

**261—164.3(15) Guidelines.** Before an applicant will be granted authorization to use the marketing logo, an applicant shall comply with the following guidelines to demonstrate to the department that the product or service is manufactured, processed or originates in Iowa.

**164.3(1) Eligible applicants.** Eligible applicants are those:

*a.* Companies whose products are manufactured, processed or originate within the state of Iowa;  
or

*b.* Service-oriented firms including, but not limited to, financial, wholesalers and distribution centers whose products qualify under paragraph “a” above.

**164.3(2) Criteria.** An applicant shall meet the following criteria to be eligible to use the marketing logo in conjunction with a designated product or service:

*a.* The company shall have a credible reputation as confirmed by the local chamber of commerce, the better business bureau, the regional coordinating council, or a local economic development group. The department may also contact the consumer protection, farm or other appropriate division of the Iowa attorney general’s office or other state or federal agencies for information about the company.

*b.* The applicant’s product or service shall be manufactured or processed or shall originate in Iowa.

*c.* Any applicant that has participated in the A Taste of Iowa program and whose license to use the logo was terminated by the department is ineligible to reapply for program participation for a period of five years from the date of termination.

*d.* The company shall furnish a signed and completed application on forms provided by the department. The application shall include, but not be limited to, the following:

(1) A description of the product(s) or service(s) for which the logo is sought.

(2) Information confirming that the applicant’s product or service is manufactured or processed or originates in Iowa.

(3) A description of the distribution area for the product or service.

(4) Warranty or guarantee statements covering the product or service, if available.

(5) Copies of promotional literature or brochures, if available.

(6) A statement describing how the logo is to be used and on what product(s) or service(s).

(7) Any other information about the product or service as requested by the department.