



# IDAHO POTATO COMMISSION

## USAGE GUIDELINES

### Guidelines for Packaging Fresh Idaho® Potatoes Using IPC Certification Marks

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:
  - 2.25 inches minimum width on containers less than fifty (50) pounds
  - 3.5 inches minimum width on containers 50 – 100 pounds. Certification mark must be located on the front and back major panels of the container.
  - Exceptions:
    - individual or single potatoes
    - 3 or 4 tray packs, with a written variance
    - 1- or 2-pound containers of 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 pounds: 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 pounds, but less than 50 pounds: 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 pounds 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 pounds 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-pound box/carton: must follow template **exactly**:

**ON THE INSIDE OF THE TOP FLAP:**

- Company or farm logo may be placed on this major flap. Size is not limited. Other items may also be placed on this flap.
- Grown in Idaho® seal is a minimum of 2½ inches wide and must be placed on one major flap in two locations, with the text, "Idaho® Potatoes" and "U.S. No. 2" located between both seals. This area is also used for placement of (Spread Bag Clause) (if box).

**FRONT PANELS:**

- 1-inch type
- 1½-inch type
- BAR CODE PLACEMENT ONLY
- Grown in Idaho® seal must be 2½ inches wide with placement at left on major panels and at right on minor panels. Reading left to right, seal must be 1½ inch from bottom score and at least ½ inch from side score.
- Company or farm logo may be placed under "No. 2". Maximum logo size is 2½ inches wide.

**ADDITIONAL NOTES:**

- \* "Packed in" or address line to be placed at least ½ inch from bottom score and at least ½ inch from left score (reading left to right) on major panels. It is not limited to one line but can not exceed beyond the word "Potatoes".

11. Packaging of mixed non-russet varieties is only allowed with a specific, pre-approved, signed variance.

## 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-pound bags. On bags containing less than 100 pounds, the grade designation shall be placed in position in proportion relatively to the 100-pound bag.
- Grade Lettering size:
  - On containers 100 pounds or more—type size must be 2 inches or larger
  - On containers 50 to 99 pounds—type size may be 3/4 inches
  - On containers under 50 pounds—type size may be 1/4 inches
  - Poly bags have been approved at 5/16 inches