

IDAPA 02 – IDAHO DEPARTMENT OF AGRICULTURE

Administration Division

02.01.04 – Rules Governing the Idaho Preferred® Promotion Program

Who does this rule apply to?

Participants in the Idaho Preferred® Program.

What is the purpose of this rule?

Idaho Preferred® is a voluntary program developed by the Idaho State Department of Agriculture (ISDA) dedicated to identifying and promoting Idaho food and agriculture products. Fresh fruits, vegetables and meats; fine wines, beers and spirits; specialty foods, forest products and nursery plants and trees – are all products marketed through the Idaho Preferred® program. The program seeks to identify food and agriculture products in order to increase market share and opportunity for profitability for Idaho farmers, ranchers, growers and food and beverage processors.

The Rules Governing the Idaho Preferred Program outline eligibility requirements for participation in the program. The rules also outline product selection criteria and establishes the requirements for the use of the Idaho Preferred® logo and participation fees.

What is the legal authority for the agency to promulgate this rule?

This rule implements the following statute(s) passed by the Idaho Legislature:

- [22-112, Idaho Code](#) – Promotion and Certification of Idaho Agricultural Products

Who do I contact for more information on this rule?

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000. LEGAL AUTHORITY.

This chapter is adopted under the legal authority of Section 22-112, Idaho Code. (3-20-20)T

001. TITLE AND SCOPE.

01. Title. The title of this chapter is IDAPA 02.01.04, “Rules Governing the Idaho Preferred® Promotion Program.” (3-20-20)T

02. Scope. These rules govern the participation in, and product selection criteria for the Idaho Preferred® program. The program was developed by the Idaho State Department of Agriculture to identify and promote food and agricultural products from the state of Idaho, elevate consumer awareness of such products, and assist in developing opportunities for sale of such products. These rules establish the requirements for the use of the Idaho Preferred® logo and will define eligible products, application procedures, and participation fees. (3-20-20)T

002. -- 009. (RESERVED)

010. DEFINITIONS.

The following definitions apply in the interpretation and enforcement of this chapter. (3-20-20)T

01. Agricultural Product. Any fresh or processed apicultural, aquacultural, avicultural, beverage, cervidae, dairy, horticultural, livestock, forestry, viticultural, or other farm or garden product. (3-20-20)T

02. Apicultural Product. Products produced from or related to honey bees or honey. (3-20-20)T

03. Aquacultural Product. Products produced from or related to fish, reptiles, or other aquatic animals. (3-20-20)T

04. Avicultural Product. Products produced from or related to birds, including but not limited to, ratites or poultry. (3-20-20)T

05. Beverage. Drinks including but not limited to wine, beer, distilled spirits, bottled water, or flavored drinks. (3-20-20)T

06. Broker. A sales and marketing agent employed to make bargains and contracts for compensation. (3-20-20)T

07. Cervidae Product. Products produced from or related to fallow deer, elk, or reindeer owned by a person. (3-20-20)T

08. Dairy Product. Products produced from or related to milk from cattle, goats, or sheep. (3-20-20)T

09. Florist Stock. All cut flowers, foliage and ferns, all potted plants or cuttings or bedding plants, and all flowering bulbs and rooted herbaceous plants used for ornamental or decorative purposes and all corms, whether grown in boxes, benches, pots, under glass or other artificial covering, or in the field or open ground or cuttings therefrom. (3-20-20)T

10. Foodservice. A person engaged in or related to the practice of commercial food preparation and service. (3-20-20)T

11. Forest Products. All products made of wood fiber such as timber, wood chips, sawdust or shavings, including but not limited to lumber, paper, particleboard, fence or corral posts or rails, shingles, shakes, firewood or pellets, logs used in the construction of log homes or any other product sold commercially. (3-20-20)T

12. Fresh Produce, Commodities, and Fresh Meat. Bulk or packaged agricultural products that have been cleaned, sorted, or otherwise prepared and are sold or distributed in an unprocessed or minimally processed condition. (3-20-20)T

13. Horticultural Products. Plants, including but not limited to, fruits, vegetables, flowers, seeds, or ornamental plants. (3-20-20)T

