

Membership Eligibility Requirements:

1. Farmers, agriculture producers, agribusiness owners, and the like, are eligible to be a member of the Homegrown by Heroes™ program if:

- They have served or are currently serving in any of the branches of the United States Military.
- Their farm or business is located within the Commonwealth of Kentucky.
- They grow, raise or value add (see Value Added Requirements below) a Kentucky agriculture product, as defined in KRS Chapter 246.010 (5).
- They are a current member of the Kentucky Proud™ program.

Individuals who meet the first 3 requirements, but are not current members of the Kentucky Proud™ program can become members by completing a paper or online Kentucky Proud™ membership application (www.kyproud.com).

• **Period of Service.** Any veteran or active duty member of the United States Armed Forces shall be eligible to participate in the Homegrown by Heroes™ program regardless of age or era of duty, provided all other eligibility criteria are met.

• **Ownership Requirements.** Participating veterans must demonstrate a minimum 50% ownership stake and at least 50% managerial control of the farm business that produces the goods on which the Homegrown By Heroes™ logo will appear. Eligible veterans may demonstrate ownership and control with company or corporate filing documents, or by written personal attestation of the veteran. Veterans who farm at Kentucky-based farm operations or agribusinesses where they do not have a minimum 50% ownership stake in are eligible to be a member of the Homegrown By Heroes™ program, but they can only use the Homegrown By Heroes™ logo on products they themselves grow or raise. Products of which the farm operation or agribusiness produces aside from that which is grown or raised by a veteran is excluded from using the Homegrown By Heroes™ logo.

• **Value Added Product Requirements for Membership (amended 9/15).** Any veteran or active duty member of the United States Armed Forces shall be eligible to participate in the Homegrown By Heroes™ program if they value add agricultural products. For value added products comprised of a singular agriculture commodity (i.e. wheat to flour), the product must have been grown or raised by a current farmer veteran member of the Homegrown By Heroes™ program administered by the Kentucky Department of Agriculture and/or the Farmer Veteran Coalition. For value added products comprised of more than one agricultural commodity, the product must be comprised of at least one main, non-water ingredient grown or raised by a current farmer veteran member of the Homegrown By Heroes™ program. For example, if a veteran producer creates a line of salsa products, that producer would be eligible to use the Homegrown By Heroes™ logo on said products if they use their own or another farmer veteran's grown tomatoes in the salsa. The other agricultural products used to create the salsa would not necessarily have to have been grown by a farmer veteran. Additionally, non-farmer veteran value added producers are eligible to use the Homegrown By Heroes™ logo on their products provided at least 50% of the non-water ingredients were grown by a current farmer veteran member of the Homegrown By Heroes™ program. Said non-farmer veteran value added producers will be encouraged to "tell their farmer veteran partnership story" somewhere within their marketing (i.e. directly on the product packaging or on their social media pages). Source verification and signed affidavit may be required.

2. In order to participate in the Homegrown by Heroes™ program, an individual who meets the aforementioned requirements must provide documentation verifying their veteran status. This is done by providing a copy of their DD Form 214 (Report of Separation) to the Kentucky Department of Agriculture Office of Marketing.

- **Proof of Honorable Discharge.** Any veteran who has received an “Honorable” or a “General Under Honorable Conditions” characterization of service as documented in Department of Defense Form DD-214 shall be eligible for Homegrown By Heroes™ membership.
- **Procedure for Use by “Other than Honorable” Characterization of Service.** Any military veteran who has received an “Other Than Honorable” characterization of service may be eligible based on a more thorough review of the veteran’s military record and criteria to be established by the Farmer Veteran Coalition, a partner of the Kentucky Department of Agriculture per the Homegrown By Heroes™ program. No veteran with an “Other Than Honorable” characterization who has been discharged for reasons of violence, sexual assault, or moral turpitude shall be eligible for Homegrown By Heroes™ membership.
- **Veterans Ineligible for Participation.** Veterans who have received a “Bad Conduct” or a “Dishonorable” discharge shall be ineligible to participate in the Homegrown By Heroes™ program.

