

**First Regular Session  
Seventy-third General Assembly  
STATE OF COLORADO**

**REVISED**

*This Version Includes All Amendments Adopted  
on Second Reading in the Second House*

LLS NO. 21-0891.01 Yelana Love x2295

**SENATE BILL 21-203**

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**SENATE SPONSORSHIP**

**Bridges and Simpson,** Buckner, Cooke, Coram, Danielson, Donovan, Fenberg, Garcia, Ginal, Gonzales, Jaquez Lewis, Kirkmeyer, Kolker, Lee, Liston, Moreno, Pettersen, Priola, Rankin, Scott, Sonnenberg, Story, Winter

**HOUSE SPONSORSHIP**

**Valdez D. and Pelton,**

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**Senate Committees**

Agriculture & Natural Resources  
Appropriations

**House Committees**

Agriculture, Livestock, & Water  
Appropriations

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**A BILL FOR AN ACT**

101 **CONCERNING AN APPROPRIATION TO THE DEPARTMENT OF**  
102 **AGRICULTURE FOR THE COLORADO PROUD PROGRAM.**

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**Bill Summary**

*(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov>.)*

The bill appropriates \$2.5 million to the department of agriculture for the Colorado proud program.

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1 *Be it enacted by the General Assembly of the State of Colorado:*

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.  
*Capital letters or bold & italic numbers indicate new material to be added to existing statute.*  
*Dashes through the words indicate deletions from existing statute.*

HOUSE  
2nd Reading Unamended  
May 28, 2021

SENATE  
3rd Reading Unamended  
May 3, 2021

SENATE  
2nd Reading Unamended  
April 30, 2021

1           **SECTION 1. Legislative declaration.** (1) The general assembly  
2 hereby finds and declares that:

3           (a) Increasing market opportunities for food and agricultural  
4 producers is vital to accelerating the economic recovery of our  
5 agricultural and rural communities;

6           (b) Providing Colorado's food and agricultural producers with  
7 support and assistance is essential in order for the producers to build on  
8 current sales channels and create new market opportunities;

9           (c) The department of agriculture's Colorado proud program,  
10 which promotes food and agricultural products that are grown, raised, or  
11 processed in Colorado, is ideally positioned to assist food and agricultural  
12 producers through a broad portfolio of business development, state  
13 branding, and export promotional activities;

14           (d) Expanding the Colorado proud program will provide new  
15 opportunities for Colorado's food and agricultural producers to increase  
16 sales globally, help support the growth and resiliency of Colorado food  
17 systems, and build greater awareness among buyers and consumers of the  
18 wide array of high-quality Colorado food and agricultural products; and

19           (e) Supporting Colorado's food and agricultural businesses as they  
20 develop and expand markets is vital to stabilizing and expanding  
21 Colorado's food and agricultural industry, which generates an estimated  
22 \$47 billion of economic activity annually and supports nearly 195,000  
23 jobs.

24           **SECTION 2. Appropriation.** For the 2020-21 state fiscal year,  
25 \$2,500,000 is appropriated to the department of agriculture for use by the  
26 agricultural markets division. This appropriation is from the general fund.  
27 To implement this act, the division may use this appropriation for

1 program costs. Any money appropriated in this section not expended prior  
2 to July 1, 2021, is further appropriated to the department for the 2021-22  
3 state fiscal year for the same purpose.

4 **SECTION 3. Safety clause.** The general assembly hereby finds,  
5 determines, and declares that this act is necessary for the immediate  
6 preservation of the public peace, health, or safety.