- 14. Livestock.** Domestic animals including but not limited to cattle, sheep, pigs, goats, domestic cervidae, domestic bison, camelids, or horses. (3-20-20)T
- 15. Livestock Product.** Products produced from or related to livestock. (3-20-20)T
- 16. Non-Food Agricultural Products.** Products not intended for human consumption, including but not limited to, animal feed, compost, hides, or skins. (3-20-20)T
- 17. Supporting Organization.** Any commission, association, or incorporated group supporting the efforts of the Idaho Preferred® program. (3-20-20)T
- 18. Nursery Stock.** All botanically classified plants or any part thereof, such as aquatic or herbaceous plants, bulbs, sod, buds, corms, culms, roots, scions, grafts, cuttings, fruit pits, seeds of fruits, forest and ornamental trees, and shrubs, berry plants, and all trees, shrubs, vines, and plants collected in the wild that are grown or kept for propagation or sale. Nursery stock does not include field and forage crops, seeds of grasses, cereal grains, vegetable crops and flowers, bulbs and tubers of vegetable crops, vegetables or fruit used for food or feed, cut trees or cut flowers unless stems or other portions thereof are intended for propagation. (3-20-20)T
- 19. Packer/Shipper.** A person who packages and ships food or agricultural products to wholesalers, retailers, and other outlets. (3-20-20)T
- 20. Participant.** A person who has applied to the Department and been approved for participation in the Idaho Preferred® program. (3-20-20)T
- 21. Processed Food.** Any food product which has been transformed from its natural state by methods including but not limited to freezing, cutting, heating, drying, treating, or adding ingredients. (3-20-20)T
- 22. Processor.** A person engaged in the manufacturing of processed food. (3-20-20)T
- 23. Producer.** A person engaged in the business of growing or raising food, fiber, feed, or other agricultural products. (3-20-20)T
- 24. Retailer.** A person engaged in making sales directly to consumers. (3-20-20)T
- 25. Viticultural Products.** Products produced from or related to grapes and wine. (3-20-20)T
- 26. Wholesaler.** A person who buys in comparatively large quantities and then resells, usually in smaller quantities, but never directly to the consumer. (3-20-20)T

011. -- 014. (RESERVED)

015. VOLUNTARY PROGRAM.

The Idaho Preferred® program is a voluntary promotion program. (3-20-20)T

016. -- 099. (RESERVED)

100. APPLICATION FOR PARTICIPATION.

01. Application Requirement. Persons interested in becoming a participant in the Idaho Preferred® program shall do so by making application to the Department on forms established by the Director. New applications may be submitted at any time throughout the year. (3-20-20)T

02. Application Review and Compliance Verification. The Director, upon receipt of an application, will verify the applicant's compliance with this chapter and approve or deny the application. The Director will notify the applicant in writing of the approval or denial. (3-20-20)T

101. PARTICIPATION DURATION AND RENEWAL.

01. Duration. Participation is on an annual basis, coinciding with the fiscal year beginning July 1 and ending June 30, unless otherwise provided for in this chapter. (3-20-20)T

02. Renewing Participation. Renewals shall be submitted on forms established by the Director and will be due August 1. (3-20-20)T

03. Reporting on Use of Logo. Participants renewing with the Department will report their use of the Idaho Preferred® logo from the concluding program year. The report will include, but may not be limited to, information regarding how the Idaho Preferred® logo was used. (3-20-20)T

102. -- 109. (RESERVED)

110. PARTICIPATION FEES.

01. Annual Fee. Participation fees will be listed in the participation application and will not exceed one thousand dollars (\$1,000). (3-20-20)T

02. Participation Categories: (3-20-20)T

a. Producer. (3-20-20)T

b. Packer/Shipper/Processor. (3-20-20)T

c. Supporting Organization. (3-20-20)T

d. Retail/Foodservice. (3-20-20)T

e. Broker/Distributor. (3-20-20)T

03. Pro-Rated Fees. New participation agreements issued during the program year will be assessed one hundred percent (100%) of the annual fee if applying between July 1 and December 31 and fifty percent (50%) of the fee if applying between January 1 and June 30. (3-20-20)T

04. Participation in Multiple Categories. Persons qualifying in multiple participation categories shall be assessed the greater of participation fees. (3-20-20)T

111. PARTICIPATION PRIVILEGES.

Participants will benefit from privileges including: (3-20-20)T

01. Use of the Idaho Preferred® Logo. Use of the Idaho Preferred® Logo on product labels, advertising, signage, or other promotional materials as allowed by the department. (3-20-20)T

02. Listing. Listing In Idaho Preferred® Product Directories. (3-20-20)T

03. Promotion. Promotion through advertising, retail and foodservice promotions, consumer and education events, and the Idaho Preferred® website. (3-20-20)T

04. Visibility. Visibility from the department's promotion activities. (3-20-20)T

112. -- 199. (RESERVED)

200. PRODUCT QUALIFICATION.

01. Authority of Determination. The Director has sole authority in determining the eligibility of a product for participation in the program. (3-20-20)T

