



**Pride of Dakota  
Qualifications  
& Logo Promotion Policies**

The Pride of Dakota program is North Dakota’s premier program to promote and enhance the marketing of products created, produced, processed or manufactured in North Dakota.

Since 1985, Pride of Dakota has led the way in providing North Dakota businesses and entrepreneurs the resources and marketing opportunities they need to be successful.

The growth of the Pride of Dakota program is a testament of hardworking member companies, department staff committed to success and the patronage of thousands of loyal customers.

I look forward to working closely with member companies to continue the success of the program for years to come.

There is a great amount of spirit and pride in showcases, through all of the member companies and their products. We will work closely together to encourage consumers to ‘Buy North Dakota First’!



A handwritten signature in blue ink that reads "Doug Goehring". The signature is fluid and cursive, with a prominent initial "D" and a stylized "G".

Doug Goehring  
Agriculture Commissioner

**Mission Statement**

Our mission of Pride of Dakota is to be the premier brand to promote and market products created, produced, processed or manufactured in North Dakota.

**Vision Statement**

Leading consumers to buy ‘North Dakota First!’

## Program Administration

This policy document is an addendum to ND Administrative Code Title 7 Article 9 Chapter 1 Pride of Dakota Program.

Administered by the North Dakota Department of Agriculture, Pride of Dakota provides member companies with cooperative marketing and promotional events, such as Pride of Dakota Showcases and in-store demonstrations. More than 500 North Dakota companies are Pride of Dakota members.

“Pride of Dakota” is a trademark of the North Dakota Department of Agriculture and may only be used by companies that have been approved as Pride of Dakota members.

### Program Benefits.

- Use of the Pride of Dakota logo on your products and marketing materials.
- Point of sale and shelf talker signage available.
- Website listing with your business and product details.
- Participation in a brand with state-wide recognition.
- Opportunity to participate in the Pride of Dakota showcases.
- Exclusive advertising opportunities.
- Yearly education symposium.
- Opportunity to network with local entrepreneurs.

### Pride of Dakota Code of Ethics.

Applicants and approved users of the Pride of Dakota logo must subscribe to and affirm their belief in this Code in order to be in good standing.

*“We operate in an honest, transparent and non-deceptive fashion. We inform consumers truthfully and accurately about the sources and methods used to make our products through our labels, materials and communications. We expect fair dealing and respect amongst members. We obey all federal, state, and local laws and regulations as it pertains to producing, processing or manufacturing products.”*

### Membership Application.

1. Any eligible producer, processor, manufacturer, business, trade association, commodity council, education institutional, or nonprofit organization located completely within North Dakota may apply to use the logo.
2. Application must be made on the Pride of Dakota website or on forms provided by the department and must contain all the following:
  - a. The name and address of the applicant.
    - i. The address must indicate the applicant performs substantial functions in North Dakota.
  - b. The business or trade name as registered with the ND Secretary of State office.

- c. The tax identification number issued by the ND Tax Commissioner.
  - d. The location of the producer, processing or manufacturing facility or plant, business, trade association, commodity council, educational institution, or nonprofit organization providing products on which the logo is intended to be used.
  - e. A list and photographic representation of all products on which the logo may be used.
    - i. Once application is approved, additional products may be submitted to the department for approval at any time.
3. Additional application requirements may include:
- a. Photographic evidence of production space.
  - b. A brief description of how your products are produced.
    - i. What are the major steps in producing your product?
    - ii. What techniques are used?
    - iii. Where are the raw materials sourced from?
  - c. A marketing or promotion plan for use of the logo.

### **Schedule of Fees.**

The income from the fees collected by the department will be used for the development of programs to promote recognition and awareness of the logo among the consuming public.

1. An eligible producer, processor, manufacturer, or business will pay an annual membership fee for the use of the logo. The fee is \$100.00.
2. An eligible trade association, commodity council, or educational institution will pay an annual membership fee of \$250.00.
3. An established North Dakota nonprofit organization will pay an annual fee for the use of the logo as determined by the department. The fee is \$100.00.

