

159.28 Choose Iowa promotional program.

1. The department shall establish and administer a choose Iowa promotional program to advertise for sale on a retail basis a food item that originates as an agricultural commodity produced on an Iowa farm, and that may include any of the following:

a. An agricultural commodity, except that it may be prepared for sale by washing or packaging in this state.

b. A product, if it is processed in this state and any of its ingredients originate as an agricultural commodity produced on an Iowa farm.

2. *a.* The department may adopt rules further defining an Iowa farm and describing how an agricultural commodity originates on an Iowa farm.

b. The department may adopt rules providing for the acceptable use of ingredients originating from agricultural commodities not produced on Iowa farms. In adopting the rules, the department may consider whether the ingredient is an incidental additive or other component that the department determines is insignificant.

[2022 Acts, ch 1152, §4](#)

NEW section