

## What is Choose Iowa™?

Choose Iowa™ is a state-identity promotional program designed specifically for Iowa companies whose products are grown, raised, processed or manufactured in Iowa.

## Why Choose Iowa™?

Many Iowa consumers prefer to buy local products for their quality and want to support small farms, diversified agriculture and rural communities.

When consumers see the Choose Iowa™ logo, they can be sure the products were grown, raised, processed or manufactured in Iowa.

## Who should join Choose Iowa™ ?

Anyone who produces a food or agricultural product that is grown, raised, processed or manufactured in Iowa.

Restaurants who serve Iowa foods and businesses that sell Iowa value-added ag products.

Any company, non-profit organization, educational institution, trade or commodity association that supports the goals of the program.

# Choose IOWA™

Choose Iowa  
Iowa Department of Agriculture and Land Stewardship  
Wallace Building  
502 E 9th Street  
Des Moines, IA 50319

Locally GROWN, RAISED,  
and/or PROCESSED products

[www.chooseiowa.com](http://www.chooseiowa.com)





### Choose Iowa™ Mission

To promote Iowa's ag-based retail industry.

### Choose Iowa™

Choose Iowa™ endorses Iowa grown, raised, processed and manufactured products.

- Promotes the image of Iowa and the value of Iowa products, people and places.
- Builds a state-identity program to increase awareness and demand for Iowa products.
- Maximizes marketing efforts for Iowa's ag-based businesses.
- Provides educational opportunities to increase the knowledge and skills of Iowa's agricultural entrepreneurs.
- Business owner networking.



### Choose Iowa™

#### What's in it for me?

Growers and Processors: Want to sell more products?

- Consumers seek goods grown, raised and/or processed in Iowa - By using the Choose Iowa logo you will draw more attention to your products selling more

Retailers or Grocers: Want to show your support for local agriculture?

- Use the Choose Iowa logo as a point-of sale promotions, in your circular, and newspaper display ads

Consumers: Want to support your local farmer?

- The next time you're grocery shopping, look for and ask your grocer for Iowa grown or made products. Do the same when dining out!

Restauranteurs: Want to leverage consumer awareness for Iowa goods?

- Highlight Iowa raised, grown and/or processed foods on your menus by using the Choose Iowa logo.

Media: Looking for stories of interest to your audience?

- We will work closely with you to identify cutting edge topics to help you connect with your audience and the ag industry regarding growing interest of Iowa based products.
- Funds collected will also be used in co-op advertising with retailers.

### Choose Iowa™

• Companies whose products are grown, raised, processed or manufactured in Iowa. Restaurants, stores, and businesses that sell Iowa value-added products.

#### Application Fee: \$25

\* We're proud to have the Iowa Grocery Industry Association as partners, application fee waived for IGIA members.

#### Product Registration Fee: \$25

\* The product registration fee, for producer's, is capped at \$500 per company.

To learn more visit our website at

[www.agriculture.state.ia.us](http://www.agriculture.state.ia.us)

or call

(515) 281-8604