### **Approved products.**

1. Produce, field crops and forestry.
2. Honey.
3. Dairy, including pasteurized milk, cheese, butter, ice cream, goat cheese, yogurt.
4. Eggs produced by licensed egg producers.
5. Processed meat and poultry products.
  - a. An approved label and proof of inspection is required prior to application approval.
6. Ornamental Horticulture, floriculture and turf grass including all plant material propagated and grown at a nursery within North Dakota.
  - a. Products purchased from out of state and re-wholesaled to landscapers or retailers are not eligible to bear the Pride of Dakota Logo.
7. Manufactured, value added, specialty food or further processed food products.
  - a. It is the makers responsibility to know what state and local licenses are appropriate for the product(s) they produce.
8. Coffee.
  - a. Beans must be roasted, blended and packaged within the boundaries of North Dakota.
9. Alcoholic beverages.
  - a. Brewer/taprooms, distilleries and wineries may apply, provided an appropriate license with the Office of State Tax Commissioner is current.
10. Animal feeds, pet food and treats.

- a. Animal feeds, pet foods and treats prepared for retail sale must be registered with the ND Department of Agriculture.
11. Personal care products.
    - a. Blending of ingredients and packaging must be performed within the boundaries of North Dakota.
  12. Compost.
  13. Other products produced and finished in its final form within the boundaries of North Dakota, including but not limited to:
    - a. Jewelry must be created and assembled in its entirety by the company.
    - b. Woodworking.
    - c. Metal art.
    - d. Pottery.
    - e. Ceramics.
    - f. Glass.
    - g. Textiles – apparel and non-apparel.
    - h. Embroidery including apparel, dishtowels, blankets, towels, etc.
    - i. Home and lawn décor items must be handcrafted, assembled, or significantly altered by the company.
    - j. Photography, paintings and literary works must be the intellectual work of the applicant.
    - k. Candles.
    - l. Leather items.
    - m. Baskets.
    - n. Furniture
  14. Upcycled, repurposed and refinished non-trademarked items qualify provided the item has been significantly altered including processes such as:
    - a. Chalk paint and wax.
    - b. Stenciling.
    - c. Hand lettering.
    - d. Decoupage.
  15. Any product not listed above may be taken into consideration. The North Dakota Department of Agriculture, under the direction of the Agriculture Commissioner, has final authority to determine whether a company or product qualifies.

### **Electronic Communications.**

Applicants and authorized users consent to receive electronic communications from the North Dakota Department of Agriculture including but not limited to consumer and industry newsletters, agreements, documents, opportunities, registration dates, renewal notices and disclosures relating to their account.

### **Refunds.**

#### **Refund of Membership**

The North Dakota Department of Agriculture makes all efforts to ensure satisfaction with Pride of Dakota membership. Refunds for a membership will be provided within 21 business days of the receipt of payment for a new or renewing member. After 21 business days, no refunds will be made available for membership purposes.

Requests for the refund of a membership must be made in writing and emailed to [POD@nd.gov](mailto:POD@nd.gov). Membership can be cancelled at any time by requesting such cancellation in an email to [POD@nd.gov](mailto:POD@nd.gov).

Any membership cancellations that take place more than 21 days after payment will not receive a refund, however all membership-related listings, benefits and values will be cancelled.

In the event the department determines an applicant does not fit the membership criteria, a membership will be refunded.

### **Refund of Event Registration**

- We ask that you do not sign up for any showcases until you are certain you can attend the events.
- Fees paid for event registrations will be refunded when a request is received in writing at least 21 days prior to the commencement of the event. Requests received after this date will not be entitled to a refund.
- Event cancellations must be emailed to [POD@nd.gov](mailto:POD@nd.gov) or they will not be granted.
- As of 2022, refunds will only be given under extreme circumstances and will be reviewed on an individual basis and granted on a case-by-case basis.
- If the Department hosts a showcase and a registered company does not attend due to inclement weather, a refund will not be given.
- The Department reserves the right to cancel an event due to low enrollment, inclement weather or other circumstances which would make the event non-viable. If the Department cancels an event, registrants will be issued a refund.
- Should circumstances arise that result in the postponement of an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new, future date.

### **Early breakdown/vacant booth**

- Any member that violates the early breakdown of their booth or does not show up for a showcase, resulting in a vacant booth will not be issued a refund, and may be subject to a fine as outlined in the program policies.

### **Pride of Dakota Service Animal Policy**

The North Dakota Department of Agriculture's Pride of Dakota program is committed to making reasonable modifications to its policies to permit the use of service animals at the Pride of Dakota showcases for individuals with disabilities.

