

Vermont Origins Guidance

Vermont law specifies which products may be labeled and marketed with terms such as “locally grown” and “made in Vermont.” This law is important to protect the integrity and name recognition of the Vermont brand. Before labeling and marketing your products, follow this guidance, and ask for help if you still have questions.

FOOD PRODUCTS

To be considered “Vermont food,” products must fall into one of three categories: Raw Agricultural Products, Processed Food, or Unique Food Products. The specific criteria for each category follows.

Raw Agricultural Product: Any food in its raw or natural state without added ingredients, including pasteurized or homogenized milk, maple sap or syrup, honey, meat, eggs, apple cider, and fruits or vegetables that may be washed, colored, or otherwise treated in their unpeeled natural form prior to marketing.

To be considered “local,” a raw agricultural product must have been:

1. Exclusively grown or tapped in Vermont;
2. If the product is not milk, but is an animal product (for example, meat and bones), then it must come from an animal that was raised for a substantial period of its life in Vermont;
3. If the product is milk, then a majority of the milk must have been produced from Vermont animals; or
4. If the product is honey, the honey must have been produced by Vermont colonies located exclusively in Vermont when all nectar was collected.

(Statute: 9 V.S.A. § 2465a)

Processed Food: Any food other than a raw agricultural product, including a raw agricultural product that has been processed, such as through canning, cooking, dehydrating, milling, or adding other ingredients. This includes dairy, meat, maple products, beverages, fruit, or vegetables that have been processed, baked, or modified into a value-added or unique food product.

A processed food product is considered “local” to Vermont if:

1. The majority of the ingredients are raw agricultural products that are local to Vermont; **and**
2. the product meets one or both of the following criteria:

- i. the product was processed in Vermont; and/or
- ii. the headquarters of the company that manufactures the product is located in Vermont.

Unique Food Products: Food processed in Vermont from ingredients that are not regularly produced in Vermont or not available in sufficient quantities to meet production requirements, such as coffee or sugar. Examples include bakery products and beverages.

For unique food products to be considered “local,” they must meet two or more of the following criteria:

1. The majority of ingredients (more than 50% of all product ingredients by volume, excluding water) are raw agricultural products that are “local” to Vermont;
2. Substantial transformation of the ingredients in the product occurred in Vermont; and/or
3. The headquarters of the company that manufactures the product is in Vermont.

NON-FOOD PRODUCTS

Businesses may only advertise a product as local to Vermont with labels such as “local,” “made in Vermont,” or “Vermont product,” if the product originated within Vermont.

ADDITIONAL RESOURCES

Consult the [Vermont Origin Rule—FAQs \(Revised 7/7/06\)](#) for more guidance.

Refer to [CP Rule 117](#) and [CP Rule 120](#) before using the Vermont origin label.

Contact the Vermont Agency of Agriculture, Food & Markets, at Julia.scheier@vermont.gov with questions.

File a complaint to the Consumer Protection Division of the Vermont Attorney General’s Office, at AGO.VermontLabeling@vermont.gov.