

1999 HOUSE AGRICULTURE

HCR 3071

1999 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. HCR 3071

House Agriculture Committee

Conference Committee

Hearing Date 3-4-99

| Tape Number | Side A | Side B | Meter # |
|--|--------|--------|---------|
| Three HCR 3071 | x | | |
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| | | | |
| Committee Clerk Signature <i>Arli Hanson</i> | | | |

Minutes:

Summary of Resolution: Directing the Legislative Council to study the feasibility and desirability of licensing or franchising the "Dakota Maid" logo and trade name of the North Dakota Mill and Elevator Association and promoting the logo on a nationwide basis.

Rep Nowatzki: (Testimony attached)

Rep Warner: Maybe we should produce a North Dakota Bread recipe.

Rep Nowatzki: The North Dakota Mill and Elevator could do this very easy if we promoted it.

Motion by Rep Warner for a DO PASS and place on the consent Calendar. Second by Rep

Stefonowicz motion carried unanimously

Carrier Rep Warner

1999 SENATE AGRICULTURE

HCR 3071

1999 SENATE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. HCR 3071

Senate Agriculture Committee

Conference Committee

Hearing Date 3/19/99

| Tape Number | Side A | Side B | Meter # |
|--|--------|--------|---------|
| 2 | | X | 900 |
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| | | | |
| Committee Clerk Signature <i>Julia Jorgensen</i> | | | |

Minutes:

Senator Wanzek called the meeting to order, roll call was taken, all were present.

Senator Wanzek opened the hearing on HCR 3071.

Representative Nowatzki introduced the bill. Call for the use of the trade name of the mill and elevator. Not an effort to sell the mill or an effort of the ND Mill and Elevator. Not a COFA bill. Thought there ought to be some way to capture margin of spread between bread and wheat for example.

Senator Wanzek: Doesn't the Pride of Dakota do the same thing?

Representative Nowatzki: I guess it does, yes.

Senator Wanzek: It might be more nationally recognized than Pride of Dakota is?

Representative Nowatzki: Yes it could be.

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Senate Agriculture Committee
Bill/Resolution Number Hcr 3071
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Mike Stroebel from the ND Mill spoke in support of the bill. Good idea. Mill has more than just Dakota made.

Senator Kinnoin: On these brands that you produce for other companies, is there identification on there where that comes from?

Mike Stroebel: Yes.

Senator Urlacher: Do we have in state growing grains for all blends to meet?

Mike Stroebel: No we don't.

Senator Urlacher: How would our wheat blend?

Mike Stroebel: Right now there is nothing unique about wheat we grow here.

Dennis Johnson from the ND Farmer's Union stood in support of the bill.

Senator Wanzek closed the hearing.

Senator Klein made the motion for a Do Pass.

Senator Mathern seconded.

ROLL CALL: 7 Yes, 0 No

CARRIER: Senator Sand

Date: 3/19
Roll Call Vote #: 1

1999 SENATE STANDING COMMITTEE ROLL CALL VOTES
BILL/RESOLUTION NO. HCR 3071

Senate Agriculture Committee

Subcommittee on _____
or
 Conference Committee

Legislative Council Amendment Number _____

Action Taken Do Pass Consent

Motion Made By Klein Seconded By Mathern

| Senators | Yes | No | Senators | Yes | No |
|------------------|-----|----|----------|-----|----|
| Senator Wanzek | ✓ | | | | |
| Senator Klein | ✓ | | | | |
| Senator Sand | ✓ | | | | |
| Senator Urlacher | ✓ | | | | |
| Senator Kinnoin | ✓ | | | | |
| Senator Kroeplin | ✓ | | | | |
| Senator Mathern | ✓ | | | | |
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Total (Yes) 7 No 0

Absent _____

Floor Assignment Senator Sand

If the vote is on an amendment, briefly indicate intent:

REPORT OF STANDING COMMITTEE (410)
March 19, 1999 12:36 p.m.

Module No: SR-50-5175
Carrier: Sand
Insert LC: . Title: .

REPORT OF STANDING COMMITTEE

HCR 3071: Agriculture Committee (Sen. Wanzek, Chairman) recommends DO PASS and BE PLACED ON THE CONSENT CALENDAR (7 YEAS, 0 NAYS, 0 ABSENT AND NOT VOTING). HCR 3071 was placed on the Tenth order on the calendar.

1999 TESTIMONY

HCR 3071

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EDITORIAL: N.D. brand means 'quality' in more than just food

OUR VIEW: State marketers should make the most of the 'North Dakota' name's nationwide power.

"Pooling" wheat and other crops gets the most attention. And maybe it should: That recommendation from last year's North Dakota Commission on the Future of Agriculture has the potential to revolutionize farming in the state.

After all, California oranges and Red River Valley sugar beets are among the crops that get priced and marketed as a bloc, with great success. Why not durum?

But there's another recommendation that mustn't be forgotten, one whose impact goes beyond farming to touch clothing, manufactured goods and other mainstays of a diverse economy. The recommendation involves building North Dakota's name and reputation as a brand. And residents ought to take the commission up on that advice.

The commission suggested expanding the line of 'Made in North Dakota' food products (such as Dakota Maid flour), and stressing the products' wholesomeness and quality in ad campaigns. Before long, the "Made in North Dakota" label will be a Good Housekeeping-like seal of approval, commission members said.

They're right. In fact, the words North Dakota already carry an upbeat cachet across the country, though few North Dakotans seem to think so. Instead the feeling within the state is one of inferiority. Just mention you're from out-of-state, and two out of three listeners will say, "What made you come HERE?" But visit New York or California sometime and the reaction will be quite different. North Dakota's small population makes any resident seem a bit exotic in other states. You'll hear jokes about the North Dakota's flatness, and the endless east-west drive on Interstate 94. But you'll also hear something else in the other person's voice: Respect, for North Dakotans' reputation for honesty, literacy and strong values.

And that's the basis of the North Dakota brand.

Think of the products that fit the climate and character here, and could be made more valuable by a "Made in North Dakota" label:

Winter coats. Ice skates. Cross-country skis. Farm clothes (coveralls and the like). Farm equipment, machinery and supplies.

And textbooks, school supplies, hockey gear, kites, windsurfers, baking gear, breadmaking equipment, Native American artwork and other products, aircraft parts, bicycles, wind-turbine blades and so on.

Actually, that last one's already planned to roll off the assembly lines in Grand Forks. But you get the idea.

Vermont does it; the Market Vermont program puts a farm scene and the words "Vermont Makes It Special" on products sold around the world. Maine does it; "Maine Made -- America's Best" sets products from that state apart.

Minnesota does it, as a visit to the Minnesota gift shop in the Minneapolis/St. Paul International Airport makes clear.

And North Dakota can do it as well. Take pride in the name and market the resilience and quality it represents. Not only will the economy be helped, but some number of residents will see the success of the label and start thinking more positively, too.

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-- **Tom Dennis, for the Herald**

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OBJECTIVES

1. Place "Dakota Maid" logo and trade name of North Dakota Mill and Elevator on bread distributed and sold at retail, and to promote nationally bread made from 100 per cent North Dakota grown hard red spring wheat.
2. To increase the sales and profit of the Mill and Elevator by capturing more of the profit margin of converting hard red spring wheat flour into bread.
3. To increase the association of North Dakota produced hard red spring wheat with high quality standards, and to directly associate high quality North Dakota grown hard red spring wheat with breads sold retail on a national basis.
4. To afford North Dakota farmers an opportunity to produce and market unique cultivars of high quality hard red spring wheat at a premium price