

Office of the Commissioner of Agriculture
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New Release

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WVDA Reaches Agreement to Use Homegrown By Heroes Brand



Charleston, WV - The West Virginia Department of Agriculture (WVDA) announced Commissioner of Agriculture Kent Leonhardt signed a trademark license agreement with the Homegrown by Heroes (HBH) brand. Commissioner Leonhardt jointly signed the agreement with Michael O'Gorman, executive director for The Farmer Veteran Coalition Inc., during the West Virginia Veterans and Warriors to Agriculture stakeholder meeting held at this year's state fair.

"We know with this brand our veterans can sell their product in any market within the United States. This agreement gives West Virginia vets a competitive edge they did not have before," stated Commissioner Leonhardt. "Our mission has always been to help open new markets to our producers, especially our veterans."

HBH is the official farmer/veteran branding program of America. The HBH logo serves to inform consumers products donning the logo were produced by military veterans. The program is available to farmers, ranchers, fishermen and value-added producers of all branches and eras of military service.

Homegrown by Heros Page, 2

"Part of the mission of the WVDA is to help our producers bring their product to market. A portion of the marketing initiative is assisting producers with branding and positive positioning to the final consumer. The HBH brand is a great tool our veterans can use to catch a buyer's eye," stated Agriculture Business Development Director Cassey Bowden.

West Virginia veterans who wish to utilize the HBH brand can complete an application through the West Virginia Department of Agriculture by calling 304-357-5121, visiting www.wvda.org or through [The Farmer Veterans Coalition](#).

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