



Kentucky Department of Agriculture

"KENTUCKY PROUD™ PROMOTIONAL PROGRAM"

100 Fair Oaks Lane, 5th Floor • Frankfort, KY 40601

Phone: (502) 564-4983

www.kyproud.com

Instructions: Please complete all information, including physical and mailing addresses, release statements, and business and product information details.

Contact Information			
Company / Farm Name: _____			
Contact Name: _____			
Physical Address (No PO Boxes): _____			
City: _____	County: _____	State: _____	Zip: _____
Phone: () - _____	Mobile: () - _____	Fax: () - _____	
Website: _____		Email: _____	

Mailing Address (If different from Physical Address)			
Mailing Address (No PO Boxes): _____			
City: _____	County: _____	State: _____	Zip: _____

Disclaimer	
<p>I agree to release and hold harmless the Commonwealth of Kentucky, its successors and assigns, and its directors, officers, employees, and agents from all claims, demands, damages, losses, charges and causes of action arising or resulting from my participation in the Kentucky Proud™ Program.</p>	
<p>I have completed the application and read the guidelines for logo use. I agree to follow the guidelines when using the Kentucky Proud™ logo, and I certify that the above information is correct and true to the best of my knowledge.</p>	
<input type="checkbox"/> _____	_____
Signature and Title	Date

Final Approval from Department of Agriculture (Office Use Only)	
<p>The applicant has met the requirements of the Kentucky Proud™ logo program and is granted a license to use the Kentucky Proud™ logo.</p>	
<input type="checkbox"/> _____	_____
Signature and Title	Date

Business Information:

Instructions: Please check all of the following categories below that apply to you and your products. We have provided definitions to assist you in choosing the appropriate categories for your business and products. Please refer to the definitions that are listed in the back of the packet.

Business Partners

These categories are for marketers and venues that carry Kentucky Proud™ products produced by others.

- Agritourism Venue
- Associate Member
- Chef
- Community Supported Agriculture Operation
- Contract Packer or Co-Packer
- Cooperative
- Distillery
- Distributor/Wholesaler
- Farmers' Market
- Food Service
- Garden Center
- Gift Shop
- Grocery
- Hospital
- Manufacturer
- On-Farm Market
- Producer Group
- Restaurant
- Retailer
- Roadside Market
- School
- Other (specify):

Producer/Grower

These categories are for businesses that produce a product(s). Members in these categories may label their product with the Kentucky Proud™ logo.

- Agricultural Craft Producer
- Dairy Products Producer
- Greenhouse
- Hay, Straw and/or Sod
- Live Animal Producer
- Produce/Herbs/Mushroom/Nuts/Seeds Producer
- Christmas Tree Grower
- Egg Producer
- Field Grown and/or Cut Flower Producer
- Meat Producer
- Nursery
- Processed Product Producer
- Seafood Producer
- Vineyard/Winery
- Other (specify):

Product Details

1. Are the major ingredients of your products being grown in Kentucky? Yes No N/A
2. Are your products processed in Kentucky? Yes No N/A
3. In what location(s) are your products grown? _____
4. In what location(s) are your products processed? _____
5. In what location(s) are your products packaged? _____
6. Do *state or federal* organizations inspect or license your product or facilities? Yes No N/A
Are all licenses, permits, and/or inspections up-to-date? Yes No
7. How did you find out about the "Kentucky Proud™ Program"? KDA Website KDA Staff
 Tradeshow Program Participant Other:

Release to Publicize Information

The following contact information will be used in the Kentucky Department of Agriculture's printed and electronic marketing materials which includes the Kentucky Proud™ "Company and Product Search Applications" located on the Department's Web site, www.kyproud.com.

Company/Farm Name, Contact Name, Mailing and Physical Address, City, County, State, Zip, Web site, and Primary Phone.

Please indicate if you would like the following information used in printed and electronic marketing materials:

Cell Phone Yes No If yes, please provide: () -

Email Address: Yes No If yes, please provide: _____

By entering into the Kentucky Proud™ Program, I understand that I am authorizing the Department of Agriculture to make public my business contact and product information for use to the general public, both in printed and electronic format. If I choose to opt out of this provision I must indicate so in writing to the Department of Agriculture.



Signature and Title

Date

“Kentucky Proud™” Logo Guidelines

The “Kentucky Proud™” logo may *only* be used by licensed, qualified applicants on agricultural products grown and/or processed in Kentucky.

