



KENTUCKY DEPARTMENT OF AGRICULTURE
"KENTUCKY PROUD™ LIVESTOCK TAG PROGRAM"
 100 Fair Oaks Lane, 5th Floor • Frankfort, KY 40601
 Phone: (502) 564-4983
www.kyproud.com

**Please Complete All Information
 Including Mailing & Physical Addresses**

Company / Farm Name: _____

Contact Name: _____

Physical Address: _____

City: _____ **County:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Mobile:** _____ **Fax:** _____

E-mail: _____ **Web site:** _____

MAILING ADDRESS: (IF DIFFERENT FROM PHYSICAL ADDRESS) _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

* * * * *

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.

I have completed the application and read the guidelines for logo use. I agree to follow the guidelines (back of page) when using the Kentucky Proud™ logo, and I certify that the above information is correct and true to the best of my knowledge.

Signature and Title **Date**

Final Approval from Department of Agriculture: The applicant has met the requirements of the Kentucky Proud™ logo program and is granted a license to use the Kentucky Proud™ logo.

Signature (Market Specialist) **Date**



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"Kentucky Proud™" Logo Guidelines

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

1. Product 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.

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



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"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) _____

E-mail 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



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"Kentucky Proud™ Livestock Tag Program"

Number of breeding females: _____ cows _____ sows _____ does _____ ewes

Products: Please check below which products you intend to market as KY Proud and signify which breeds you raise.

BEEF CATTLE	<input type="checkbox"/> Breeding Stock	<input type="checkbox"/> Club Calves	<input type="checkbox"/> Feeder Cattle	<input type="checkbox"/> Market Cattle	<input type="checkbox"/> Other (Specify)
BREED(S):					
DAIRY CATTLE	<input type="checkbox"/> Baby Calves	<input type="checkbox"/> Contract Grower	<input type="checkbox"/> Market Steer	<input type="checkbox"/> Replacement Heifer	<input type="checkbox"/> Veal
	<input type="checkbox"/> Other (Specify)				
BREED(S):					
DAIRY GOATS	<input type="checkbox"/> Breeding Stock	<input type="checkbox"/> Commercial Wethers	<input type="checkbox"/> Other (Specify)		
BREED(S):					
MEAT GOATS	<input type="checkbox"/> Breeding Stock	<input type="checkbox"/> Club/Market Kids	<input type="checkbox"/> Meat Kids	<input type="checkbox"/> Other (Specify)	
BREED(S):					
SHEEP	<input type="checkbox"/> Breeding Stock	<input type="checkbox"/> Club Lambs	<input type="checkbox"/> Market Lambs	<input type="checkbox"/> Other (Specify)	
BREED(S):					
SWINE	<input type="checkbox"/> Breeding Stock	<input type="checkbox"/> Contract Grower	<input type="checkbox"/> Early Weaned Pigs	<input type="checkbox"/> Show Pigs	<input type="checkbox"/> Other(Specify)
BREED(S):					