Legislative Services Agency
State Capitol, 1007 E. Grand Avenue, Des Moines, Iowa 50319, 515.281.3566
Fiscal Services Division

Fiscal Topic

Choose Iowa Fund

November 9, 2026

Purpose and History

The Choose Iowa Fund consists of three programs that were consolidated into one appropriation in 2024 Iowa Acts, chapter 1177 (Department of Agricultural Programs and Activities Act). The consolidated programs include the Value Added Agricultural Grant Program, the Choose Iowa Promotional Program, and the Dairy Innovation and Revitalization Program.

Summary of Programs

The Value Added Agricultural Grant Program identifies, evaluates, and financially supports programs and services that add value to agricultural products, enable new technologies, and support alternative marketing strategies. The Program focuses on expanding livestock processing capacity, grain processing technology, food safety, sustainability, and ways to meet changing consumer market preferences. Emphasis is placed on incentivizing ideas that provide increased economic activity and jobs in rural communities. For FY 2027, DALS is required to use at least $500,000 from the Choose Iowa Fund for the Value Added Agricultural Grant Program.

The Choose Iowa Promotional Program is designed to advertise and market food produced in Iowa. Membership is available for those who process, produce, or sell agricultural products and grants access to the Choose Iowa logo after DALS approval. Membership fees are collected from members annually and are deposited into the Choose Iowa Fund. For FY 2027, DALS may use up to $1.1 million from the Choose Iowa Fund for the Choose Iowa Promotional Program.

The Dairy Innovation and Revitalization Program was established to provide financial assistance in the form of grants, low-interest loans, and forgivable loans to eligible businesses that are engaged in projects that expand or refurbish existing milk plants or mobile dairy processing units. A business may also qualify if it establishes a new milk plant or mobile dairy processing unit; rents buildings, refrigeration facilities, freezer facilities, or equipment necessary to expand dairy processing capacity; or incorporates methods and technologies that reduce farm labor associated with milk production and storage. For FY 2027, DALS is required to use at least $500,000 from the Choose Iowa Fund for the Dairy Innovation and Revitalization Program.

Funding

The Choose Iowa Fund received a General Fund appropriation of $1.8 million in the annual Agriculture and Natural Resources Appropriations Act beginning in FY 2025. The Fund also receives membership fees annually from participants in the Choose Iowa Promotional Program. The Fund is exempt from reversion requirements in Iowa Code section 8.33, which allows the Fund balance to carry forward to the next fiscal year. The Fund is also exempt from a requirement to remit interest earned under Iowa

Code section 12C.7, which allows the Fund to retain interest earned on the balance. **Figure 1** shows historical resources and expenses of the Choose Iowa Fund.

Figure 1 — Choose Iowa Fund

	FY 2024	FY 2025	FY 2026
Balance Brought Forward	$ 418,741	$ 1,571,931	$ 1,997,604
Adjustment	300		16
Total Balance Brought Forward	$ 419,041	$ 1,571,931	$ 1,997,620
Revenues:			
Appropriation	$ 1,711,780	$ 1,813,000	$ 1,813,000
Other	5,775	24,225	33,250
Total Revenues	$ 1,717,555	$ 1,837,225	$ 1,846,250
Expenditures:			
Personal Services - Salaries	$ 150,539	$ 279,271	$ 258,453
Personal Travel In State	1,430	6,820	8,223
Personal Travel Out of State	0	0	327
Office Supplies	3,764	3,087	7,700
Other Supplies	15,359	14,298	9,546
Printing and Binding	9,932	18,013	24,500
Communications	1,052	1,626	1,663
Rentals	650	6,090	615
Professional and Scientific Services	4,920	2,328	27,296
Outside Services	28,221	77,317	9,600
Advertising and Publicity	81,685	70,750	122,293
Reimbursements to Other Agencies	28	58	56
IT Equipment	0	208	7,726
Other Expense & Obligations	1,565	1,523	7,463
State Aid	265,520	930,165	1,070,798
Total Expenditures	$ 564,665	$ 1,411,554	$ 1,556,259
Balance Carried Forward	$ 1,571,931	$ 1,997,607	$ 2,287,611

Related Statutes and Administrative Rules

Iowa Code chapter 159
Iowa Administrative Code 21

Additional Information

For additional information, visit chooseiowa.com.

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