

21—43.24(200) Product claims. Product claims may be substantiated by one of two methods: (1) efficacy testing; or (2) substantiation of data relevant to Iowa crops and soils. Efficacy testing and substantiation shall be completed when requested by the department to support claims made for fertilizer and soil conditioner that is sold, distributed or offered for sale in Iowa. Documentation substantiating product claims by efficacy testing shall contain the following information:

1. All guaranteed ingredients must be identified and indicated by percentage.
2. State the crop or soil response being measured.
3. The research facility and investigators conducting the trials.
4. Dates and locations of trials.
5. The trials must be conducted, utilizing the principles of experimental design and methods consistent with those in agricultural research. This involves raw data from proper treatment selection, replication and randomization in such a manner that statistical analysis of data is possible.
6. Exclude consumer testimonials.

This rule is intended to implement Iowa Code sections 200.5 and 200.14.