

House _____ Amendment NO. _____

Offered By _____

1 AMEND House Committee Substitute for Senate Bill No. 51, Page 1, Section A, Line 11, by
2 inserting after all of said section and line, the following:
3

4 "262.975. 1. The department of agriculture may contract with an internet website
5 development company to build and maintain the "Missouri International Agricultural Exchange"
6 website. Such website shall contain content approved by the department to promote Missouri
7 agricultural products and services to international agricultural buyers.

8 2. The exchange shall allow Missouri-based agricultural sellers to post their products
9 produced in this state on the website at no charge to assist in marketing such products to international
10 buyers. All sellers shall be required to register through the website and show proof of Missouri
11 residency and other information as required by the department. Except for advertising under
12 subdivision (2) of subsection 3 of this section, only agricultural products and services produced in
13 this state shall be allowed on the exchange website.

14 3. The state of Missouri shall have exclusive rights of ownership of all website content
15 produced on the Missouri international agricultural exchange website, including but not limited to all
16 creative materials, copyrights, photographs, or illustrations contained on the website. Subject to
17 department approval, the website developer is authorized to:

18 (1) Use all informational content provided by the department of agriculture, add to such
19 content, and apply search engine optimization to the website content to achieve a high search engine
20 ranking;

21 (2) Sell advertising on the exchange website to any entity that will benefit from marketing to
22 international agriculture producers and buyers. The website developer shall be solely responsible for
23 all costs associated with the development, marketing, and maintenance of the exchange website, with
24 the website developer retaining all advertising revenues obtained from such exchange website to
25 provide the financing for such exchange website;

26 (3) Prohibit the sale of advertising to any entity on the exchange website that is not related to
27 agriculture or furthers the interest of hate content, obscenity and sexual material, bombs, spyware,
28 adult content, political content, antigroup content and violence, discrimination, political campaigns
29 or causes, public advocacy or lobbying, copyrighted works, counterfeit designer goods, drug and
30 drug paraphernalia, fake documents, gambling, hacking and cracking sites, miracle cures,
31 prostitution, scams, phishing for personal information, tobacco and cigarettes and traffic devices, and
32 other types of advertising deemed not appropriate by the director; and

Action Taken _____ Date _____

1 (4) Ensure that all website content shall be named a ".com" domain to allow for
2 advertisement.

3 4. The website developer shall:

4 (1) Have proven experience and expertise in search engine optimization, as determined by
5 the department or the department of economic development;

6 (2) Provide evidence of prior website development projects produced by the website
7 developer which increased search engine rankings for the client.

8 5. The department of agriculture, in consultation with the department of economic
9 development, shall review all applications and award one annual contract for the development,
10 design, marketing, and maintenance of the exchange website, with annual renewals for continuing
11 upgrades, marketing, and maintenance of the website. The department of agriculture shall have the
12 authority to terminate any contract under this section at the department's discretion. Any website
13 developer under contract with the department of agriculture may have a contract terminated for
14 failure to operate under the department's guidelines for the exchange website. If a contract is
15 terminated, the department shall immediately assume ownership of all site-related domain names. If
16 a contract is terminated, the department shall award a new contract in accordance with the
17 procedures for awarding the initial contract under this section.

18 6. The department of agriculture may promulgate rules necessary to implement the
19 provisions of this section. Any rule or portion of a rule, as that term is defined in section 536.010,
20 that is created under the authority delegated in this section shall become effective only if it complies
21 with and is subject to all of the provisions of chapter 536 and, if applicable, section 536.028. This
22 section and chapter 536 are nonseverable and if any of the powers vested with the general assembly
23 pursuant to chapter 536 to review, to delay the effective date, or to disapprove and annul a rule are
24 subsequently held unconstitutional, then the grant of rulemaking authority and any rule proposed or
25 adopted after August 28, 2013, shall be invalid and void."; and

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27 Further amend said bill by amending the title, enacting clause, and intersectional references
28 accordingly.