1. Product's major ingredients shall be grown and/or processed **in Kentucky**.
2. The farm(s) where the ingredients are grown, processing/production facilities, or corporate headquarters shall be located in Kentucky.
3. Facilities shall meet all State and Federal regulations where applicable. Products shall meet or exceed USDA and/or State of Kentucky standards where applicable.
4. Logo cannot deviate from its original design or color without *prior written approval* from the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
5. The logo shall only be used in association with approved agricultural products for which the major ingredients were grown and/or processed in Kentucky.
6. The use of the logo is royalty free, but is **personal only to the applicant**. The logo shall not be reassigned to another party. The “Kentucky Proud™” symbol is registered with the Kentucky Secretary of State and regulated by the Kentucky Department of Agriculture.
7. Permission to use the logo may be denied or revoked at any time by the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.
8. The Kentucky Department of Agriculture is in no way liable for, nor does the Department guarantee products using this logo.
9. Upon approval of the initial application, the Department shall provide artwork for each approved applicant.

Application to use the “Kentucky Proud™” logo

1. Any person, farm, or firm marketing Kentucky grown and/or processed agricultural or food products may submit an application to use the “Kentucky Proud™” logo on eligible products.
2. Applicants agree to allow visits to production and/or processing facilities to verify compliance with guidelines established by the Department.
3. Application shall be made on forms provided by the Kentucky Department of Agriculture or online at www.kyagr.com.
4. License to use the “Kentucky Proud™” logo shall be granted by Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion upon approved application. Licenses shall be renewed annually.
5. Applicants shall provide a description of products, packaging and proposed marketing materials. When applicable, a label and sample of the product in a finished packaged shall be provided. All applicants shall provide a copy of appropriate licenses, health certifications, or records of inspection by appropriate state or federal agency when applicable.

Assistance - The Kentucky Department of Agriculture, Office of Agriculture Marketing & Product Promotion shall provide the following services upon request:

1. Marketing service assistance.
2. Assistance in Retail, Food Service, and Institutional marketing.
3. Advertising, sales promotions, merchandising, public relations campaigns and special media promotions throughout the year.
4. Logo promotional materials at-cost.

The Kentucky Department of Agriculture reserves the right to revise these guidelines. The Kentucky Department of Agriculture does not discriminate on the basis of race, color national origin, sex, religion, age, or disability in employment or the provision of services. Reasonable accommodations are provided upon request. Printed with state funds.

Products (Check all that apply)

ALTERNATIVE LIVESTOCK

- Alpaca
- Deer
- Elk
- Elk Meat
- Elk Replacement Stock
- Ratites
- Other (Specify) _____

BAKED GOODS

- Biscuits
- Breads
- Brownies
- Buns
- Cakes
- Cheesecake
- Cookies
- Doughnuts
- Muffins
- Pies
- Rolls
- Scones
- Other (Specify) _____

BEEF CATTLE (LIVE)

- Breeding Stock
- Club Calves
- Feeder Cattle
- Market Cattle
- Other (Specify) _____

BEVERAGES & SPIRITS

- Beer
- Cider
- Coffee
- Distilled Spirits
- Juices
- Soft Drinks
- Tea
- Water
- Other (Specify) _____

BISON (LIVE)

- Breeding Stock
- Market
- Other (Specify) _____

CERTIFIED ORGANIC

- Coffee
- Crop
- Eggs
- Fruits/Berries
- Garlic
- Herbs
- Honey
- Livestock
- Meats
- Mushrooms
- Poultry
- Tea
- Vegetables
- Other (Specify) _____

CHRISTMAS TREES

- Christmas Trees
- Garlands
- Wreaths
- Other (Specify) _____

DAIRY CATTLE (LIVE)

- Baby Calves
- Contract Grower
- Market Steer
- Replacement Heifer
- Veal
- Other (Specify) _____

DAIRY GOATS (LIVE)

- Breeding Stock
- Commercial Wethers
- Other (Specify) _____

DAIRY PRODUCTS

- Butter
- Cheese
- Cheese Spread
 - o Beer Cheese
- Cottage Cheese
- Creamer
- Frozen Treats
- Goat Cheese
- Goat Milk
- Ice Cream
- Milk
- Sour Cream
- Whipped Cream
- Yogurt
- Other (Specify) _____

EGGS

- Poultry Eggs
- Quail Eggs
- Duck
- Other (Specify) _____

FIBER GOATS

- Angora Goats
- Other (Specify) _____

FIELD GROWN & CUT

FLOWERS

- Cut Flowers
- Day Lilies
- Iris
- Mums
- Other (Specify) _____

FISH/SEAFOOD

- Bass
- Catfish
- Crappie
- Freshwater Prawn/ Shrimp
- Hybrid Striped Bass
- Large Mouth Bass
- Paddlefish
- Tilapia
- Trout
- Other (Specify) _____

FRUITS

- Apples
- Blackberries
- Blueberries
- Cherries
- Melons
- Pawpaws
- Peaches
- Pears
- Plums
- Raspberries
- Strawberries
- Table Grapes
- Watermelons
- Other (Specify) _____

