



**Media Contact:**

Name: Crescent Gallagher

Title: Communications Director

Phone: 304-380-3922

Email address: [cgallagher@wvda.us](mailto:cgallagher@wvda.us)

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## New WV Grown Logo Revealed

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**Charleston, WV** - After two rounds of voting, totaling more than 2,400 responses from producers and the public, the West Virginia Department of Agriculture (WVDA) has revealed the next logo for the West Virginia Grown program. Commissioner of Agriculture Kent Leonhardt announced the revamping of the program back in January as part of his 2018 vision. Since then, the WVDA has gathered input through online surveys and stakeholder meetings.

“We knew the program needed a new look to go along with new benefits. We wanted to tap into the history of the program, as well as our Appalachian roots,” said Commissioner Leonhardt. “We think this new look captures both of those perfectly.”

The West Virginia Grown program was originally started in 1986. The program was developed to help consumers identify value-added products whose ingredients were grown or produced in West Virginia. To qualify for the program, products must be made, processed or produced in West Virginia or have a value-added of 50% or greater. Qualifying members are then allowed to place logo stickers on products or have them directly imprinted on product labels.

“This is the state’s food branding program. The department only houses and manages the program to ensure quality. That is why we decided to listen and garner input from producers and the public throughout this entire process,” Leonhardt said. “After all the input we gathered, we are happy on where we ended up.”

In addition to a contemporary logo, new guidelines and benefits are being developed. Current and former members, as well as those interested in joining the program, are encouraged to reach out to the department for more information.

For any questions or concerns, please contact Beth Southern at 304-558-2210 or [bsouthern@wvda.us](mailto:bsouthern@wvda.us).

*The West Virginia Department of Agriculture protects plant, animal and human health through a variety of scientific, regulatory and consumer protection programs. The Commissioner of Agriculture is one of six statewide elected officials who sits on the Board of Public Works..*

