



Fiscal Note

Legislative Council Staff

Nonpartisan Services for Colorado's Legislature

HB 26-1031: PROTECTIONS FOR AG PRODUCTS GROWN IN CO

Prime Sponsors:

Rep. Soper; Martinez
Sen. Roberts; Catlin

Fiscal Analyst:

Alexa Kelly, 303-866-3469
alex.kelly@coleg.gov

Bill Outcome: Signed into Law**Drafting Number:** LLS 26-0221**Version:** Final Fiscal Note**Date:** June 23, 2026**Fiscal note status:** This fiscal note reflects the enacted bill.

Summary Information

Overview. The bill prohibits marketing agricultural products not grown in Colorado as grown in Colorado.

Types of impacts. The bill is projected to affect the following areas on an ongoing basis:

- Minimal State Workload
- State Revenue
- Local Government

Appropriations. No appropriation is required.

Table 1
State Fiscal Impacts

Type of Impact	Budget Year FY 2026-27	Out Year FY 2027-28
State Revenue	\$0	\$0
State Expenditures	\$0	\$0
Transferred Funds	\$0	\$0
Change in TABOR Refunds	\$0	\$0
Change in State FTE	0.0 FTE	0.0 FTE

Summary of Legislation

The bill prohibits an individual from identifying an agricultural product as being grown in Colorado when selling, marketing, advertising, or distributing the product unless it is grown in Colorado. Additionally, an individual may not use the Colorado Proud designation or logo unless authorized by the Department of Agriculture. A violation of these provisions constitutes a deceptive trade practice.

Background

Under current law, the Attorney General or a district attorney may bring a civil action on behalf of the state to seek the imposition of civil penalties against a person who violates the Colorado Consumer Protection Act. Civil penalties vary by type of violation and are paid to the General Fund.

State Revenue

The bill may increase revenue from civil penalties and civil case filing fees from additional civil actions filed related to the new deceptive trade practice.

Civil Penalties

Under the Colorado Consumer Protection Act, a person committing a deceptive trade practice may be subject to a civil penalty of up to \$20,000 for each violation. Additional penalties may be imposed for subsequent violations of a court order or injunction. This revenue is classified as a damage award and not subject to TABOR. Given the uncertainty about the number of cases that may be pursued by the Attorney General and district attorneys, as well as the wide range in potential penalty amounts, the fiscal note cannot estimate the potential impact of these civil penalties.

Filing Fees

Additionally, the bill may increase revenue to the Judicial Department from an increase in civil case filings. This revenue is subject to TABOR.

State Expenditures

Department of Law

The department may see a minimal increase in workload to review and investigate complaints filed under the Colorado Consumer Protection Act from the new violation created by the bill.

The fiscal note assumes this can be accomplished within existing resources and no change in appropriations is required.

Judicial Department

Trial courts and the Judicial Department may experience an increase in workload to the extent additional civil cases are filed under the bill. The fiscal note assumes that individuals will comply with the law and any increase will be minimal, and no change in appropriations is required.

Department of Agriculture

The department may see a minimal increase in workload to refer violations to the Attorney General's office. The fiscal note assumes this can be accomplished within existing resources and no change in appropriations is required.

Local Government

Similar to the state, to the extent district attorneys receive additional deceptive trade practice complaints related to the new requirements established by the bill, workload will increase to investigate complaints and seek relief when appropriate. Workload will also increase if more civil actions are filed. It is assumed most such cases will be handled at the state level by the Attorney General.

Effective Date

The bill was signed into law by the Governor on April 8, 2026, and takes effect on August 12, 2026, assuming no referendum petition is filed.

State and Local Government Contacts

Agriculture

Law

Judicial