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**WOODBURY COUNTY, IOWA BOARD OF SUPERVISORS
REVEALS LOGO OF ITS “SIOUX CITY SUE” FOODS TRADEMARK
AS A COMMUNITY-OWNED BRAND & AS A SYMBOL OF OUR INDEPENDENCE**

*Famous "Sioux City Sue" of the 1940's Symbolizes Today's Reemergence of Economic
Independence of Northwest Iowa Farmers and Businesses
All Part of Woodbury County's Efforts to Revive Rural Communities*

SIOUX CITY, IA – July 3, 2007 – The Woodbury County Board of Supervisors today adopted the “Sue City Sue” logo to represent a United States Trademark that was recently acquired by the county to promote local food production. The “Sioux City Sue” logo will be seen on jars and cans of products produced from regional Northwest Iowa farmers and processing facilities. “Our citizens are resourceful independent entrepreneurs who want to stake out a future for their families in the food business. We are historically a food-producing region, and Woodbury County wants to provide our citizens with a low-cost vehicle to market their quality products, locally and nationally,” said Doug Walish, Chairman of the Woodbury County Board of Supervisors.

“Sioux City Sue” is a community-owned foods brand that is accessible by any producer who resides within 100-miles of Sioux City and complies with the terms of the license. Products bearing the “Sioux City Sue” logo will contain a minimum of 50 percent raw ingredients grown within the 100-mile radius and processed or packaged in Woodbury County, Iowa. “This is our people’s brand, and it cannot be sold or moved off-shore – profits are retained locally to benefit our farmers and the community as a whole,” said Mark Monson, member of the Woodbury County Board of Supervisors.

Woodbury County has recently taken extraordinary steps to revitalize small to mid-size farming businesses. On June 28, 2005, Woodbury County was the first in the nation to provide 100% real property tax relief to any farmer who converted from conventional to organic farming practices. On January 10, 2006, the county passed a mandatory Local Foods Purchase Policy that requires the county to purchase locally produced organic foods when available. “The ‘Sioux City Sue’ trademark is part of an overall approach by our visionary board of supervisors to provide markets for local farming families, so that they can participate in the nations only fully comprehensive regional foods project,” said Rob Marqusee, Director of Rural Economic Development.

The first product to be produced under the new “Sioux City Sue” logo will be a line of salsa products processed by a local processing facility. “To make sure that we make the very best tasting quality salsa, the Floyd Boulevard Local Foods Market will be conducting, on August 4, 2007, a “Salsa Recipe Contest”, with the winner being given recognition on the label of the product incorporating their recipe,” said Patrick Garrity, Executive Director of the Floyd Boulevard Local Foods Market.

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“We are going to need a significant increase in the supply of tomatoes, peppers, spices, and other ingredients once this product flies off the shelves,” said Garrity.

The “Sioux City Sue” logo has been in the development stages for two years; the idea was first presented on June 28, 2005 when Woodbury County adopted the Organics Conversion Policy. The county has undertaken to develop solid markets for local producers, thus encouraging local production of a reliable and healthy food supply for its citizens.

“We retained the services of the very best brand development and graphics professionals from around the United States to finally arrive with the logo revealed today. We are digging into our history as a symbol of wholesomeness and as a continuation of our frontier spirit. The food marketed under the logo will taste just as good as the brand looks,” said Rob Marqusee.

Woodbury County policies and press releases may be found at: www.woodburyiowa.com

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