

Office of the Commissioner of Agriculture
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VOTING PERIOD FOR NEW WV GROWN LOGO OPENS

Charleston, W.Va. – The West Virginia Department of Agriculture (WVDA) has announced a public voting period to determine the next West Virginia Grown logo. From February 19th until April 23rd, the public will have the opportunity to vote on three options being considered as the next logo for the program. Public comments and input will also be compiled to guide the relaunch and redevelopment of the program. The relaunch is set to take place later this spring.

“West Virginians are always proud to support a fellow Mountaineer,” said Commissioner of Agriculture Kent Leonhardt. “Consumers will know a product was made by a West Virginian in West Virginia by identifying our new logo. The program and the previous logo were established in the 1980s and required a much-needed update.”

Commissioner Leonhardt announced the revamping of the West Virginia Grown program back in January as part of his 2018 vision. The WVDA will be looking to provide added services in addition to the new logo. The department, in conjunction with the West Virginia Farmers Market Association and the West Virginia Food and Farm Coalition, will be hosting several stakeholder meetings around the state to gather input from producers. The first meeting will be held during the Small Farms Conference on Friday, February 23rd.

“The West Virginia Grown program is an essential marketing tool for our producers,” said WVDA Agriculture Business Development Director Cassey Bowden. “The local food movement is growing every day. If our producers are going to compete in this growing market, they need modern tools at their disposal.”

To vote for the next West Virginia Grown logo, please click here: <https://goo.gl/DhG2QK>.

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