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## WVDA Announces Second Round Voting for New WV Grown Logo

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**Charleston, WV** – The West Virginia Department of Agriculture (WVDA) has announced a second round of public voting to determine the next West Virginia Grown logo. From April 16th until April 29th, the public will have the opportunity to vote on four options being considered as the next logo for the program. A separate producer survey is being sent out to past program participants and external partners for additional input. The new logo will be announced Monday, April 30<sup>th</sup>.

“We have listened to input from the public, our producers and stakeholders. It was clear we needed to continue to work on the logo to get it right,” said Commissioner of Agriculture Kent Leonhardt. “Our goal is to land on a brand everybody will be proud to use.”

Commissioner Leonhardt announced the revamping of the West Virginia Grown program back in January as part of his 2018 vision. The WVDA opened its first public voting period back in February. Since then, staff has held stakeholder meetings and gathered information through online surveys. The WVDA will be looking to provide new program benefits in addition to the new logo starting this May.

“At the end of the day, the WVDA will only house and manage the program. This is a branding mechanism for our producers and those who are proud to buy or use West Virginia Grown products,” Leonhardt said.

To vote for the next West Virginia Grown logo, please click here: <https://goo.gl/Pys8gF>

*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.*



