



Virginia's Finest

Policy Memorandum No. 0050
Approved Processed Food Standards

EFFECTIVE DATE: JANUARY 28, 1992

AMENDED: JANUARY 15, 1998

ISSUE: What are the guidelines for approval to participate in the Virginia's Finest trademark program relating to processed food products?

POLICY: In order to utilize the Virginia's Finest trademark, all proposed processed food products must meet the following standards as outlined in the "Standards of Quality for Processed Foods" below established by the Virginia Department of Agriculture and Consumer Services.

STANDARDS OF QUALITY FOR PROCESSED FOODS

- All food manufacturers shall consist of corporations, partnerships or persons engaged in the manufacturing or processing of processed food products and beverages within Virginia. (See out-of-state processing exception on back)
- All food manufacturers/processors must be reviewed by the Virginia's Finest Standards Review Committee.
- All companies must have a Virginia address on labels.
- All processed food manufacturers/processors shall meet or exceed the appropriate regulations set by the Virginia Department of Agriculture and Consumer Services for the manufacturing and/or retail of edible foods.
- The Virginia's Finest trademark should be displayed according to the Department's trademark manual. Label design and trademark usage must be approved by VDACS prior to printing.

- All processed food manufacturers/processors shall submit product samples along with any company brochures, product photos, labels, ingredient lists, literature, and/or catalogs describing products or services.
- A written summary for how quality control will be monitored and maintained is required, as well as production specifications.
- Virginia's Finest commodity standards shall supercede standards for applicable products.

OUT-OF-STATE PROCESSING EXCEPTION

Virginia Food and beverage products not processed in Virginia must meet the following additional criteria:

- The company must have control over the recipe.
- The company must control production, quality and labeling.
- The company must control the marketing and sale of the product(s).
- The company must be headquartered in Virginia.

PROCEDURE:

Any processed food processor in the Commonwealth of Virginia having product that meets or exceeds the approved policy standards must make an application to the Virginia Department of Agriculture and Consumer Services, identifying how and where the trademark will be used on the product. In addition, each trademark applicant must sign a Memorandum of Understanding with the Virginia Department of Agriculture and Consumer Services, thereby consummating a guarantee of quality. Benefits and privileges of the Virginia's Finest trademark program will then be afforded the identified trademark participant.

Any questions concerning this Policy Memorandum and/or requests for Memorandum of Understanding applications should be addressed to:

Director, Division of Marketing
Virginia Department of Agriculture &
Consumer Services
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