

Date of Hearing: April 29, 2026

ASSEMBLY COMMITTEE ON APPROPRIATIONS

Buffy Wicks, Chair

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

Policy Committee: Agriculture

Vote: 8 - 0

Urgency: No

State Mandated Local Program: No

Reimbursable: No

SUMMARY:

This bill authorizes the California Department of Food and Agriculture (CDFA) to establish a task force to provide recommendations to the department on how to best use resources of the Buy California Program to capitalize on marketing possibilities for California agricultural products during an “event drawing significant world attention.”

Specifically, this bill authorizes CDFA to establish a task force, comprised of members who serve on a marketing advisory and promotional council or commission established in the Food and Agricultural Code and are appointed by the secretary of CDFA, for the purpose of providing the secretary with recommendations regarding how to best use available resources of the Buy California Program, as specified, to capitalize on marketing possibilities for California agricultural products during a single, specific, and identifiable event drawing significant world attention.

The bill defines “event drawing significant world attention” as 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. An “event drawing significant world attention” may include, but not be limited to, a sporting event, musical performance, or other entertainment event.

FISCAL EFFECT:

Since the primary purpose of this bill is to create a task force, the bill is a candidate for the committee’s suspense file, consistent with the committee’s rules and practice.

CDFA contends that should it choose to establish and oversee a task force, any additional administrative costs would likely be minor, absorbable, and reimbursable through the California Grown program (see background), which is supported by, among other things, membership dues and licensing fees and external grants.

COMMENTS:

Background. According to CDFA, “California Grown,” also known as the Buy California Marketing Agreement, is the only statewide agricultural marketing organization that promotes all California-grown agricultural products on a year-round basis. California Grown is funded through public and private contributions from the U.S. Department of Agriculture, CDFA, and

agricultural organizations. A 2025 CDFA report stated, “For two decades, the California Grown brand with its iconic blue and gold license plate logo has been and remains a successful marketing tool leveraged by California commodity organizations and licensed food companies.”

The author’s office contends that upcoming events in the state like the 2026 FIFA World Cup and the 2028 Olympics “represent incredible opportunities to put California on the world stage,” and that “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, the author argues, California’s existing marketing programs like California Grown or the state’s various commodity commissions and councils do not have a formalized process to coordinate and plan around these events. According to the author:

AB 2743 creates that process by authorizing the Secretary of [CDFA] 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.

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