

FIRST REGULAR SESSION

# SENATE BILL NO. 153

95TH GENERAL ASSEMBLY

INTRODUCED BY SENATOR CLEMENS.

Pre-filed January 6, 2009, and ordered printed.

TERRY L. SPIELER, Secretary.

0122S.011

## AN ACT

To repeal section 416.440, RSMo, and to enact in lieu thereof one new section relating to the sale of milk.

*Be it enacted by the General Assembly of the State of Missouri, as follows:*

Section A. Section 416.440, RSMo, is repealed and one new section  
2 enacted in lieu thereof, to be known as section 416.440, to read as follows:

416.440. 1. No milk processor or distributor shall, with the intent or with  
2 the effect of unfairly diverting trade from a competitor, or of otherwise injuring  
3 a competitor, or of destroying competition, or of creating a monopoly, give or offer  
4 to give any milk product purchaser any rebate, discount, free service or services,  
5 advertising allowance, pay for advertising space used jointly, donation, free  
6 merchandise, rent on space used by the retailer for storing or displaying the milk  
7 processor's or distributor's merchandise, financial aid, free equipment, or any  
8 other thing of value[; except the bona fide return by a cooperative association to  
9 its members on a patronage basis of the savings realized on products sold and  
10 distributed to the members or patrons].

11 2. Proof of the giving or offer to give anything of value is prima facie  
12 evidence of a violation of this section.

13 3. **Notwithstanding any provision of this section to the contrary,**  
14 **the bona fide return by a cooperative association to its members on a**  
15 **patronage basis of the savings realized on products sold and**  
16 **distributed to the members or patrons shall not be considered a**  
17 **violation of this section.**

18 4. No milk product purchaser shall accept from any milk processor or  
19 distributor any rebate, discount, free service or services, any advertising

**EXPLANATION—Matter enclosed in bold-faced brackets [thus] in this bill is not enacted and is intended to be omitted in the law.**

20 allowance, pay for advertising space used jointly, donation, free merchandise, rent  
21 on space used by retailer for storing or displaying the milk processor's or  
22 distributor's merchandise, financial aid, free equipment, or any other thing of  
23 value[; except the bona fide receipt from a cooperative association of a patronage  
24 refund based on the patronage of the purchaser with the cooperative association].

25 [4.] 5. Proof of the acceptance of any thing of value by any milk product  
26 purchaser is prima facie evidence of the violation of this section.

27 **6. Notwithstanding any provision of this section to the contrary,**  
28 **the bona fide receipt from a cooperative association of a patronage**  
29 **refund based on the patronage of the purchaser with the cooperative**  
30 **association shall not be considered a violation of this section.**

31 [5.] 7. This section does not prevent a processor or distributor from  
32 furnishing point-of-sale advertising material to a retailer without cost for the  
33 promotion of the sale of the processor's or distributor's products.

34 [6.] 8. This section does not prevent a discount of two percent or less for  
35 payment on or before a certain date.

Bill ✓

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