

1 Sec. 1. VERMONT PRODUCTS PROGRAM; STUDY; REPORT

2 (a) On or before July 1, 2015, the Agency of Commerce and Community
3 Development shall report to the Senate Committee on Economic Development,
4 Housing, and General Affairs and the House Committee on Commerce and
5 Economic Development on creating a Vermont Products Program for the
6 purpose of providing Vermont businesses with a means of promoting and
7 marketing products and services that are manufactured, designed, engineered,
8 or formulated in Vermont and to avoid confusion by consumers when the
9 Vermont brand is used in marketing products or services.

10 (b) The report required by this section shall describe the method, feasibility
11 and cost of creating a Vermont Products Program that includes the following
12 elements:

13 (1) The program shall include a licensing system that enables qualifying
14 persons to make marketing claims concerning significant business activities
15 occurring in Vermont, and to self-certify products and services that are
16 manufactured, designed, engineered, or formulated in Vermont. Under this
17 system the Secretary shall identify and craft branding and marketing guidelines
18 that concern whether and how qualifying products or services manufactured,
19 designed, engineered, or formulated in Vermont can be properly claimed so as
20 to be licensed. The licensing system shall permit an applicant to self-certify
21 compliance with designated criteria and attest to the accuracy of claims

1 authorized by the Secretary in order to obtain a license to advertise and
2 promote a product or service using the licensed materials.

3 (2) The program may charge an annual fee for the issuance of the
4 license.

5 (3) The program shall include an on-line application process that permits
6 an applicant to obtain the license if he or she certifies compliance with criteria
7 designated by the Secretary, attests to the accuracy of statements designated by
8 the Secretary, and pays the required fee.

9 (4) Licenses issued under the program shall include a provision
10 requiring that disputes regarding the license be resolved by alternative dispute
11 resolution. A person who objects to the issuance of a license may file a
12 complaint with the Secretary, who shall refer it for alternative dispute
13 resolution as provided in the license.

14 (5) A special fund, comprised of license fees and any monies
15 appropriated by the General Assembly, may be created for the administration
16 and advertising of the program.

17 (c) The report required by this section shall include a recommendation as to
18 whether the Vermont Products Program should replace the rules regarding
19 Vermont Origin adopted by the Attorney General.

20 Sec. 3. EFFECTIVE DATE

21 This act shall take effect on July 1, 2014.