02. General Product Qualifications. Except as specified in this chapter, or by written order of the Director, products must meet or exceed the following criteria: (3-20-20)T

a. Fresh produce and commodities bearing the Idaho Preferred® logo shall be one hundred percent (100%) Idaho grown or raised. (3-20-20)T

b. Processed foods and beverages shall: (3-20-20)T

i. Contain a minimum of twenty percent (20%) agricultural content by weight that has been grown or raised in Idaho; and (3-20-20)T

ii. Be processed in the state of Idaho. (3-20-20)T

c. Non-food agricultural products must be at least twenty percent (20%) agricultural content by weight that has been grown or raised in Idaho and processing must occur in Idaho. (3-20-20)T

03. Potatoes. Only certification marks owned or administered by the Idaho Potato Commission may be branded on potatoes grown in Idaho unless prior Idaho Potato Commission approval in writing is secured and granted for the use of additional words or designs. Any person or participant applying to the Idaho Preferred® program, with the intention to promote Idaho-grown potatoes or products made from Idaho-grown potatoes, shall provide proof of such permission prior to making application with the Department. (3-20-20)T

04. Wine. Wines shall contain a minimum of ninety-five percent (95%) Idaho grapes. (3-20-20)T

05. Beer. Beer shall: (3-20-20)T

a. Be brewed in Idaho; and (3-20-20)T

b. Contain at least one (1) Idaho agricultural product such as Idaho malt, Idaho wheat or Idaho hops, or soluble remnant thereof, but excluding water. (3-20-20)T

06. Water. Water must be extracted from an Idaho water source. (3-20-20)T

07. Nursery Stock. Nursery stock shall have been grown in Idaho a minimum of one (1) growing season or growing cycle. (3-20-20)T

08. Beef and Beef Products. Beef and beef products shall come from cattle that: (3-20-20)T

a. Were born, raised and harvested in the United States. No cattle that originate from outside the United States may qualify for the Idaho Preferred® logo. (3-20-20)T

b. Are raised, fed, or processed in Idaho. (3-20-20)T

c. Are processed in federally inspected plants. (3-20-20)T

09. Lamb and Lamb Products. Lamb and lamb products shall come from sheep that: (3-20-20)T

a. Are born, raised and harvested in the United States. No lambs that originate from, or reside for any portion of their life outside the United States may qualify for the Idaho Preferred® logo. (3-20-20)T

b. Have grazed or been fed in Idaho at least three (3) months prior to harvest. The three (3) months need not be contiguous, but must be verifiable. (3-20-20)T

c. Are processed at approximately one (1) year of age or less and qualify as lamb or carcasses from older animals, identified as mutton by USDA inspectors, may qualify if they have met requirements in Subsection 200.07.b. (3-20-20)T

- 10. Pork and Pork Products.** Pork and pork products shall come from hogs that: (3-20-20)T
- a.** Are born, raised and harvested in the United States. No hogs that originate from, or reside for any portion of their life outside the United States may qualify for the Idaho Preferred® logo. (3-20-20)T
 - b.** Are raised in or processed in Idaho. (3-20-20)T
 - c.** Are processed at less than one (1) year of age unless used exclusively for ground pork or sausage products, and are processed in a federally inspected plant. (3-20-20)T
- 11. Poultry and Poultry Products.** Poultry and poultry products shall come from fowl that: (3-20-20)T
- a.** Are hatched, raised and harvested in the United States. No fowl that originate from, or reside for any portion of their life outside the United States may qualify for the Idaho Preferred® logo. (3-20-20)T
 - b.** Are raised and processed in Idaho. Fertile eggs, also known as hatching eggs, or chicks less than three (3) days of age that originate outside of Idaho, but are raised and processed in Idaho, may qualify for Idaho Preferred®. (3-20-20)T
 - c.** Are processed in a facility that is approved through a District Health Department for retail sales, or in a federally inspected plant. (3-20-20)T
- 12. Game Meat.** Game meat shall: (3-20-20)T
- a.** Come from domestic Cervidae that are born, raised and processed in Idaho and originate from a facility regulated by the Idaho State Department of Agriculture. (3-20-20)T
 - b.** Come from domestic buffalo that are born, raised and processed in Idaho. (3-20-20)T
 - c.** Be processed in a federally inspected plant. (3-20-20)T
- 13. Apicultural Products.** Products produced by honey bees including honey, wax, pollen, and propolis shall be one hundred percent (100%) Idaho origin. Processed honey shall be eighty percent (80%) Idaho origin. (3-20-20)T
- 14. Forest Products.** Forest products shall: (3-20-20)T
- a.** Contain a minimum of eighty percent (80%) of their wood fiber content from trees grown in Idaho; and (3-20-20)T
 - b.** Be manufactured in Idaho. (3-20-20)T
- 15. Exceptions.** The Director has the authority to establish product qualification requirements specific to individual products and commodities by written order. (3-20-20)T

