

Date of Hearing: April 15, 2026

ASSEMBLY COMMITTEE ON AGRICULTURE

Esmeralda Soria, Chair

AB 2743 (Soria) – As Amended March 19, 2026

SUBJECT: Buy California Program: task forces: events drawing significant world attention

SUMMARY: This bill would authorize the Department of Food and Agriculture (CDFA) to establish a task force, comprising members who currently serve on a marketing advisory and promotional council or commission, appointed by the Secretary of CDFA, for the purpose of providing CDFA with recommendations regarding how to best use available resources of the Buy California Program to take advantage of marketing possibilities for California agricultural products during a single, specific, and identifiable event drawing significant world attention, as defined. Specifically, *this bill*:

- 1) Allows CDFA to establish a task force with the purpose of marketing California agriculture products during significant events.
- 2) Defines event drawing significant world attention to mean an event scheduled to occur within California, organized by, or with the cooperation of, one or more individuals or organizations based outside of the United States, that is reasonably expected to be broadcast live, or by recording, to multiple countries outside the United States.
- 3) Allows that a significant world attention includes, but not be limited to, a sporting event, musical performance, or other entertainment event.

EXISTING LAW:

- 1) Establishes within CDFA a public and private collaboration known as the “Buy California Program” to encourage consumer nutritional food awareness and foster purchases of high-quality California agricultural products. (FAC 58750)
- 2) Establishes various marketing advisory and promotional councils or commissions for specific food products in order to, among other things, promote cooperation among the industry and maintain stable agricultural markets. (FAC 63901-79995)

FISCAL EFFECT: Unknown

COMMENTS: California Grown (CA Grown), also known as the Buy California Marketing Agreement (BCMA), was created in 2001 to promote all California Grown agricultural products. It remains the only statewide agricultural marketing organization promoting all CA Grown agricultural products on a year-round basis. CA Grown is funded through public and private contributions (U.S. Department of Agriculture (USDA), California Department of Food and Agriculture (CDFA), & California agricultural organizations).

Through creative marketing, effective storytelling and leveraging of the CA Grown brand, this organization is reaching hundreds of millions of consumers. CA Grown’s message ensures consumers understand the value of buying CA Grown agricultural products and its direct benefit to the state's economy, communities, farmers, ranchers, and consumers.

The "CA Grown " brand is a successful marketing tool leveraged by California commodity organizations and licensed food companies. The blue and gold logo is a classic representation of California. The brand is more than a logo. It is a recognizable label identifying high quality products from California. The brand is a consumer call to action encouraging them to make a conscious choice to purchase CA Grown and embrace the California lifestyle.

The 2026 FIFA World Cup is currently scheduled to occur across the United States and Canada during June and July with 14 matches set to occur in California at Levi's Stadium in Santa Clara and SoFi Stadium in Inglewood. Viewership of World Cup events has traditionally been extremely high, with the 2022 Final between Argentina and France drawing 1.42 billion viewers globally. In addition, SoFi stadium has a capacity of 70,000 people and Levi Stadium has a capacity of 68,500 people, representing a total potential attendance of 971,000 people coming from all parts of the world. Events like the FIFA World Cup matches in Santa Clara and Inglewood represent incredible opportunities to highlight to the world What California has to offer.

Despite all the various marketing efforts for California's agricultural products, there is not a formalized process for focusing on opportunities like the World Cup and coordinating the efforts of industry around developing marketing strategies specific to these events. With future events drawing the attention of the world like the Los Angeles hosted 2028 Olympics right around the corner, creating a process for engaging and planning around these events can help expand the reach of California's agricultural markets both here and abroad.

According to the author, Upcoming events being hosted in California like the 2026 FIFA World Cup and the 2028 Olympics represent incredible opportunities to put California on the world stage. Representing California's role as one of the largest agricultural producers in the world could provide our agriculture industry with a chance to make major expansions in its global market share through strategic marketing campaigns. However, California's existing marketing programs like California Grown or the state's various commodity commissions and councils don't have a formalized process to coordinate and plan around these events.

This bill creates that process by authorizing the Secretary of the California Department of Food and Agriculture to establish task forces to plan for particular events expected to draw world attention with task force members selected from California's various commodity commissions, councils, and advisory boards. This will help generate stronger planning for these events and position California's agriculture industry for even greater success.

REGISTERED SUPPORT / OPPOSITION:

Support

None on file

Opposition

None on file

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