine rankings for past clients;
- (6) Requires the Department of Agriculture, in conjunction with the Department of Economic Development, to review all applications and award an annual contract for the development of the website with annual contract renewals; and
- (7) Authorizes the Department of Agriculture to terminate a contract at any time without prior notice. Any company that does not operate under department guidelines will have his or her contract terminated and the department must award a new contract in accordance with the procedures for awarding the initial contract.