



IDAHO POTATO COMMISSION

USAGE GUIDELINES

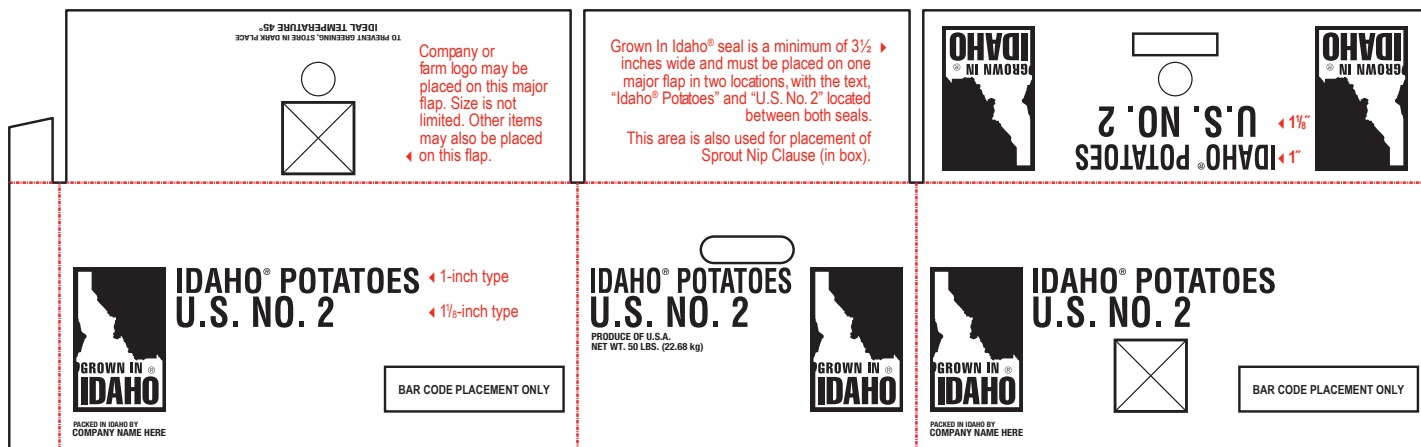
Guidelines for Packaging Fresh Idaho® Potatoes.

1. All fresh Idaho potatoes must be labeled Idaho® potatoes in a manner that is “clearly conspicuous” to the consumer on the front of the package or container along with the “Grown in Idaho®” seal.
2. When labeling or identifying Idaho potatoes, Idaho must be followed by the registration mark, as in Idaho® potatoes.
3. All containers must use Idaho specific produce code identifications when available, unless a written variance has been granted.
4. All packaging using IPC certification marks must be pre-approved by the Commission before production.
5. All fresh Idaho® potatoes packed in Idaho must say “Packed in Idaho.”
 - Idaho® potatoes packed or repacked outside of Idaho cannot say “Packed in Idaho.”
6. Size requirements for the “Grown in Idaho®” seal on all fresh packaging.
 - 5 inches minimum width for containers 100 lbs or greater
 - 2.5 inches minimum width for containers 50–100 lbs
 - At least 1.5 inches minimum width for all other containers with three exceptions:
 - individual or single potatoes
 - 3 or 4 tray packs, with a written variance
 - 1–2 lbs specialty variety potatoes, with a written variance
7. A duly licensed, responsible party’s name and address (packer, shipper, or distributor) must be on all packaging using IPC certification marks. (Also required by ISDA/USDA.)
8. The container manufacturer must also hold a valid IPC License, which can be obtained at no charge.
9. The potato variety must be identified. Several methods are acceptable, but the method chosen must be listed on the artwork when the artwork is submitted to IPC for approval. Identification methods include:
 - Single or containers holding less than 2 lbs: Label must say “Russet” with the variety stamped or printed on the master carton or container, and must be plainly visible.
 - Containers holding over 2 lbs, but less than 50 lbs. Variety must be part of packaging and at least 5/8 inches in height. A written variance may be granted for listing variety on the closing device.
 - Containers holding 50 lbs or more: Variety may be printed, marked, labeled or stenciled on a master carton or container, and must be at least 3/4 inches in height.
 - Containers holding 100 lbs or more: Variety may be printed, marked, labeled or stenciled on a master carton or container, and must be at least 1 inch in height.



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10. Special rule for US#2 Grade russet variety potatoes in a 50 lb. box/carton: must follow template exactly.



▲ "Packed In" or address line to be placed at least 1/2 inch from bottom score and at least 1/2 inch from left score (reading left to right) on major panel. It is not limited to one line but can not exceed beyond the word "Potatoes."

▲ Grown In Idaho® seal must be 3 1/2 inches wide with placement at left on major panels and at right on minor panels. Reading left to right, seal must be 1 5/8 inch from bottom score and at least 1/2 inch from side score.

▲ Company or farm logo may be placed under "No. 2." Maximum logo size is 3 1/2 inches wide.

11. Packaging of mixed non-russet varieties is only allowed with a specific, pre-approved, signed variance. Records of which specific varieties are packed in the container are required each year, and must be updated during the year if the varieties change. A recordkeeping form will be provided upon request.

Other Requirements – Under Idaho State Department of Agriculture authority:

Idaho Statute Title 22, Chapter 9 — Potatoes — Grading and Packing Brands

- Containers shall be branded, marked, labeled, or stenciled in a plain and legible manner with the name of the grade as to which such potatoes conform in a color or colors to contrast with the color of the container.
- Grade shall be on the same side of the bag or container as the private brand or other printing on the container, and shall be in such position as to be readily legible with the other printed matter or design on the container.
- Grade designation shall not be nearer than six inches to the top or bottom of 100 lbs bags. On bags containing less than 100 lbs, the grade designation shall be placed in position in proportion relatively to the 100 lbs bag.
- Grade Lettering sizes:
 - Containers 100 lbs + must be 2 inches or larger
 - Containers 99 lbs to 50 lbs – type size may be 3/4 inches
 - Containers under 50 lbs – type size may be 1/4 inches
 - Poly bags have been approved at 5/16 inches