



**Interior Alaska Food Network**  
Please return to: Fairbanks Economic Development Corporation  
ATTN: Samantha Reynolds  
330 Wendell Avenue, Suite E  
Fairbanks, AK 99701

## Golden Heart Grown Application

**Farm:** \_\_\_\_\_

**Applicant Name:** \_\_\_\_\_

**Mailing Address:** (city, state, zip) \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Interior Grown Products:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Would you like to be added to the Interior Grown Agriculture Directory?** \_\_\_\_\_

### Policy for Use:

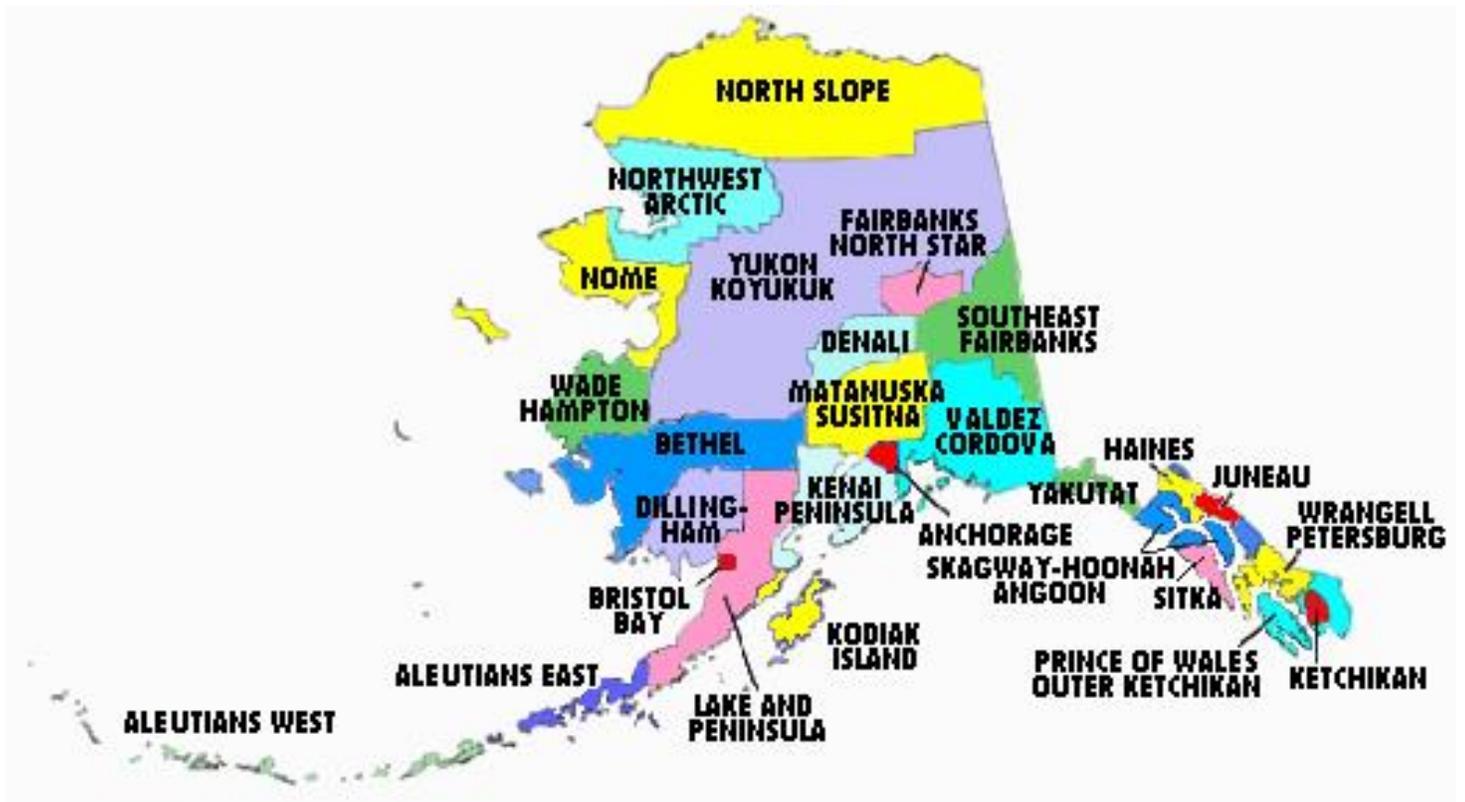
The Golden Heart Grown logo is for use on agricultural products that meet the established grade standards for the top two grades for the particular item. Those products not having USDA or state grades established will be evaluated on the basis of commodity or industry association guidelines. All products will be 100% interior\* grown except in the case of processed items, in which case 75% of the ingredients must be interior grown. On-site verification is desirable and may occur when a volunteer representative is available.

