

261—164.2(15) Definitions.

“Advertisement” means any written, printed, verbal or graphic representation, or combination thereof, of any product with the purpose of influencing consumer opinion as to the characteristics, qualities or image of the commodity, food, feed, or fiber except labeling information as required by any government.

“Advisory committee” means the advisory committee appointed by the director to advise the department on how to promote and administer the A Taste of Iowa program.

“A Taste of Iowa program” or *“program”* means the promotional certification program authorized by these rules.

“Director” means the director of IDEED.

“Label” means any written, printed, or graphic design that is placed on, or in near proximity to, any product whether in the natural or processed state or any combination thereof.

“License” means the written agreement through which IDEED grants authorization to use the A Taste of Iowa logo.

“Person” means any natural person, corporation, partnership, association, or society.

“Processed” means any significant change in the form or identity of a raw product through, by way of example but not limited to, breaking, milling, shredding, condensing, cutting or tanning.

“Produced in Iowa” means:

1. For processed products, 50 percent or more of the product by weight or wholesale value was grown, raised or processed in Iowa.

2. For raw products, 100 percent of the product by weight, if sold by weight, by measure, if sold by measure, by number, if sold by count, was grown or raised in Iowa.

“Product” means any agricultural commodity, processed food, feed, fiber, or combinations thereof.

“Promotion” or *“promotional”* means any enticements, bonuses, discounts, premiums, giveaways, or similar encouragements that influence consumers’ opinions regarding a product.