GENERAL GROCERY

- BBQ Sauce
- Cereal
- Cornmeal
- Condiments
- Dried Foods
- Flour
- Jams, Jellies, and Preserves
- Mixes
- Prepared Foods
- Sauces
- Salsa
- Shortening/Oil
- Spreads
- Soups
- Other (Specify) _____

GREENHOUSE

- Annuals
- Hanging Basket
- Perennials
- Poinsettias
- Tropical-House Plants
- Other (Specify) _____

HAY/STRAW COMPOST & FERTILIZER

- Compost
- Fertilizer
- Hay
- Sod
- Straw
- Other (Specify) _____

HERBS, SPICES & MUSHROOMS

- Basil
- Chives
- Cilantro
- Garlic
- Herbs
- Oyster
- Parsley
- Portobello
- Rosemary
- Sage
- Shitake
- Other (Specify) _____

Products Continued (Check all that apply)

HONEY/BEES

- Chunk Honey
- Comb Honey
- Honey Bees
- Liquid Honey
- Other (Specify) _____

LIVESTOCK FEED

- Alternative Livestock Feed
- Aquaculture Feed
- Beef Feed
- Dairy Feed
- Equine Feed
- Goat Feed
- Sheep Feed
- Swine Feed
- Other (Specify) _____

MEAT GOATS (LIVE)

- Breeding Stock
- Club Kids
- Market Kids
- Other (Specify) _____

MEATS (FROZEN, PACKAGED OR CUT)

- Alpaca
- Bacon
- Beef
- Bison
- Brats
- Chicken
- Cold Cuts
- Country Ham
- Goat
- Ham
- Hot Dogs
- Jerky
- Lamb
- Mutton
- Ostrich/Emu
- Pork
- Quail
- Rabbit
- Sausage
- Squab
- Turkey
- Veal
- Venison
- Other (Specify) _____

MERCHANDISE CRAFTS &

FARM ITEMS

** Crafts must be **

** Agriculture Related **

- Arts & Crafts (Must Specify)
- Baby Items
- Beeswax
- Soy Candles/ Incense
- Furniture
- Gourds
- Grilling/Picnic
- Health and Beauty
- Household Supplies
- Leather Items
- Nutrition Supplies
- Pet Food/Treats
- Pet Supplies
- Soap
- Toys
- Wood Items
- Wool Items
- Other (Specify) _____

NURSERY

- Shrubs
- Trees
- Other (Specify) _____

NUTS

- Peanuts
- Pecans
- Walnuts
- Other (Specify) _____

POULTRY (LIVE)

- Breeding Stock Chickens
- Broilers
- Chicken
- Contract Grower
- Layer Hens
- Quail
- Turkey
- Other (Specify) _____

RABBIT (LIVE)

- Meat
- Replacement Stock

Other (Specify) _____

SAUCES

- BBQ Sauce
- Connoisseur Sauce
- Everything Sauces
- Gourmet Sauce
- Original Blend
- Racey/Spicy Sauce
- Steak Sauce
- Other (Specify) _____

SEEDS, EDIBLE

- Pumpkin
- Sesame
- Other (Specify) _____

SHEEP (LIVE)

- Breeding Stock
- Club Lambs
- Market Lambs
- Other (Specify) _____

SNACK & CONFECTION

- Bourbon Balls
- Candy
- Chips
- Cones
- Dips
- Fruit Snack
- Fudge
- Gelatin
- Gum
- Honey
- Marshmallows
- Mints
- Peanut Brittle
- Popcorn
- Pretzels
- Pudding
- Rice/ Corn Cakes
- Snack Bars
- Sorghum
- Syrup
- Toppings
- Other (Specify) _____

SWINE (LIVE)

- Breeding Stock

- Contract Grower
- Early Weaned Pigs
- Show Pigs
- Other (Specify) _____

VEGETABLES

- Artichokes
- Asparagus
- Beans
- Beets
- Bok Choy
- Broccoli
- Brussel Sprouts
- Cabbage
- Carrots
- Cauliflower
- Cucumber
- Edamame Soybeans
- Eggplant
- Green Onions
- Greens
- Kohlrabi
- Lettuce
- Okra
- Onions
- Parsnips
- Peas
- Peppers
- Potatoes
- Pumpkins
- Radishes
- Rhubarb
- Summer Squash
- Sweet Corn
- Sweet Potatoes
- Tomatillos
- Tomatoes
- Turnips
- Winter Squash
- Zucchini
- Other (Specify) _____

VINEYARD

- Wine Grapes
- Other (Specify) _____

WINERY

- Wine
- Other (Specify) _____

Definitions

Agricultural Craft Producer – An agricultural craft producer uses an agricultural product to create a non-food item. This category includes wood products, beeswax candles, dried herb arrangements, etc.