### Affidavit of Eligibility:

I, the undersigned, do hereby certify that I produce a product (or products) in the interior of Alaska, and that this product(s) satisfies the Golden Heart Grown requirements. I request that I be authorized to use the Golden Heart Grown and take full responsibility for the proper use of said logo in accordance with Golden Heart Grown requirements. I understand that this license may be terminated or my listing will be removed from the Source book for good cause.

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*Interior is defined by the census regions of the Yukon-Koyukuk, Denali, Fairbanks North Star, and Southeast Fairbanks regions.





## Golden Heart Grown Requirements

### Purpose

The purpose of Golden Heart Grown is to recognize and encourage products grown in the Interior Alaska in the marketplace.

### Golden Heart Grown Logo

The Golden Heart Grown logo is a registered trademark with the State of Alaska. The logo is a navy blue map of the state of Alaska, ringed with the rays of the midnight sun, and with a yellow circle set in the center of the state inset with a navy blue heart. The lettering is arched above the state in bold navy blue lettering. The Golden Heart Grown logo was created and is owned by the Interior Alaska Food Network (IAFN) and applications for use are arbitrated by Fairbanks Economic Development Corporation (FEDC).

### Agricultural Product Use

Anyone looking to use or display the Golden Heart Grown logo for promotion, marketing, advertising or sale of an agricultural product must submit a completed application to FEDC.

Products that qualify for Golden Heart Grown include:

- (1) a fruit or vegetable grown for a minimum of 90 percent of its lifecycle in the Interior;
- (2) a seed that is harvested from a plant meeting at least one of the requirements of this section;
- (3) a processed feed product with at least 75 percent of its ingredients being grown in the Interior;
- (4) Livestock grown in the Interior for a minimum of 75 percent of its life;
- (5) an egg produced from poultry while the poultry is in the Interior;
- (6) an apiculture product, such as honey, wax, comb or pollen, produced while the bees are in the state;

- (7) an animal fiber produced from Golden Heart Grown livestock;
- (8) an imported live woody plant grown outdoors in the Interior for a minimum of two years and bearing a hang-tag stating the location where the plant was acclimated and pointing out that it was not started in Interior Alaska;
- (9) a nursery or greenhouse plant, imported into the Interior as a rooted cutting or propagule and grown to a saleable product with at least 50 percent of its production time being within the Interior;
- (10) a plant (this includes floriculture), tree, grain, or grass grown to a finished product in the Interior; or
- (11) a byproduct or processed product with the principal ingredient meeting at least one of the requirements of this section. Water is not considered an ingredient under this section.

#### **Commercial Business Permitted Use**

A farmers market, grocery store, or restaurant may use or display the Golden Heart Grown logo on its premises with written authorization from FEDC if it is used for direct promotional purposes, markets, or advertising of Interior Alaska products at the farmers market, grocery, or restaurant. Permission to use the Golden Heart Grown logo must be obtained directly from FEDC and the logo may not be modified in any way, including in color or style.

#### **Non-Profit Promotional Merchandise Application**

An Alaskan non-profit agricultural organization seeking to use or display the Golden Heart Grown logo must submit a completed promotional merchandise application to FEDC. Included with the application will be:

- (1) a statement explaining the intended use of the Golden Heart logo;
- (2) evidence that the promotional merchandise will be sold by the non-profit agricultural organization whose purpose is to promote or support the Interior's agricultural industry;
- (3) a description or sample of the promotional merchandise to display the Golden Heart Grown logo;
- (4) a statement acknowledging that Interior Alaska Food Network owns all rights and interests in the Golden Heart Grown logo; and

- (5) upon request, any additional information, records or samples reasonably necessary to support or clarify the application.

