



Walt Helmick  
Commissioner

Marketing & Development Division  
West Virginia Department of Agriculture  
1900 Kanawha Blvd. E., Charleston, WV 25305  
304-558-2210

Jean Smith  
Director



## “WEST VIRGINIA GROWN” LOGO PROGRAM

The West Virginia Grown Logo program was developed and started by the West Virginia Department of Agriculture as a means of identifying products of the highest quality in 1986. The logo is most frequently used on both fresh and processed foods, but is also used on other items such as plants and Christmas trees.

The requirements for this program are that the products must be totally produced, grown, or manufactured in West Virginia or must have a 50% or greater value added in the state of West Virginia. “Criteria for Food Products” have additional requirements that may apply.

In order to utilize the logo, participants in the program must fill out and sign an “Authorization Agreement” which is kept on file in the Marketing and Development Division of the Department of Agriculture. Or you can incorporate the logo in the design of your label by filling out an “Authorization Agreement for Imprinting or Reproduction of Logo”. In some instances, “Modifications of Logo” are permitted.

The logos are sold to participants in the program at a cost and are ordered directly from the Department of Agriculture by filling out an “Order Form”. “Examples of Sizes Available” include: ½” circles, 1 ¼” circles, 5” x 7” index cards and 3” x 5” card stock hang tags.

This program is quite popular with both producers and customers alike. Many producers have conducted test markets and have found time and time again that customers will purchase products using the logo before they will purchase the same product without a logo on the package.

Participants in the program must first have their labels approved by the Department of Agriculture. These can be mailed, faxed, or emailed to our office for approval.

West Virginia Department of Agriculture  
Marketing and Development Division  
1900 Kanawha Blvd. East  
Charleston, WV 25305  
Phone: 304.558.2210  
Fax: 304.558.2270  
Email: ctolley@wvda.us



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## "WEST VIRGINIA GROWN"® LOGO AUTHORIZATION AGREEMENT

I understand that the "West Virginia Grown"® logo was developed by the West Virginia Department of Agriculture for the exclusive use on high quality products made, processed, produced or manufactured in West Virginia. I agree to use the logo only on products, or the packaging of products, produced in West Virginia or which have a proven 50% or greater value added, or generated inside the State of West Virginia, and have been juried into the WV Grown Logo Program. I understand to do otherwise would be a violation of the authorization to use the logo.

(please print)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

DESCRIPTION OF PRODUCTS/PACKAGING ON WHICH LOGO WILL APPEAR:

- |           |           |       |
|-----------|-----------|-------|
| 1. _____  | 11. _____ | _____ |
| 2. _____  | 12. _____ | _____ |
| 3. _____  | 13. _____ | _____ |
| 4. _____  | 14. _____ | _____ |
| 5. _____  | 15. _____ | _____ |
| 6. _____  | 16. _____ | _____ |
| 7. _____  | 17. _____ | _____ |
| 8. _____  | 18. _____ | _____ |
| 9. _____  | 19. _____ | _____ |
| 10. _____ | 20. _____ | _____ |

If at any time I make a change, I will inform the Department of Agriculture. *(If additional space is needed, turn over and use the back.)*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



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**"WEST VIRGINIA GROWN" LOGO  
AUTHORIZATION AGREEMENT  
FOR THE IMPRINTING OR REPRODUCTION OF LOGO**

I understand that the "West Virginia Grown" logo was developed by the West Virginia Department of Agriculture for exclusive use on high quality products produced, made, processed, or manufactured in West Virginia. I agree to imprint or reproduce the logo only on products, or the packaging of products, produced in West Virginia which has a proven 50% or greater value added or generated inside the State of West Virginia. I understand to do otherwise would be a violation of the authorization to use the logo. Furthermore, I attest that the number of imprints or reproductions I specified is accurate and I may be asked to verify the number of imprints/reproductions of the "West Virginia Grown" logo with related business records.

NAME OF COMPANY: \_\_\_\_\_

AGENT (print): \_\_\_\_\_

Description of product/packaging on which logo will appear: \_\_\_\_\_

\_\_\_\_\_

Number of imprints or reproductions: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



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## **"WEST VIRGINIA GROWN" LOGO AUTHORIZATION AGREEMENT FOR THE MODIFICATION OF LOGO**

I understand that the "West Virginia Grown" logo was developed by the West Virginia Department of Agriculture for the exclusive use on high quality products produced, made, processed or manufactured in West Virginia. I hereby request permission to modify the label in the manner described below. I understand that such modifications must be approved in advance by the Commissioner of Agriculture or his representative. I agree to use the modified logo in a manner consistent with the intent of promoting high quality products, or the packaging of products, in West Virginia which have a proven 50% or greater value added, or generated inside the State of West Virginia. I understand that to do otherwise would be a violation of authorization to use the logo. Furthermore, I attest that the number of modified imprints or reproductions I specify is accurate and that I may be asked to verify the number of modified imprints or reproductions of the "West Virginia Grown" logo with related business records.

NAME OF COMPANY: \_\_\_\_\_

AGENT (print): \_\_\_\_\_

DESCRIPTION OF MODIFICATIONS TO THE "WEST VIRGINIA GROWN" LOGO:

\_\_\_\_\_  
\_\_\_\_\_

NUMBER OF MODIFIED IMPRINTS OR REPRODUCTIONS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_