**Labeling Program**

**Farmer Veteran Coalition of Iowa**

**dba: Veterans In Agriculture**

**Purpose:**

The Veterans In Agriculture (VIA) labeling program’s overall goal is to provide assistance in promoting veteran and active duty military owned farms and/or agribusinesses. And to enhance veteran businesses and VIA’s overall goal of empowering veterans to thrive in agriculture.

This program is designed to help beginning and/or established veteran/active military/reservist farmers with some basic items that can be used to establish and/or expand their presence in the marketplace as well as for marketing purposes.

Through the use of an identifiable labels, veteran/active military/reservist may be more easily identified in the marketplace for those consumers who would like to support them through the purchase of their products. The VIA’s labels are designed to be used in conjunction with a farmers existing brand, or can be used as a stand alone product.

The requirements and guidelines outlined in this program, do not replace regulations, policies, etc. of any farmers market or other market place that the applicant may participate in. All federal, state, and local regulations are to be followed at all times.

**Requirements:**

This program operates annually, following the calendar year, January through December. Marketing material is dated to show the year that the participant is in compliance with said guidelines during that marketing year.

1. Participants will provide Veterans in Agriculture a signed and dated application and access for future follow up, if needed.
2. As outlined in the application, the participant will be required to provide a copy of their DD214 military discharge or show they have an active duty assignment to Veterans in Agriculture before being eligible to participate in this program, if not already on file.
3. The participant will be responsible for all the safety certifications needed, including, but not limited to food safety courses, that are required under Iowa law.
4. Participants agree to use the Veterans In Agriculture label in accordance with the stated guidelines. Those who do not follow stated guidelines will not be permitted to participate in labeling and other applicable programs offered by VIA following the year of violation.
5. Labels and marketing material can be used for any fresh or processed item, including eggs and meats. However, all items must be grown and/or processed by the applicant. See eligible products for additional information of eligible products.
6. Applications and supporting documents will be reviewed for completeness prior to labels and other marketing material being sent distributed as well as to ensure the application reflects the overall intent of the labeling program.

**Best Practices:**

Veterans In Agriculture can audit participants at any time if they are notified or become concerned that these guidelines or other requirements are not being met.

Ten percent of all applicants will be reviewed annually, this may include farm visits.

Veterans In Agriculture reserves the right to collect data for those that are involved in this program. This could be in the form of an end of the season survey to determine effectiveness as well as how the program can be improved. Individual responses will be kept anonymous.

**Veterans In Agriculture Logo Usage Policy**

The following policy has been established to preserve Veterans In Agriculture’s ability to identify its origin and to protect the logo from the potential of a secondary meaning. Proper use of the logo minimizes the likelihood that the mark will become generic, or interpreted as abandoned by its rightful owner.

Permission to use Veteran In Agriculture’s label is granted when the Labeling Program application has been approved. Veterans In Agriculture grants permission for the use of its logo under this labeling program only, if the following criteria are met:

1. The primary purpose of its use is to promote fresh and/or processed items including eggs and meats. See VIA labeling eligible products for more information.
2. The logo cannot be modified or changed so that it becomes a part of an individuals company or product logo or branding itself. But can be used along side of an individual brand.
3. Should be used in a manner that does not adversely affect the overall intent or integrity, of this program, Iowa agriculture, Veterans In Agriculture or farmer veterans.

Labels and other logo items may be provided as needed at a cost to the participant as determined by the Board of Directors. These labels will include the year, to represent the year of approval into the labeling program. New labels will be provided after order and payment has been made. Contact Veterans In Agriculture at 515-252-7810 or by emailing info@veteransinagriculture.org for information and costs associated with the labels.