



## Idaho Preferred®

# Participation Application– Retail/Farmers Market

Idaho Preferred® is a program administered by the Idaho State Department of Agriculture to promote the *quality, diversity, and availability* of Idaho food and agriculture products. Idaho Preferred® assists retailers around the state in identifying Idaho Preferred® products through point of sale materials and in-store promotions.

To become a participant in the Idaho Preferred® program, please complete and return this application. Thank you for your interest in this important and exciting program—we look forward to welcoming you as a participant.

## Applicant Information

## Program Requirements

- The Idaho Preferred® program is governed under the Idaho Administrative Procedures Act, IDAPA 02, Title 1, Chapter 4.
- The Idaho Preferred® logo is a registered symbol and is regulated by the Idaho State Department of Agriculture.
- The Idaho Preferred® logo must only be used on food and agricultural products that have been grown, raised, or processed in the state of Idaho and meet the requirements as established in the Program Rules.
- A "Permission to Use the Idaho Preferred® logo" form must be submitted and approved prior to printing the Idaho Preferred® logo on flyers, POS, websites, etc. This form is available on line or by contacting the Department.
- If the logo is used in conjunction with a private logo or mark, such use must not be misleading or detract from the Idaho Preferred® logo or program in any way, as determined solely by the Department.

## Certification and Agreement

- The undersigned person certifies that the answers provided in this application are accurate and that he or she is duly authorized to execute this application. If accepted into the program, the Participant agrees to comply fully with the Idaho Preferred® Program Rules, including product qualifications and logo use guidelines, or as they may be subsequently revised by the Department.
- The participant acknowledges the Department's exclusive right, title, and interest in and to the Idaho Preferred® logo, and will not in any manner claim or represent that it has any ownership in the logo. The Participant further acknowledges and agrees that use of the logo shall not create any right, title, or interest in the Participant and upon termination of the agreement, the Participant will cease and desist all use of the logo.

Signature of Authorized Agent or Representative

Name (Printed)

Date

Sign and date your completed application and return it by mail or fax to:

Idaho State Department of Agriculture  
ATTN: Idaho Preferred®  
PO Box 790  
Boise, ID 83701  
Fax: 208-334-2879

**For assistance, call: 208-332-8684 or visit  
[www.idahopreferred.com](http://www.idahopreferred.com).**

The following Idaho Preferred® materials are available to retail members.

Do you currently use any of the following?

- Headers: Yes  No
- Banners: Yes  No
- Shelf tags: Yes  No
- Stickers: Yes  No
- Wine neckers: Yes  No
- Price cards: Yes  No
- Plant stakes: Yes  No
- Tree tags: Yes  No
- Wipe-off cards: Yes  No

Do you intend to use the materials?

- Yes  No
- Yes  No
- Yes  No
- Yes  No
- Yes  No
- Yes  No
- Yes  No
- Yes  No
- Yes  No



Are there additional materials you would use if available? If so, please list:

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Would you like your store listed on the Idaho Preferred® website? If so, please provide a 50-100 word description of your store emphasizing use of local products.