



Iowa Department of Agriculture and Land Stewardship
Wallace Building ~ Des Moines, IA
www.chooseiowa.com

The trademarked “Choose Iowa” logo lets consumers identify Iowa raised, grown and/or processed products. People who grow, raise or process Iowa products must receive an annual license from the Iowa Department of Agriculture and Land Stewardship to use the logo. Retailers such as grocery stores and restaurants are allowed to use the logo without a license, but only on the items that have been registered. (*retail food establishment: a restaurant; delicatessen; bakery; grocery store; or any outlet with an in-store restaurant, delicatessen, bakery, salad bar, or other eat-in or carry-out service of processed or prepared raw and ready-to-eat food.*)

Funding for “Choose Iowa” is also a partnership between the public and private sectors. The “Choose Iowa” program is funded from members in the form of application fees and product registration fees and leverage additional investment from private sector entities.

The “Choose Iowa” program is very proud of its ability to work together with a wide variety of producers, associations, non-profit organizations and others who share the vision of increased market opportunities for Iowa growers and processors.

Objectives:

1. To encourage consumers to ask for and seek Iowa raised, grown and/or processed products when making buying decisions
2. To illustrate the benefits of the agricultural industry on the economy, lifestyle and environment of the state.
3. To emphasize the broad variety of high quality, safe and healthy products raised, grown and/or processed in Iowa, and the people who produce them.
4. To serve as a liaison for growers, retailers, consumers and media as they seek information on buying or promoting Iowa raised grown and/or processed products.

What’s in it for me?

1. Growers and/or processors: This program is designed to help you sell more products in the state. As logo placement and signage at groceries becomes more prominent, we encourage you to use the “Choose Iowa” logo on your products.
2. Retailers/Grocers: Show consumers that your company supports local agriculture by using the “Choose Iowa” logo as point-of sale promotions and in your circular and newspaper display ads.
3. Consumers: The next time you’re grocery shopping, look for and ask your grocer for Iowa grown or made products. When dining out, order or ask for menu items made with Iowa products.
4. Restauranters: highlight Iowa raised, grown and/or processed foods on your menus by using the “Choose Iowa” logo to help leverage consumer awareness.
5. Media: We will work closely with the media in every part of the state to identify stories of interest for your audience. Story topics could include buying trends, organic farms, small farms, niche product trends, wine, agri-tourism, farmer-retailer success stories, and restaurant trends. We gladly connect media members to growers, Ag industry leaders, chefs and retailers. Funds collected will also be used in co-op advertising with retailers.

The “Choose Iowa” logo may only be used by licensed applicants on registered products raised, grown and/or processed in Iowa.

1. Product major ingredients shall be raised, grown and/or processed Iowa
2. The farm(s) where the ingredients are raised, grown, or processing/production facilities, or corporate headquarters shall be located in Iowa.
3. Facilities shall meet all State and Federal regulations where applicable. Products shall meet or exceed USDA and/or State of Iowa standards where applicable.
4. Logo cannot deviate from its original design or color without prior written approval from the Iowa Department of Agriculture and Land Stewardship.
5. The logo shall only be used in association with approved agricultural products for which the major ingredients were raised, grown and/or processed in Iowa.
6. The use of the logo is royalty free, but is personal only to the applicant. The logo shall not be reassigned to another party. The “Choose Iowa” symbol is registered with the Iowa Secretary of State and regulated by the Iowa Department of Agriculture and Land Stewardship.
7. Permission to use the logo may be denied or revoked at any time by the Iowa Department of Agriculture and Land Stewardship.
8. The Iowa Department of Agriculture and Land Stewardship is not liable for, nor does the department guarantee products using this logo.
9. Upon approval of the initial application, the department shall provide a high resolution logo (artwork) that can be reproduced as signage or on registered product labels.

Application to use the “Choose Iowa” logo

1. Any person, farm, or firm marketing Iowa grown and/or processed agricultural or food products may submit an application to use the “Choose Iowa” logo on registered products.
2. Applicants agree to allow visits to production and/or processing facilities to verify compliance with guidelines established by the Department.
3. Applications shall be made on forms provided by the Iowa Department of Agriculture and Land Stewardship at www.chooseiowa.com
4. License to use the “Choose Iowa” logo shall be granted by Iowa Department of Agriculture and Land Stewardship upon approved application. Licenses and registrations shall be renewed annually.
5. Applicants shall provide a description of products and packaging. When applicable, a label and sample of the product in a finished package shall be provided. All applicants shall provide a copy of appropriate licenses, health certifications, or records of inspection by appropriate state or federal agency when applicable.

Assistance ~ the Iowa Department of Agriculture and Land Stewardship, shall provide the following services upon request (as resources allow):

1. Appropriate staffing and management services.
2. Assistance in Retail, food service and institutional marketing.
3. Advertising, promotion, merchandising, public relations campaigns and special media promotions throughout the year.
4. Logo promotional materials available.

***The Iowa Department of Agriculture and Land Stewardship
Reserves the Right to revise these guidelines.***