

1 Department of Agriculture

2

3 Adopted Permanent Rules Relating to Minnesota Grown Logo and
4 Labeling Statements

5

6 Rules as Adopted

7 1556.0100 AUTHORITY.

8 This chapter governs licensing and use of the "Minnesota
9 grown" logo and labeling statement and is adopted by the
10 commissioner under Minnesota Statutes, section 17.102.

11 1556.0120 "MINNESOTA GROWN" AND "2,000 MILES FRESHER" LABELING
12 STATEMENTS.

13 Subpart 1. **Eligible products.** The products listed in
14 items A and B are eligible to be packaged with "Minnesota grown"
15 and "2,000 miles fresher" labeling statements.

16 A. A raw agricultural product may be identified with
17 the labeling statements if no less than 80 percent of the
18 agricultural product was produced in Minnesota, except wild rice
19 may only be identified with the labeling statements if 100
20 percent of the product was produced in Minnesota.

21 B. A processed agricultural product may be identified
22 with the labeling statements if no less than 80 percent of the
23 featured product component was produced in Minnesota, except a
24 product containing wild rice may only be identified with the
25 labeling statements if 100 percent of the wild rice was produced
26 in Minnesota.

27 [For text of subps 2 to 4, see M.R.]

28 1556.0134 "CULTIVATED WILD RICE" LABELING STATEMENT.

29 Subpart 1. **Eligible products.** Agricultural products
30 containing cultivated wild rice may be identified with the
31 labeling statement if 100 percent of the wild rice contained in
32 the product was produced in Minnesota.

33 [For text of subps 2 to 4, see M.R.]

34 1556.0140 "ORGANIC PRODUCT" LABELING STATEMENT.

1 Subpart 1. Eligible products. The products listed in
2 items A and B are eligible to be packaged with the "organic
3 product" labeling statement. All products that carry the
4 "organic product" labeling statement must comply with parts
5 1555.0005 to 1555.0012 and Minnesota Statutes, sections 31.92 to
6 31.94.

7 A. A raw agricultural product, except wild rice, may
8 be identified with the labeling statement if no less than 80
9 percent of the product was produced in Minnesota on a production
10 unit that complies with parts 1555.0005 to 1555.0012 and
11 Minnesota Statutes, sections 31.92 to 31.94. Wild rice may be
12 identified with the labeling statement if 100 percent of the
13 wild rice was produced in Minnesota on a production unit that
14 complies with parts 1555.0005 to 1555.0012 and Minnesota
15 Statutes, sections 31.92 to 31.94. The entire product must
16 comply with parts 1555.0005 to 1555.0012 and Minnesota Statutes,
17 sections 31.92 to 31.94.

18 B. A processed product, except a processed product
19 containing wild rice, may be identified with the labeling
20 statement if no less than 80 percent of the featured product
21 component consists of raw agricultural products produced in
22 Minnesota on a production unit that complies with parts
23 1555.0005 to 1555.0012 and Minnesota Statutes, sections 31.92 to
24 31.94. A processed product containing wild rice may be
25 identified with the labeling statement if 100 percent of the
26 wild rice was produced in Minnesota on a production unit that
27 complies with parts 1555.0005 to 1555.0012 and Minnesota
28 Statutes, sections 31.92 to 31.94. The entire product must
29 comply with parts 1555.0005 to 1555.0012 and Minnesota Statutes,
30 sections 31.92 to 31.94.

31 Subp. 2. Use of the "organic product" labeling statement.
32 A producer licensed under part 1556.0160 may use the "organic
33 product" labeling statement on an eligible agricultural
34 product. A processor licensed under part 1556.0160 may use the
35 "organic product" labeling statement on an eligible product if
36 it was processed or manufactured in a plant located partially or

1 completely in Minnesota.

2 Subp. 3. Use by retailers and wholesalers. A retailer or
3 wholesaler may use the "organic product" labeling statement
4 without a license in order to display and advertise agricultural
5 products that qualify for the use of the labeling statement.

6 Subp. 4. Appearance of labeling statement. The labeling
7 statement may be added to an eligible product or display in any
8 color or color combination, except that on cultivated wild rice
9 or products containing cultivated wild rice labeling statements
10 may not be printed in navy blue and red or other color
11 combinations designed to make the labeling statement similar in
12 appearance to the "hand harvested wild rice" labeling statement.

13 1556.0145 "FEATURING" LABELING STATEMENT.

14 Subpart 1. Eligible products. The products listed in
15 items A and B are eligible to be packaged with the "featuring"
16 labeling statement.

17 A. A raw agricultural product may be identified with
18 the labeling statement if no less than 80 percent of the
19 agricultural product named on the labeling statement was
20 produced in Minnesota, except wild rice may only be identified
21 on the labeling statement if 100 percent of the wild rice was
22 produced in Minnesota.

23 B. A processed agricultural product may be identified
24 with the labeling statement if no less than 80 percent of the
25 agricultural product named on the labeling statement was
26 produced in Minnesota, except wild rice may only be identified
27 on the labeling statement if 100 percent of the wild rice was
28 produced in Minnesota.

29 Subp. 2. Use of the "featuring" labeling statement. A
30 producer or processor licensed under part 1556.0160 may use the
31 "featuring" labeling statement on an eligible agricultural
32 product.

33 Subp. 3. Use by retailers and wholesalers. A retailer or
34 wholesaler may use the "featuring" labeling statement without a
35 license to display and advertise products that qualify for use

1 of the labeling statement.

2 Subp. 4. **Appearance of labeling statement.** The labeling
3 statement may be added to an eligible product or display in any
4 color or color combination, except that on cultivated wild rice
5 or products containing cultivated wild rice labeling statements
6 may not be printed in navy blue and red or other color
7 combinations designed to make the labeling statement similar in
8 appearance to the "hand harvested wild rice" labeling statement.

9 1556.0160 LICENSING; AUTHORIZATION.

10 [For text of subpart 1, see M.R.]

11 Subp. 2. **Application to use labeling statements.** An
12 application to use labeling statements covered by this chapter
13 must be made in writing, on a form provided by the department,
14 and must reveal information considered necessary for the
15 enforcement of the Minnesota grown marketing program.

16 The application form must be accompanied by a fee
17 established in Minnesota Statutes, section 17.102. If an
18 applicant is ineligible, the fee must be refunded.

19 [For text of subp 3, see M.R.]

20 1556.0170 ENFORCEMENT.

21 The commissioner may make use of random or regular
22 investigations or inspections to ensure the proper use of
23 labeling statements covered by this chapter. The commissioner
24 may investigate any use of the labeling statements if there is
25 reason to believe improper use of a labeling statement exists.
26 The person, firm, partnership, corporation, or association
27 applying the labeling statement to a product must be able to
28 supply documentation to show that the product being labeled
29 meets eligibility requirements of the labeling program.