

187.301 Choose Iowa promotional program.

1. The department shall establish and administer a choose Iowa promotional program to advertise for retail sale an Iowa product that may include any of the following:

a. An agricultural commodity produced on an Iowa farm, except that it may be prepared for sale by washing or packaging in this state.

b. An agricultural commodity processed in this state, if its components originate as an agricultural commodity produced on an Iowa farm.

2. *a.* The department may adopt rules further defining an Iowa farm, Iowa agricultural commodity, and Iowa product; and describing how an Iowa agricultural commodity originates on an Iowa farm.

b. The department may adopt rules providing for the acceptable use of a component that originates from an agricultural commodity not produced on an Iowa farm. In adopting the rules, the department may consider whether the component is an incidental or insignificant part of an Iowa product.

[2022 Acts, ch 1152, §4](#)

C2023, §159.28

[2024 Acts, ch 1177, §4, 14, 16](#)

C2025, §187.301