



“Voice of the Western Slope since 1953”
A coalition of counties, communities, businesses & individuals

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06-9 AG 4

ADVERTISING ON-FARM PRODUCE NEAR STATE HIGHWAYS

WHEREAS agriculture is an important part of many local economies in Colorado, and

WHEREAS the ability to advertise and sell on-farm produce during harvest season is critical to the profitability of many farms located near state highways, and

WHEREAS while there are legal limitations concerning the placement of signs within and near state highway rights-of-way, the U.S. Department of Transportation allows that states may provide seasonal exemptions for the advertisement of on-farm produce sales near state highways without violating provisions of the Ladybird Johnson highway beautification act, and

WHEREAS the Colorado Department of Transportation has allowed for such on-farm advertising at times in the past, but the application of this exemption has been inconsistent and confusing for farmers, and

WHEREAS Representative Josh Penry has been recently engaged in discussions with the Colorado Department of Transportation to provide for a consistent policy which will allow for such seasonal agriculture advertising;

THEREFORE BE IT RESOLVED that CLUB 20 requests the Colorado Department of Transportation to adopt rules (consistent with US Department of Transportation regulations) which provide a seasonal opportunity for agriculture producers to advertise on-farm product sales in view of Colorado state highways.

Adopted 9/8/06