FEDC will, within 30 days of receipt of a complete application, notify the applicant in writing of the approval or denial of the application.

### **No rights before license agreement**

The submission of an application does not vest the applicant any right to use or display the Golden Heart Grown logo during review of the application.

### **Agricultural product license agreement**

Upon completion, review, and approval of an application, FEDC will issue a license agreement. The license agreement includes:

- (1) The license is non-transferable, non-assignable, non-exclusive.
- (2) The license may be terminated for good cause by FEDC or IAFN.
- (3) The license term agreement will expire after four years.

The licensee is responsible to verify that their agreement is current and on file with FEDC before using the Golden Heart Grown logo. The licensee must inform FEDC of any changes in mailing address or telephone number.

### **Promotional merchandise license agreement**

Upon satisfactory review of an application, FEDC will issue a license agreement, which among other things, will provide:

- (1) The license is non-transferable, non-assignable, and non-exclusive;
- (2) The license may be terminated by FEDC for good cause;
- (3) The term of the license is for a period of two years with an optional two year renewal;
- (4) The licensee shall only use its net proceeds from the sale of Golden Heart Grown promotional merchandise to promote or support the Interior's agricultural industry;
- (5) The licensee shall maintain, for FEDC inspection, books and accounts of sales, transactions, expenses, costs, and expenditures relating to the production, sale and

distribution of Golden Heart Grown promotional merchandise, and the use of its net proceeds; and

- (6) The licensee shall submit to FEDC on an annual basis the accounts and records reasonably necessary to support or clarify compliance with the license agreement, such as, but not limited to:
  - (A) Tax returns
  - (B) Detailed financial and other accounting statements
  - (C) Projected income and expense statements; and
  - (D) Financial statements prepared by a certified public accountant, at the licensee's expense.

It is the licensee's responsibility to verify that a current license agreement is on file with FEDC prior to using the Golden Heart Grown logo. The licensee must inform FEDC of any change in mailing address or telephone number.

### **Misrepresentation**

No person or business may misrepresent the origin, quality, or FEDC approval of a product under the Golden Heart Grown certification by means of mislabeling, deceptive packing, oral assertion, or by any other manner or use of the Golden Heart Grown logo.

### **Definitions**

- (1) "active management" means involving personal effort, direct involvement, maintenance and action to take charge or care of promoting the growth of a plant or animal and does not include the harvesting of wild products such as berries, berry-like fruits, leaves, flowers, mushrooms, lichens, bark, branches, twigs, roots and seeds;
- (2) "agricultural product" means a product produced by way of horticulture, dairying, livestock production, fur farming, apiculture, grain production, vegetable production, fruit production, and related forms of agriculture;
- (3) "agriculture" means the science, art, and business of producing crops, livestock, dairy, insects, agricultural products, or related byproducts through active management;
- (4) "animal fiber(s)" means a fiber harvested from livestock such as wool;
- (5) "apiculture" means beekeeping for the sale of honey, or related byproducts;

- (6) “byproduct” means a secondary commodity produced from an agricultural product;
- (7) “crops” means small grains, seeds, forages, fruits, vegetables, tubers, fungi, and other cultivated plants;
- (8) “FEDC” means Fairbanks Economic Development Corporation;
- (9) “IAFN” means Interior Alaska Food Network;
- (10) “licensee” means a person who has executed a current and valid written license agreement with IAFN to use the Golden Heart Grown;
- (11) “livestock” means domestic animals raised for agricultural purposes, excluding the breeding or training of horses;
- (12) “mislabel” means the presence of a statement, design, logo, or device, upon a product, package, label, placard, or advertisement that in any way suggests, advertises, or promotes an agricultural product or promotional merchandise product as being connected to, approved by, or associated with the Golden Heart Grown certification program, when said product does not in every respect comply with this policy document;