Service animal means any dog that is individually trained to do work or perform tasks for the benefit of an individual with a disability. Other species of animals - whether wild or domestic, trained or untrained - are not service animals for the purposes of this definition.

A service animal shall be under the control of its handler. A service animal shall have a harness, leash, or other tether. North Dakota Department of Agriculture staff will not be responsible for the care or supervision of a service animal. An individual with a disability may be charged for the damages caused

by his or her service animal. If a service animal's behavior poses a direct threat to the health or safety of others, the North Dakota Department of Agriculture staff has the right to exclude the animal from the event.

Employee Requirements - The employee is only allowed to ask the individual accompanied by a dog two questions:

- 1.) Is the dog a service animal required because of a disability?
- 2.) What work or task has the dog been trained to perform?

No further questions are allowed.

DO NOT ASK:

- 1.) Questions about his or her disability
- 2.) To show certification or a special ID card as proof of their animal's training.

### **Registered retailers.**

Any business that promotes or sells Pride of Dakota products may qualify as a registered retailer. This would include grocery stores, restaurants, specialty and other retail stores. Registered retailers may use promotional materials available to Pride of Dakota companies, including the logo, as well as receive a special listing on the website, notifications for upcoming events and promotions. To qualify retailers must carry multiple registered Pride of Dakota companies' products.

### **Contesting Process.**




If a member or a company interested in becoming a member disagrees with an action or decision of the North Dakota Department of Agriculture under these policies, the company may present its argument to the Pride of Dakota Advisory Council at the Council's next meeting. Presentation time and discussion will be limited to 15 minutes. The Council will discuss the matter and advise the North Dakota Department of Agriculture on whether to retract or enforce the initial decision. Final authority rests with the Agriculture Commissioner.

**Logo Use Guidelines**

The Pride of Dakota logo may be used on product packaging, sales literature, advertising, banners, etc. to promote a Pride of Dakota member and its Pride of Dakota products. The logo must comply with the guidelines set forth in the Logo Use Guidelines and style sheet. If a company wishes to deviate from these guidelines, it must receive written permission from the North Dakota Department of Agriculture.



**Pride of Dakota Logo Style Sheet**

	<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>	<b>HEXIDECIMAL</b>
	130 C	0	242	F2A900
		32	169	
		100	0	
	<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>	<b>HEXIDECIMAL</b>
	292 C	59	105	69B3E7
		11	179	
		0	231	
	<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>	<b>HEXIDECIMAL</b>
	295 C	100	0	002855
		69	40	
		8	85	
		54		

**Text: Black**

**Negative Space: White**

One-color reproduction -  
Logo may be reproduced in black and white

Greyscale reproduction -  
Logo may be reproduced in greyscale



Matching type - If you wish to match the type in the logo, the following fonts were used:

- Pride of Dakota: Book Antiqua Regular
- north dakota originals: Arial Regular



**Improper Design Usage**

1. Never switch the colors, use the palette provided.



2. Never use the logo on similarly colored backgrounds.



3. Do not change spacing, alignment, or relative locations of the design elements.



4. Do not stretch, squash or skew the dimensions of the logo. Always adjust the logo from the corner. The dimension of the logo shall remain proportionate to 1196 x 676 pixels.



## **Pride of Dakota Events**

The Department hosts several Pride of Dakota events each year. Only products eligible to display the Pride of Dakota logo are allowed into the showcases.

The Department reserves the right to cancel an event due to low enrollment, inclement weather or other circumstances which would make the event non-viable. If the Department cancels an event, registrants will be issued a full refund. Should circumstances arise that result in the postponement of an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new, future date.