Agritourism Venue – Any operation where guests may visit a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education or active involvement in the activities of the farm or operation.

Associate Member – A member/partner who is granted rights and privileges to use the Kentucky Proud logo in order market the Kentucky Proud program that coordinate with the goals of the Kentucky Department of Agriculture.

Business Partners – Not involved in growing or processing.

Chef – a skilled cook who manages the kitchen (as of a restaurant)

Christmas Tree Grower – Grows and/or brokers Kentucky Christmas trees.

(CSA) Community-supported agriculture – A CSA's focus is usually on a system of weekly delivery or pick-up of vegetables and fruit, sometimes dairy products and meat. Produce and flowers may also be Kentucky Proud and should be registered as well.

Contract packer, or Co-packer – A company that manufactures and packages foods for other companies to market and distribute. A co-packer works under contract with the hiring company to manufacture food as though the products were manufactured directly by the hiring company.

Cooperative – An enterprise or organization owned by and operated for the benefit of those using its services

Dairy Products Producer – Processes dairy products or bottles milk from own milk or buys Kentucky-produced milk (fluid or powder) for use in processing.

Distillery - A location that produces a distilled beverage, liquor, or spirit which is a drinkable liquid containing ethanol that is produced by means of distilling fermented grain, fruit, or vegetables.

Egg Producer – Keeps poultry and produce eggs for sale.

Farmers' Market – A prescribed location(s) where two or more producers gather on set days/times to sell products that they grow/produce directly to consumers. Though the market may allow other types of sales, the sale of agriculture products grown or produced by the seller or their family should be the primary business of the market. If the location sells for other farmers who are not present, then review the definitions of produce market/roadside market and on-farm market.

Field Grown Flower Producer – A producer of field-grown bare root and/or potted flowers. This includes mums, daylilies, cut flower bouquets, etc.

Food Service – The practice or business of making, transporting, and serving or dispensing prepared foods, as in a restaurant or commissary.

Garden Center – Retailer of flowers, trees, shrubs and/or ornamental landscape products.

Gift Shop – Part of another retail enterprise such as a winery, distillery, or agritourism venue that offers Kentucky Proud™ products to retail customers.

Greenhouse – A covered facility that produces plant material. If you are a greenhouse produce grower, refer to the definition for Produce/Herbs/Mushroom Grower.

Grocery – A store established primarily for the retailing of food items. This includes produce markets and convenience stores along with the traditional grocery store.

Hay & Straw – Grows and/or brokers Kentucky hay or straw.

Hospital – An institution that provides medical, surgical, or psychiatric care and treatment for the sick or the injured.

Live Animal Producer – Individual, family or firm selling animals live to other producers or through various marketing terminals.

Manufacturer – A person, an enterprise, or an entity that manufactures something.

Meat Producer – This category includes beef, pork, lamb, and all meat animal producers. Please check this category if you sell your animals through animal auctions and/or private sales as well as if you produce a final edible product for retail or wholesale sales such as grass-fed beef, pastured poultry, sides of beef, etc.

On-Farm Market – An on-farm market is located on the producer's farm and may carry its own produce and value-added products and the products of others.

Nursery – Grows and installs a wide variety of plant material.

Nut and Seed Producer – Produces tree nuts and/or seeds for consumption or for planting.

Processed Product Producer – **All value-added products** not covered elsewhere. Mostly this will be packaged products other than meat or crafts.

Produce/Herb/Mushroom Grower – Grows fruits and/or vegetables for wholesale or direct sales including cut herbs.

Producer Group – An organization, association, or network of producers that utilizes a common marketing system. Example: CPH-45

Restaurant – A retail establishment that serves prepared food and drink to customers. Service is generally for eating on premises, though the term has been used to describe take-out establishments and food delivery services. The term covers many types of venues and a diversity of styles of cuisine and service.

Retailer – Any retail outlet that carries Kentucky Proud items that does not fit the other categories such as grocery, garden center, or roadside market.

Roadside Market – A store or stand that sells primarily produce and locally produced value-added products. This produce may be from local farmers or from other sources. This marketplace is different from a grocery store because it sells primarily produce.

Schools – An institution for the instruction of children or people under college age

Seafood Producer – A producer of fish, prawn and all other aquatic animals. This includes sales of aquatic animals through direct sales, distributor on-farm markets and farmers' markets, and those that produce a final edible product for retail or wholesale sales such as frozen prawn tails, fillets or products for the live fish market.

Sod – Grows and/or installs sod.

Vineyard – A plantation of grape-bearing vines grown mainly for winemaking but also for production of raisins, table grapes and non-alcoholic grape juice.

Winery – A building or property that produces wine or a business involved in the production of wine.

Sources:

www.answers.com

www.merriam-webster.com