

HOUSE CONCURRENT RESOLUTION NO. 3071

Introduced by

Representatives Nowatzki, Fairfield, Nicholas, Tollefson

Senators Thane, Tomac

1 A concurrent resolution directing the Legislative Council to study the feasibility and desirability
2 of licensing or franchising the "Dakota Maid" logo and trade name of the North Dakota Mill and
3 Elevator Association and promoting the logo on a nationwide basis.

4 **WHEREAS**, North Dakota grows hard red spring wheat that is internationally recognized
5 for its properties in bread-making; and

6 **WHEREAS**, the "Dakota Maid" logo and trade name of the North Dakota Mill and
7 Elevator Association is recognized in the flour and bread-making industry as synonymous with
8 high quality; and

9 **WHEREAS**, it would be beneficial to North Dakota to have a mechanism by which
10 farmers can market unique, high-quality wheat varieties and to have the Mill and Elevator
11 Association expand its sales and profits; and

12 **WHEREAS**, any royalties collected from the use of the "Dakota Maid" logo could be
13 returned to North Dakota farmers as a premium for producing specific cultivars of hard red
14 spring wheat that possess the unique milling and baking characteristics which are synonymous
15 with high quality and which are delivered to the North Dakota Mill and Elevator Association on
16 an identity preserved basis;

17 **NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES**
18 **OF NORTH DAKOTA, THE SENATE CONCURRING THEREIN:**

19 That the Legislative Council study the feasibility and desirability of licensing or
20 franchising the "Dakota Maid" logo and trade name of the North Dakota Mill and Elevator
21 Association and promoting the logo on a nationwide basis; and

22 **BE IT FURTHER RESOLVED**, that the Legislative Council report its findings and
23 recommendations, together with any legislation required to implement the recommendations, to
24 the Fifty-seventh Legislative Assembly.