### **General event guidelines.**

1. Be aware of move-in hours for each showcase. Please do not attempt to come before the time posted or less than one hour prior to the start of the showcase.
2. All booths must be fully set ½ hour before the showcase starts.
  - a. Anyone arriving less than 1 hour prior to the start of a showcase will not be allowed to set up their booth that day, arrangements will be made to allow set up before start of show the following day.
3. Overhead garage doors will lock 1 hour prior to the start of a showcase.
4. All carts must be removed from the floor ½ hour before the start of the show.
5. Booths at Pride of Dakota events must be manned by an employee or volunteer of the company during the entire event. Department and event staff will not provide breaks or coverage for booths.
6. Vendors must park in designated vendor parking spaces. They are not permitted to park in spaces designated as customer parking. Please be aware of the parking maps for each event.
7. Some events allow for deliveries to be made to their facility or a warehouse ahead of time. Please advise the Pride of Dakota specialist if you plan to have a pallet of product delivered so appropriate arrangements can be made. If you unload a large quantity of product it is advised that you make use of the delivery/warehouse arrangements as it frees up the unloading zone for other vendors.
8. Free wifi is available at most indoor showcases. In the event a vendor desires a designated line, increased bandwidth or additional internet features, it is their financial responsibility to procure those items. The Department will not make those arrangements for each company.
9. Sales tax collection is the responsibility of each Pride of Dakota vendor. Sales tax rates will be provided for each city in the showcase literature. All companies are required to be registered with the ND Tax Commissioner.
10. Vendors providing food or beverage samples are required to
  - a. Secure appropriate permitting and licensing as required by the city or health district in that showcase jurisdiction.
  - b. Provide their own garbage cans in their booth.
11. Booth provisions for Harvest and Holiday showcases include:
  - a. eight-foot back drapes;

- b. three-foot side drapes and rail;
  - c. one eight-foot covered table;
  - d. two chairs; and
  - e. a booth identification sign.
12. Vendors are responsible for any additional material or equipment in their booth, including electricity, extra tables, and internet or phone access.
- a. Vendors are responsible to bring their own extension cords and power strips.
    - i. Both must be the three-prong style with the ground connection intact.
    - ii. Be prepared with a minimum of 50 feet of cord.
    - iii. The more power a booth needs, the heavier an extension cord must be.
13. Booth furnishings, product, chairs, displays, equipment, and carts may not be placed outside of the assigned booth area.
- a. Vendors must not block aisles when visiting with customers.
  - b. Be aware of your booth dimensions when registering and pre-plan accordingly.
14. Loud noise, such as music or recorded advertisements, and other activities that the Ag Department considers distracting to other vendors or the public, or otherwise inconsistent with a professional and safe show, are prohibited.
15. The Department of Agriculture will assign or reassign vendor spaces as it sees fit in order to best benefit the entire showcase event and create a better shopping experience for customers.
16. The Show Manager represents the Department of Agriculture and has the authority to set policies for the show.
17. A vendor that does not follow the policies or the terms of the contract or displays unprofessional behavior toward other vendors, facility staff, customers, or Department of Agriculture staff may be removed from the show and excluded from future Pride of Dakota Shows.

# Pride of Dakota FAQ's

## Products prohibited from qualifying.

1. Distasteful, lewd or risqué items will not be approved as Pride of Dakota products and cannot be sold at Pride of Dakota-hosted events.
2. Items purchased from another company and sold as is or with little work to alter the function, shape or appearance, resulting in a product with increased value.
3. Adding an embellishment or adornment (example: button, gemstone, ribbon, etc.) to a premade product does not alter the product significantly enough to qualify it as a Pride of Dakota product.
4. Products exhibiting a trademarks without proper licensing is prohibited.
  - a. Using an existing item, repurposed into a new product violates trademark laws.
    - i. Examples including but not limited to:
      1. An NDSU license plate added to a wreath.
      2. Collegiate logos.
      3. Outfitting a Jack Daniels bottle to become a lamp.
      4. Products featuring NFL, MLB, NBA, NHL or other trademarked logos or designs will not be allowed without proper licensing.
      5. Products featuring Disney, John Deere, Marvel, My Little Pony, Sesame Street, Harry Potter, Universal Studios, Peanuts, M&M Mars.
  - b. Includes NDSU Bison, UND Fighting Hawks, UND Fighting Sioux
    - i. Reach out to Learfield Licensing for collegiate licensing in our state
      1. Eric Hrubes 317-663-7435
  - c. Includes but not limited to Harley Davidson, Jeep, Ford, Disney, John Deere, Marvel, My Little Pony, Sesame Street, Harry Potter, Universal Studios, Peanuts, M&M Mars.

## Minimum labeling requirements for food and beverage products

1. Company name, address, city, state and zip.
2. Consider adding your website and telephone number for convenient reorders.

**FDA or USDA regulations mandate my product be made in a facility not available in North Dakota, can my product still qualify?** The North Dakota Department of Agriculture, under the direction of the Commissioner of Agriculture, has final authority to determine whether or not a product qualifies. Please contact the Pride of Dakota specialist to discuss your situation. A formal decision will be determined.