LOGO USAGE REQUIREMENTS:

Homegrown By Heroes™ Members

1. Any Homegrown By Heroes™ Member using the Homegrown by Heroes™ logo must follow the defined “Kentucky Proud Logo Guidelines” outlined in the Kentucky Proud™ membership application and/or membership packet. The major exception to the “Kentucky Proud Logo Guidelines” is that the Homegrown By Heroes™ logo can be used only to promote agriculture products that are grown, raised or value added by a current member of the Homegrown By Heroes™ program administered by the Kentucky Department of Agriculture and/or the Farmer Veteran Coalition.

2. The Homegrown By Heroes™ logo can be used in any and all marketing campaigns (i.e. signage, product packaging and labeling, websites, social media pages, etc.) where Homegrown By Heroes™ products are promoted.

3. The Homegrown By Heroes™ logo can be used in conjunction with or in place of the Kentucky Proud™ logo on any and all eligible Kentucky Proud Promotional Grant marketing initiatives (www.kyproud.com/members).

Homegrown By Heroes™ Non-Members

1. Any current Kentucky Proud™ Member or Associate Member (i.e. restaurants, foodservice institutions, schools, retailers, etc.) that purchases agricultural products that were grown, raised, or value added (as defined in Membership Eligibility Requirements I. c.) shall be eligible to use the Homegrown By Heroes™ logo provided that the products can be source verified as produced by a current member of the Homegrown By Heroes™ program administered by the Kentucky Department of Agriculture and/or the Farmer Veteran Coalition.

a. **Approved Forms of Homegrown By Heroes™ Logo Usage for Kentucky Proud™ Members and Associate Members.** Kentucky Proud™ Members or Associate Members who are granted use of the Homegrown By Heroes™ logo can use the logo on any and all marketing pieces (i.e. restaurant menus, product packaging and

bottle labeling, in-store signage and banners, advertisements, etc.) where Homegrown By Heroes™ products are promoted. However, said Members must provide clarification to prospective customers, patrons, consumers, and the like, about what or how they purchase from Homegrown By Heroes™ members.

- **Restaurant Example:** If a Kentucky Proud™ restaurant buys as many agricultural products as they can when seasonally available from current members of the Homegrown By Heroes™ program, they must display verbiage, either specifically or ambiguously, explaining what they purchase. The restaurant will have complete discretion in how they accomplish this mandate. For instance, they could place the Homegrown By Heroes™ logo at the bottom of their menu accompanied by a statement such as, “We Proudly Support Our Farmer-Veterans by Buying Their Products When Seasonally Available!” Another instance of use could be the restaurant placing a small Homegrown By Heroes™ logo next to each menu item that was grown or raised by a current member of the Homegrown By Heroes™ program.
 - **Retail Example:** If a Kentucky Proud winery makes a Riesling out of grapes grown by a current member of the Homegrown By Heroes™ program, they must display verbiage, either specifically or ambiguously, explaining what or how they purchase. The winery will have complete discretion in how they accomplish this mandate. For instance, they could place the Homegrown By Heroes™ logo at the bottom of their wine bottle labels accompanied by a statement such as “Made with Grapes Grown by Military Veterans.”
- b. Source Verification Process. Any current Kentucky Proud™ Members or Associate Members who uses the Homegrown By Heroes™ must provide the Kentucky Department of Agriculture Office of Marketing documentation that business relationships are on-going with a current member of the Homegrown By Heroes™ program administered by the Kentucky Department of Agriculture and/or the Farmer Veteran Coalition. Said documentation can be demonstrated in a variety of ways such as a signed affidavit, signed sales receipt, or a written personal attestation from the Homegrown By Heroes™ member(s) or Kentucky Proud™ Member or Associate Member. Documentation must be provided at least (10) business days before usage of the Homegrown By Heroes™ logo shall be granted.