
New Hampshire
*Department of Agriculture,
Markets & Food*

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Local Means New Hampshire for Granite State Farm Products

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It's high summer and Granite Staters are enjoying a bountiful harvest of local fruits and vegetables from their gardens and nearby farms. But just what is "local" produce?

In New Hampshire, state law defines the terms "Native," "Local," and "Locally Grown" when used in reference to the sale of farm products. These terms can only be used to advertise farm products that were grown or produced within the state of New Hampshire.

New Hampshire law also governs the use of the term "Our Own" in relation to the sale of farm products. Farm products identified as "our own" must have been grown or produced by the farm where the product is offered for sale. In the past, some vendors deceptively used the term "our own" on farm product signage for products grown elsewhere with the justification that since the retail vendor has purchased the products wholesale, and now "owns" them, the products thus became their own!

In addition to defining the above terms, RSA 426:5 makes it illegal to otherwise advertise farm products in a manner that is deceptive as to place of origin. The New Hampshire Department of Agriculture, Markets & Food is charged with investigating and enforcing these labeling requirements.

The point of legally defining these terms is to assure consumers of truthful advertising of farm products' origin. Many consumers actively seek out local farm products, both for the quality and freshness they provide and as a way of supporting our state's farmers. The best way to guarantee that New Hampshire farms and open space will continue to exist in the future is for consumers to support them with their purchases. Buy native produce. Buy local. Buy New Hampshire.

For more information on this topic and others, contact the Division of Regulatory Services, NH Dept. of Agriculture, and Markets & Food at tel. (603) 271-3685, registrations@agr.nh.gov or visit the website at www.agriculture.nh.gov.

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