
BUDGET UNIT BRIEF – FY 2025

Fiscal Services Division

July 1, 2024



Ground Floor, State Capitol Building

Des Moines, Iowa 50319

515.281.3566

Choose Iowa Promotion Program

Purpose and History

[House File 2581](#) established the Choose Iowa Promotional Program and the Choose Iowa Fund within the Iowa Department of Agriculture and Land Stewardship (IDALS). The Program is designed to advertise and market food produced in Iowa. The Fund will include moneys collected from Choose Iowa licensing fees, moneys appropriated to the Choose Iowa Promotional Program by the General Assembly, and other funds accepted by the IDALS from public or private sources for the Program. All moneys in the Fund are appropriated to the IDALS and will be used to administer the Choose Iowa Promotional Program.

Funding

In FY 2023, the Choose Iowa Fund received an appropriation from the General Fund of \$500,000 for the administration of the Choose Iowa Promotional Program.

Related Statutes and Administrative Rules

Iowa Administrative Code [21—52](#)

Budget Unit Number

0090GB80001

1443970

More Information

Choose Iowa Website: www.chooseiowa.com

LSA Staff Contact: Austin Brinks (515.725.2200) austin.brinks@legis.iowa.gov