

**1540.2880 TERMS HAVING GEOGRAPHICAL SIGNIFICANCE.**

Terms having geographical significance with reference to a locality other than that in which the product is prepared may appear on the label only when qualified by the word "style," "type," or "brand," as the case may be, in the same size and style of lettering as in the geographical term and accompanied with a prominent qualifying statement identifying the country, state, territory, or locality in which the product is prepared, using terms appropriate to effect the qualification. When the word "style" or "type" is used, there must be a recognized style or type of product identified with and peculiar to the locality represented by the geographical term and the product must possess the characteristics of such style or type. The word "brand" shall not be used in such a way as to be false or deceptive; provided, that a geographical term which has come into general usage as a trade name and which has been approved by the commissioner as being a generic term may be used without the qualifications provided for in this part. The terms "frankfurter," "Vienna," "bologna," "Lebanon bologna," "braunschweiger," "thuringer," "Genoa," "Leona," "Berliner," "Holstein," "Goteborg," "Milan," "Polish," and their modifications, as applied to sausages, the terms "Brunswick," and "Irish" as applied to stews, and the term "Boston" as applied to pork shoulder butts, need not be accompanied with the word "style," "type," or "brand" or a statement identifying the locality in which the product is prepared.

**Statutory Authority:** *MS s 31A.08*

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