201. -- 299. (RESERVED)

300. LOGO.

The Idaho Preferred® logo has been registered by the Department with the United States Library of Congress (Copyright registration), the United States Patent and Trademark Office (Certification Mark registration), the Idaho Secretary of State (Certificate of Trademark) and is afforded all protections provided for by law. The logo shall be used only by those participants in compliance with this chapter. The Director will establish by written order a logo style manual specifying approved colors, treatments, and fonts for the Idaho Preferred® logo. (3-20-20)T

01. Description of the Idaho Preferred® Logo. The Idaho Preferred® logo is an oval background containing a snow-capped mountain range topped with a sunburst. The word "IDAHO" appears in Brand Idaho

logotype, and a banner emblazoned with the word “PREFERRED” scrolls across the bottom of the logo. (3-20-20)T

02. Graphic Depiction of the Idaho Preferred® Logo:



(3-20-20)T

03. Approval for Use of Logo. Participants who wish to use the Idaho Preferred® logo on packaging, labels, flyers, promotional materials, or any other materials that will be viewed by the public must submit a proof of text and design to the Department for approval. Requests for approval must be submitted to the Idaho State Department of Agriculture, Marketing Division not less than five (5) working days prior to the proposed date of use. Written approval from the Department for logo use must be issued prior to use of the logo. (3-20-20)T

301. SPECIAL PROMOTIONAL ACTIVITIES.

01. Activities. The Department may engage in special promotional activities including, but not limited to, advertising, product demonstrations, events, publicity, and cooperative activities. The Department may invite participants in the Idaho Preferred® program to participate in any activities. (3-20-20)T

02. Fees. The Department may assess a separate fee for any special promotional activity. This fee will not exceed the actual cost of conducting the activity. (3-20-20)T

302. OTHER IDAHO PROMOTION PROGRAMS.

01. Commodity-Specific Promotion Programs. Commissions, boards, associations, or other organizations authorized by statute to promote or regulate agricultural products grown, packed, or processed in the state of Idaho shall be the primary and principal promotion and certification mark and trademark organizations for the particular commodity they are authorized to promote or regulate. (3-20-20)T

02. Ownership of Marks. Any trademarks, certification marks, brands, seals, logos or other identification marks, that are established, owned or used by such commissions, boards, associations or organizations shall remain their sole property. Any use or infringement of their ownership right is prohibited unless written permission is obtained from an authorized representative of the commission, board, association or organization. (3-20-20)T

303. DISTRIBUTION OF PROMOTIONAL MATERIAL.

01. Authorized Use. The Idaho Preferred® program has the authority to provide retail and food service outlets, farmers' markets, schools, media, fairs, and other such businesses, organizations, and venues the opportunity to promote Idaho food and agricultural products using the program logo and promotional materials. Open distribution of any and all point-of-sale materials, signage, advertising, identification placards, and other such promotional material, in accordance with this chapter and other applicable laws and precedent, is acceptable use and not considered an infringement on the ownership rights of any mark or seal of a supporting organization as defined in this chapter. (3-20-20)T

02. Fees. The Department may assess a fee for promotional materials such as, but not limited to,

banners, stickers, signs, aprons, shopping bags, etc. (3-20-20)T

304. -- 309. (RESERVED)

310. SELF-CERTIFICATION.

All participants shall self-certify that all products marked with the Idaho Preferred® logo meet the qualification criteria as set forth in this chapter. Self-certification is subject to verification through the application and compliance process. (3-20-20)T

311. COMPLIANCE.

01. Authority of Director. The Director has the authority to enter upon the premises of any participant to examine and copy any of the following items: (3-20-20)T

a. Books, papers, records, ledgers, journals, electronically or magnetically recorded data: (3-20-20)T

b. Computers and computer records or memoranda bearing on the usage of the Idaho Preferred® logo; and (3-20-20)T

c. To secure all other information concerned in the enforcement of these rules. (3-20-20)T

02. Random Compliance Inspection. The Director shall annually perform random compliance inspections. (3-20-20)T

03. Samples. The participant shall, upon the request of the Director, provide samples of the participant's labels, packaging, merchandising, and promotional materials featuring the Idaho Preferred® logo. (3-20-20)T

312. -- 314. (RESERVED)

315. VIOLATION.

Any person found in violation of these rules is subject to termination of participation privileges. (3-20-20)T

316. -- 999. (RESERVED)

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